



Quality Endurance Passion

GULF OIL LUBRICANTS INDIA LIMITED

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Press Release

- For Immediate Publication

Gulf Oil Launches 'Ultrasynth X' For Mid-Sized Passenger Cars

- Gulf Oil launches new synthetic engine oil repositioning its product range for cars towards achieving higher market shares in the growing passenger cars segment in India
- The products were unveiled in a new international pack design by the Company's Brand Ambassador Mahendra Singh Dhoni in NCR region (India's largest market for car engine oils) on 29th December 2015 at a Dealers Launch Event.
- Gulf Oil Lubricants launches Gulf Ultrasynth X - a new synthetic engine oil for passenger cars
- Formulated with special additives that works as superior engine detoxifiers for delivering customer benefit of an 'Ultra smooth driving experience'

Mumbai, December 30, 2015: Gulf Oil Lubricants India Limited (GOLIL), one of India's leading and fastest growing lubricant brands, has launched new entry level synthetic engine oil in the passenger car segment, Gulf Ultrasynth X. This lubricant is most suitable for new generation cars in the compact mid-size to premium mid-size categories & adheres to the recommendation of most car manufacturers for this category, largest being those with K-series engines used in Maruti cars i.e. Alto, Swift & also for cars like Etios, Accent etc. With a viscosity grade of 5W-30, this multi-grade engine oil is suitable for varying temperature conditions throughout the year. It is apt for petrol, diesel, CNG & LPG cars carrying the specifications of API SN & ILSAC GF-5, signifying its adherence to the latest certification of various lubricant associations.

Formulated with special **engine detoxifiers** & premium base oils, Gulf Ultrasynth X 5W-30 has been engineered to excel in varying conditions to protect the engine from harmful carbon deposits. Under the present-day conditions, cars are being used for both in-city and highway driving, posing different challenges for the engine, hence the need for a specialised lubricant. Impurities in the form of 'cold running deposits' formed during city driving and 'hot running deposits' formed during high speed driving conditions are arrested by these superior detoxifiers, thereby keeping the engine parts clean. The detoxed engine is hence more responsive resulting in a 'smoother driving experience' for the consumers.

Gulf Oil also used the occasion to launch their new international packaging. The new pack design inspired by the proud and long heritage of Gulf's association with Motorsports & many international race winning teams, most famous being the World Endurance Championships at Le Mans- 24 hours. Gulf has leveraged the rich experience of developing products suitable for such extreme conditions to formulate superior products for road-going cars.



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Speaking on the occasion of launch, which was done by the Company's Brand Ambassador Mahendra Singh Dhoni in New Delhi along with Mr. Ravi Chawla, MD, GOLIL said, "Gulf's long & extremely successful global association with motorsports has been leveraged to create Ultrasynth X especially suited for Indian driving conditions along with a world class pack inspired by race track & Chequered flag. It's the first of new products from our international range being launched in India to enable car consumers enjoy a '**Smooth drive experience**'. This product launch is also in keeping with our strategy to increase our market share in the growing passenger car segment."

He further added, "Customers for all car segments, including luxury can choose from a better and wider range of Gulf products. The 'Formula G' range of fully synthetic lubricants is created to deliver 'top, sustained performance' for the top end and luxury cars. The 'Formula G's unique synthetic formulation has enabled it to be priced in such a way that it's an attractive offering for consumers, mechanics as well as the trade."

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. 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.

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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.