

## **Gulf Oil & Schwing Stetter Tie-up to Market Co-Branded Lubricants for India**

*Chennai, March 18, 2015:* Schwing Stetter and Gulf Oil Lubricants India Ltd. (A Hinduja Group Company) inked an agreement on March 18<sup>th</sup>, 2015 to market co-branded lubricants for Schwing Stetter customers across the country. This is in addition to the factory fill which was already being supplied by Gulf Oil. The agreement was signed by Mr. Ravi Chawla, Managing Director Gulf Oil and Mr. Anand Sundaresan, Vice Chairman & Managing Director, Schwing Stetter.

Schwing Stetter India, 100 % subsidiary of the Schwing Group of companies, the latter being world's pioneering manufacturer of concrete construction equipments, while Gulf Oil Lubricants India Ltd., is one of the leading private sector players in the lubricant industry & currently the fastest growing lubricant marketer in India.

**Anand Sundaresan- Vice Chairman & Managing Director – Schwing Stetter** said “After field trials for several months, on our Concrete Pumps, we have approved use of **“Gulf Harmony AW 68Plus SS”** for our equipments. We are glad to enter into an agreement with Gulf Oil for factory fill as well as aftermarket business. I am sure our customers will greatly benefit with this association”.

**Ravi Chawla - Managing Director – Gulf Oil** said, “We are pleased to tie-up with Schwing Stetter, an industry leader with their high technology products. This further strengthens our presence in the construction sector, which is a key segment for India’s growth & one of Gulf oil’s key focus segment in the coming years. Our products and services have been designed keeping in mind the extreme working environment of construction & mining Industry. Our team is fully prepared to deliver total customer satisfaction.”

The co-branded lubricants have been specially formulated for Schwing Stetter equipments & meet their stringent engineering specifications. The portfolio includes high performance anti wear hydraulic oils made from severely hydrocracked and hydrotreated Group II base stocks with special performance additives.

These specially engineered products represent the next generation of lubricants and exceed the existing performance, thereby increasing the life and reliability of these capital intensive equipments. The products would be available in convenient customer friendly pack sizes to cater to the varied consumer requirements.

Gulf Oil has been a pioneer in the development & usage of 'longer drain lubricants', with technologically advanced formulations in India over the years and is backed by a strong & extensive distributor network. The company has vast experience of marketing co-branded oils with other OEMs like Ashok Leyland, Mahindra & Mahindra, L&T and Toshiba and is confident that this expertise will also add value to customers of Schwing Stetter in the construction sector.

This product range will be marketed through Gulf Oil's distribution channels & will also be sold directly to Schwing Stetter's major customers. This will give an impetus to ensure the availability of quality products to the end-customers, who are located in remote parts across the country. Gulf Oil is expanding its reach rapidly & currently the company's retail distribution channel comprises of over 50,000 retailers across India.

### **About Gulf Oil**

"Gulf Oil Lubricants India Limited (GOLIL), part of \$ 18bn Hinduja Group, is an established player in Indian lubricant market. It markets a wide range of automotive and industrial lubricants, 2-wheeler batteries, automotive filters and lubricating equipment. Today, the Gulf brand is present in more than 100 countries across five continents with values of 'Quality, Endurance & Passion' as its core attributes. Gulf Oil International Group's core business is manufacturing and marketing an extensive range consisting over 600 performance lubricants and associated products for all market segments. Gulf Oil has been proud sponsor of Chennai Super Kings (one of the eight competing teams of IPL) & have Mr. Mahendra Singh Dhoni, India Cricket Team Captain as its Brand Ambassador

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