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Gulf Oil Lubricants India Ltd partners with Mahindra & Mahindra Tractors

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oil will manufacture & supply Mahindra Genuine Oil under brand name of Mahindra M-Star Super for its dealer workshop network along with Mahindra-Gulf Co-branded lubricant line for the 'Bazaar segment' under brand name of 'Gulf XHD M Tractor' based on M & M's 'MKM' (Mileage ka Master) platform giving extended drain interval of 350 hours.

Upon signing the partnership agreement, Mr. Ravi Chawla, Managing Director, Gulf Oil Lubricants India Ltd. said, "Gulf Oil & Mahindra & Mahindra's partnership for the tractor segment is an extension of our relationship in passenger segment and a step in the direction to be one of the top 3 lubricant brands in the industry. World class products manufactured using group3 base oils, alliances with leading players like M&M has made Gulf oil one of the fastest growing lubricant majors in recent times. With robust distribution network of over 50000 retailers we are confident of ensuring product availability closer to the farms."

He further adds, "Long-drain lubricants are our strength, a large part of R&D and product development of which is based out of India, with our main facility in Silvassa". The Lubricants Division has been working to consolidate its strong position in long drain oils for commercial vehicles & motor-cycle segment by launching long drain oils for other segments.

On this occasion, Mr. Bharatendu Kapoor, Sr.Vice President, Sales, Channel & Customer Care, Farm Division, Mahindra & Mahindra Ltd. said, "At Mahindra, we have always pioneered products to increase farm productivity and enhance farmer prosperity. The collaboration with Gulf Oil to offer best in class, 'Long drain' lubricants for Mahindra tractors is a step in that direction. The 'Mahindra M-star Super' oil brand will offer farmers the opportunity to enhance productivity from their farms whilst ensuring a lower cost of tractor ownership thus leading to farmer prosperity."

Gulf Oil Lubricants India Limited (GOLIL) was recently de-merged from parent Gulf Oil Corporation. Over the past 6 years, lubricant business has attained CAGR growth of about 15% in revenues, 42% in profits before taxes & delivering EBITDA margins of over 12% consistently.

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