

# THE HINDU Business Line

## **Raaj Unocal ties up with HM for manufacture of co-branded oils, greases, The Hindu Business Line, January 09**

Raaj Unocal Lubricants Ltd (RULL) has entered into a three-year contract with Hindustan Motors to manufacture Genuine Oils and Greases co-branded with the HM logo. RULL has a technical tie-up with Unocal of the US.

'UNO HM GUARDOL' and 'UNO HM GAS-O-DUO+' genuine oils will be used in all Hind Motors vehicles and will be distributed to the HM Service Network through the distribution channel of RULL in 13 States now.

UNO AMBI DSL+ is oil meant exclusively for the replacement market that targets around 50,000 taxi-drivers. All co-branded products would carry special benefits for the taxi driver including discounted labour charges and cash-back coupons aimed at increasing footfalls at HM Service outlets by 20 per cent.

The two companies expect to manufacture and distribute 45 tonnes of oils worth Rs 1 crore every quarter.

RULL has developed 76 mobile labs exclusively for this tie-up. The labs will conduct free oil testing on used oils recovered from vehicles to determine the condition of the engines.

The data from the used oils can be used by the system to determine the oil change interval based on current running conditions which will collectively lead to a considerable saving in maintenance costs for the vehicle owner.

The services would be offered at HM service outlets, on-road camps and mass service camps across 13 States.

<http://www.thehindubusinessline.com/industry-and-economy/marketing/raaj-unocal-ties-up-with-hm-for-manufacture-of-cobranded-oils-greases/article4290433.ece>