



# Gulf Oil Lubricants India Limited

November 5, 2018

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai- 400001  
Tele.: 91-22-22721233/4, 91-22-66545695  
Fax : 91-22-22721919  
Email: corp.relations@bseindia.com  
**Scrip Code:538567**  
**Scrip ID: GULFOILLUB**

**National Stock Exchange of India Ltd.**

Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E)  
Mumbai – 400 051  
Tel e: 91-22-26598235/36  
Fax : 91-22-26598237/38  
Email.: cmlist@nse.co.in  
**Scrip symbol: GULFOILLUB**

Dear Sir

**Sub.: Press release in respect of an agreement with Tata Motors to launch a co-branded lubricant range for its passenger vehicles in India.**

**Ref.: Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.**

In compliance with Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we are forwarding herewith Press release in respect of an agreement with Tata Motors to launch a co-branded lubricant range for its passenger vehicles in India.

Request you to kindly take the same on record and acknowledge.

Thanking you

Yours faithfully

**For Gulf Oil Lubricants India Limited**

Vinayak Joshi  
Company Secretary &  
Compliance Officer

*Encl.: as above*

**Gulf Oil Lubricants India Limited**

**Registered & Corporate Office:**

IN Center, 49/50,  
12th Road, M.I.D.C.,  
Andheri (E)  
Mumbai - 400 093, India  
CIN: L23203MH2008PLC267060

Tel: +91 22 6648 7777  
Fax: +91 22 2824 8232  
Email: info@gulfoil.co.in

[www.gulfoilindia.com](http://www.gulfoilindia.com)



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**TATA MOTORS**  
Connecting Aspirations

## **Tata Motors and Gulf Oil inked an agreement to launch a co-branded lubricant range for its passenger vehicles in India**

**November 5<sup>th</sup>, 2018, Mumbai:** Tata Motors and Gulf Oil Lubricants India Limited (GOLIL), today officially signed an agreement to launch a range of co-branded lubricants for its passenger vehicle segment in India. Signed in the presence of Mr. Mayank Pareek, President – PVBU, Tata Motors, Mr. S.N. Barman - Vice President, Sales, Marketing & Customer Support, PVBU, Tata Motors, Mr. Subhajit Roy - Head – Customer Care, PVBU, Mr. Ravi Chawla, MD, Gulf Oil Lubricants India Limited and Mr. Shiva Raj Mehra, Head, Automotive OEM business, GOLIL, the Companies will be selling co-branded Tata Motors Genuine Oil in the high street bazaar market under this partnership.

**According to Mr. Mayank Pareek – President, Passenger Vehicle Business Unit, Tata Motors -** *“We at Tata Motors have always worked towards creating a delightful experience for all our customers through various aftersales products & services. Gulf Oil is an iconic brand with strong heritage and is currently amongst the fastest growing lubricant brands in India. With the strength of GOLIL and our commitment to provide our customers with the best lubricant technology expertise and support in the competitive market place, we are happy to announce the beginning of this new relationship. Furthermore, with the association, we guarantee that our customers will receive the finest quality of product which will in turn help them extract the best performance out of their engines.”*

*“We are extremely honoured to partner with a respected brand like Tata motors for their Passenger Vehicle Business Unit in India. This gives us an excellent opportunity to leverage our brand and other strengths for the passenger vehicles segment. This agreement will be a win-win for both partners as it gives Tata Motors customers a chance to avail a product that is specifically developed for the passenger vehicles of Tata Motors. It will furthermore leverage Gulf Oil’s extensive distribution network to make it easily available to customers”,* said **Ravi Chawla, MD, Gulf Oil.**

The products launched under this range would cover the entire gamut of requirements by the Company, which would include engine oil, gear oil, coolant and brake oil. Additionally, the product range would offer best technology for Tata Motors’ consumers and will be continuously upgraded from time to time depending on the requirements.

### **About GOLIL**

Gulf Oil Lubricants India Limited (GOLIL), part of Hinduja Group, is the fastest growing brand in the Indian lubricant market. It markets a wide range of automotive and industrial lubricants, greases, 2-wheeler batteries, coolants and allied products. Today, the Gulf brand is present in more than 100 countries across five continents with values of 'Quality, Endurance & Passion' as its core attributes. The Gulf Oil International Group's core business is manufacturing and marketing an extensive range consisting over 400 performance lubricants and associated products for all market segments.

### **About Tata Motors**

Tata Motors Limited (BSE: [TATAMOTORS](#)), a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Part of the USD 100 billion Tata group, Tata Motors is



Quality. Endurance. Passion.

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India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 109 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, the UK, Italy and Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com); also follow us on Twitter: <https://twitter.com/TataMotors>)

**Media Contact Information**

Tata Motors Corporate Communications E-mail: [indiacorpcomm@tatamotors.com](mailto:indiacorpcomm@tatamotors.com)

Tel: +91 22-66657613 [www.tatamotors.com](http://www.tatamotors.com)