

**10 June 2024**

**To,**

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400 001

**National Stock Exchange of India Limited**

Exchange Plaza, Bandra Kurla Complex,  
Bandra East, Mumbai – 400 051

**Scrip Code: 500870**

**Scrip Symbol: CASTROLIND**

Dear Sir/Madam,

**Sub.: Press Release**

Please find enclosed herewith the Press Release titled “**Castrol launches new EDGE range of products in India**”.

The same can also be viewed on the Company’s website at:

[https://www.castrol.com/en\\_in/india/home/about-castrol/newsroom/press-releases.html](https://www.castrol.com/en_in/india/home/about-castrol/newsroom/press-releases.html)

This is for your information and records.

Thank You.

Yours faithfully,

For **Castrol India Limited**

**Hemangi Ghag**

**Company Secretary & Compliance Officer**

Encl.: A/a

**Registered address:**

**Castrol India Limited**

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## PRESS RELEASE

### **Castrol launches new EDGE range of products in India**

- Introduces high-performance lubricants for SUVs, Hybrids, and European vehicles
- The EDGE range will be available at Castrol workshops and online and offline retail outlets across India
- Campaign TVC '[Stay Ahead](#)' featuring Shah Rukh Khan is now live
- Castrol is an associate sponsor for broadcast of the T20 World Cup and Wimbledon on Disney Star.

**Mumbai, 10 June 2024:** Castrol India Limited today unveiled an exciting range of products within the Castrol EDGE line. This premium and advanced engine oil, designed for on-demand performance, now includes three new variants tailored for the passenger car segment, addressing the evolving needs of automotive consumers.

Supporting this launch is a dynamic television commercial (TVC) campaign titled [Stay Ahead](#), featuring Bollywood superstar and brand ambassador Shah Rukh Khan. The TVC concluded its grand premiere on 9 June 2024 amidst the highly anticipated India vs Pakistan T20 match, which showcased Khan in a fresh and exciting avatar, highlighting the superior performance offered by Castrol EDGE.

The commercial cleverly plays on today's paparazzi culture, depicting celebrities finding innovative ways to 'Stay Ahead' of the shutterbugs. The core message highlighted in the TVC is Castrol EDGE's ability to significantly boost engine performance on demand, ensuring drivers can count on exceptional performance in any situation and on any terrain.

The TVC opens with Shah Rukh Khan, playing himself, showcasing his cheeky dance moves outside his parked car, holding a pack of Castrol EDGE. Soon, paparazzi on their bikes, exhausted from a swift chase, approach, expressing their surprise at finally spotting Shah Rukh Khan. The frame shifts to a flashback, showing an exhilarating and playful chase where the paparazzi eagerly try to get close to SRK's car for pictures. However, each time, SRK zooms away, leaving the paparazzi only with blurry pictures of him.

Taking a humorous approach, the film highlights the innovative ways that celebs like SRK stay ahead of the paparazzi. In a light-hearted manner, SRK then reveals his secret to 'Staying Ahead' of the paparazzi and hands them a pack of Castrol EDGE engine oil. The paparazzi, hopeful of finally getting a clear shot, prepare their cameras. However, their anticipation quickly turns to playful disappointment as they watch SRK speed away once more. The commercial ends with SRK cruising away, leaving the world behind – "Castrol EDGE, Stay Ahead".

*"We are excited to launch Castrol EDGE, our range of high-performance car lubricants, with this engaging multimedia campaign featuring Shah Rukh Khan. The campaign leverages SRK as himself, showcasing a slice of his life, where the brand can truly give him an advantage," said Mr. Rohit Talwar, Vice President and Head of Marketing, Castrol India Limited. "With the introduction of Castrol EDGE, our focus on innovation meets India's growing demand for better performance from their cars. The new Castrol EDGE range*

*features products specifically engineered for a range of vehicles, from Hybrids to European Cars and SUVs providing cutting-edge technology that exceeds the requirements of the highest industry standards. This launch reaffirms our leadership in the lubricant sector, and we are confident that Castrol EDGE will set a new benchmark in engine performance and drive business growth."*

Discussing the TVC's creation, **Sukesh Nayak, CCO Ogilvy India** said, "We had to do something magical on Castrol. With SRK on board, we wanted to creatively maximise his potential. Then the question we asked ourselves was "Why does SRK need on demand performance?" 'Stay Ahead' was born. This isn't just a TVC, it's a full-blown campaign replete with fun teasers, first ever SRK image gallery, roller coaster chases and a tongue in cheek humour that's sure to keep consumers engaged."

The campaign also closes the loop, offering paparazzi SRK's first-ever custom photo gallery. As SRK stays ahead of paparazzi With Castrol EDGE in his car, paparazzi can now [access and use these pictures for free](#).

The all-new Castrol EDGE is formulated to deliver at least 30%<sup>1</sup> improved performance versus tough industry limits. Designed and tested to meet latest OEM specifications, the entire range with *PowerBoost Technology*<sup>TM</sup> gives drivers the confidence to demand more power and acceleration<sup>2</sup>, when they need it the most.

The launch includes EDGE Hybrid specially formulated for Hybrid engine, EDGE Euro Car targeting leading EURO OEMS like Audi, BMW, Mercedes, Jaguar, Land Rover, Volkswagen, Skoda, and Porsche, and EDGE SUV for high performance and premium SUVs.

In Addition to the T20 World Cup, Castrol is also an associate sponsor on Disney Star for Wimbledon in July 2024. The TVC is released on 9 June in seven languages to resonate with diverse audiences as part of a complete 360-degree marketing campaign spread across multiple platforms including a teaser video, print, digital, influencer amplification and OOH.

#### **About Castrol India Limited**

Castrol India Limited is one of India's leading lubricant companies with brands such as Castrol CRB, Castrol GTX, Castrol Activ, Castrol POWER1, Castrol EDGE, Castrol MAGNATEC and Castrol VECTON, which are the brands of choice for millions of consumers and customers across the country. The Company also operates in select segments like High Performance Lubricants and metalworking fluids used in a wide variety of industries such as automotive manufacturing, mining, machinery, and wind energy. Castrol has a large manufacturing and distribution network in India with three blending plants and a distribution network of 350 distributors who reach consumers and customers through over 100,000 retail outlets. For more information, please visit [www.castrol.co.in](http://www.castrol.co.in).

<sup>1</sup>Average performance improvement versus the limits of engine tests from ACEA and API industry specifications.

<sup>2</sup>More power and acceleration demonstrated in Castrol engine testing and/or modelling vs 5W-40 baseline; distance ahead measured over road load accelerations.

#### **For more information, please get in touch with:**

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