

PRESS RELEASE



Hindustan Motors Ltd. ties up with Raaj Unocal Lubricants Ltd.

KOLKATA, January 14, 2013: Kolkata-based automobile major Hindustan Motors Ltd. (HM) signed, here today, a MoU with Raaj Unocal Lubricants Ltd. (RULL) for the manufacture and marketing of co-branded genuine oils exclusively for HM vehicles.

The companies entered into a three-year contract to manufacture co-branded products known as UNO HM GUARDOL (only for diesel vehicles), UNO HM GAS-O-DUO+ (for all non-diesel vehicles) and UNO AMBI DSL+. While the first two products will be made available at all HM service centres across 13 states in India, UNO AMBI DSL+ will be available only in the replacement market. This association is aimed at maximizing benefits to HM customers.

Speaking on the occasion **Mr. Uttam Bose, MD & CEO, Hindustan Motors Ltd.**, said, “Lubricants and oils constitute the life and blood of all machines, particularly automobiles. The effective performance and longevity of our auto vehicles depend on the regular and proper use of these substances. However, the automotive domain is too well aware of the complaints about the quality of lubricants and oils. I am confident that Hindustan Motors’ tie-up with Raaj Unocal Lubricants Ltd. will address this issue to a large extent. This agreement is yet another endorsement of HM’s commitment to customer service.”

The tie-up will witness introduction of three genuine oil grades which will be suitable for use in all diesel, petrol and CNG-run engines of HM vehicles.

Along with all these products the taxis drivers will get the opportunity to avail of special offers such as cash-back coupons, free check-ups and discounted labour cost at service centres. These will be the most value-for-money genuine oils available in the market as of date, with uncompromising quality.

The products have been jointly developed by the R&D and quality control departments of both HM and Raaj Unocal after a thorough market survey to understand the requirements and problems of customers. The cost of production and profit-margins of all the products have been kept minimal to transfer the advantage to end-users.

As a part of this unique project, Raaj Unocal has also developed the **76 mobile lab**, a mobile oil-testing kit. This kit will enable the detection of timing of oil change, thus, saving money lost due to early oil changes. The result of this test will also give an insight into the functioning of the engine, thereby, diagnosing problems at an early stage and avoiding high expenditure in repair work. The said kit is a user-friendly apparatus and can be handled by all after a simple one-hour training. Currently, the lab will be available at all service points and mass service camps. The lab successfully conducted tests on several Kolkata taxis today. Taxi owners, who were found to have used oils and lubricants effectively, were awarded.

Speaking on the occasion, **Mr. Alok Rajgarhia, MD, RULL**, stated, “These products have been designed to deliver optimum performance to the vehicles such as prolonged drainage period and increased fuel mileage. Certain complex additives and chemicals have also been used in the formulation to provide added benefits such as lower oxidation, increased viscosity index, rust protection, lower sludge formation, reduced cold starting problems, etc., which will together increase the life of the engine substantially and will result in lower maintenance costs.”

About Hindustan Motors Limited

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner 1.5 lt. and 2.0 lt. diesel and Winner 1.8 lt. CNG, and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger vehicles from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Pajero SFX (2002), Cedia (2006), Montero (2009), Outlander (2010) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

About Raaj Unocal Lubricants Limited (RULL)

RULL is the flagship company of the Rajgarhia Group of Enterprises that has diversified interests in the manufacturing of pharmaceutical, steel, abrasives, paper. The group also has interests in finance & leasing and warehousing.

RULL was the first private player in the lubricant Industry and was established in the year 1990 under a technical collaboration with The Union Oil Company of California (USA), a Fortune 500 company then.

The production plant is located at the Faridabad Industrial Area and is spread over an area of 10 acres. The plant has a blending capacity of over 40,000 MT per annum.

The company has a rich experience of blending for premium MNC brands such as SERVO of Indian Oil Corporation, TotalFina of Elf and ExxonMobil.

For more information, please contact:

Rajiv Saxena,
Chief General Manager,
Corporate Communications,
Hindustan Motors Ltd.,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
T: 033-26647353 (D)
T: 033-26647014/7900 Extn. 5880
M: 9674741919

Registered office
Birla Building,
14th floor,
9/1, R N Mukherjee Road,
Kolkata – 700 001
E-mail: rajiv.saxena@hindmotor.com
www.hindmotor.com
www.mitsubishi-motors.co.in

Monalisa Banerjee
Manager-Corporate Communications,
Hindustan Motors Limited,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
Mobile: 09051251110

T: 033-26647014/7900 Extn. 5889

E-mail: monalisa.banerjee@hindmotor.com