



Quality Endurance Passion

**Gulf Oil Lubricants India Limited**

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CIN No. L23203TG2008PLC060190

**Press Release - Quarter 1 - FY 2015-16**

**- For Immediate Publication**

### Highlights :

- Gulf Oil Lubricants Q1 PBT up by 17 % at Rs. 31.1 crores & EBIDTA up by 16% at Rs. 34.7 crores over Last Year..
- Q1 Gross Turnover at Rs.265.6 crores and PAT at Rs.20.5 crores
- Company launched advertising campaigns for its Motorcycle & scooter lubricant products, which have received a very positive response

**Mumbai, July 28, 2015:** Gulf Oil Lubricants India Limited, a Hinduja Group Company, listed on NSE and BSE has reported today its financial results for the quarter ended 30<sup>th</sup> June, 2015. Company has achieved a Gross turnover of Rs.265.6 crores and Profit After Tax of Rs. 20.5 crores.

The Company has achieved quarter on quarter growth of 1.9% in its Net Revenues at Rs. 230.4 crores as compared to previous year June quarter, when it was Rs. 226.1 crores, for the quarter.

The Profit Before Tax has grown by 17% for the quarter ended 30th June 2015 as compared to previous year June quarter. Company's EBIDTA for the quarter has also shown a healthy growth of 16% compared to previous year same period. Company's EBIDTA margins at 15.1% have shown sequential improvement of nearly 180 bps for the quarter over previous year same period.

While there has been positive growth in volumes & revenues, the recent price discounting to adjust to the competitive market scenario has resulted in lower growth in revenues this quarter. The Company grew volumes in the Channel & key B2B segments in Q1.

The Company continued its brand visibility/product activations during Indian Premier League 2015 through its association with the Chennai Super Kings (CSK). This year, the championing product was the Gulf Pride Scooter which was launched during the IPL by the CSK team in Ahmedabad. Gulf Pride Scooter 10W-30 was also the center piece of all communications during the IPL, supported in outdoor & single screen cinemas in key markets. Apart from stadium branding at Chennai and stand activations, the Scooter product along with other core products from the Gulf portfolio were promoted to consumers across select cities.

Another major highlight was the launch of a mega new-look campaign targeted at the two-wheeler segment consumers to communicate the 'added benefit' of superior pick-up ("Insta Pick-up"). This added product benefit was based on consumers insights that had been gained through a research conducted by IMRB recently. The new TVC starring Company's brand ambassador MS Dhoni and other noted actors ran across all major media channels in the month of June-July. This campaign also had a digital and outdoor presence that was well received and resulted in an instant double digit growth for us in this segment. The success of this campaign will also strengthen Gulf Oil's brand position further.



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### About GOLIL

Gulf Oil Lubricants India Limited (GOLIL), part of 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. 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.

BSE Scrip Code: 538567

NSE Scrip symbol: GULFOILLUB

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### Safe Harbour

Certain statements in this release concerning our future growth prospects may be termed as forward-looking statements, which involve a number of risks, and uncertainties that could cause our actual results to differ materially from those in such forward-looking statements. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.