

fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

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New Distributor Appointment

We are pleased to announce the appointment of our new distributor in Bhagalpur, Bihar, under the guidance of Mr. Pankaj Kr. Mishra (TM). Here's a snapshot from the inauguration ceremony, marking the beginning of a promising business relationship with ATLANTIS.



Market Presence

Here are a few glimpses showcasing ATLANTIS's strong market presence across a wide range, PAN India.



Counter Shahoo Enterprises, under distributor Rajdhani Auto, along with our TSE Hemanta Majhi and DSR, in Bhubaneswar, Odisha



Sangeeta Automobiles, a retailer under Rajdhani Auto Distributors, Bhubaneswar



During order collection from Maa Jagadambe Lubricants, a counter under distributor Auto India, Dhanbad, accompanied by ASM Abhimanyu Singh.



During a dispatch from New Laxmi Lubricants, a distributor under the North 1 zone.



ATLANTIS barrel in a PCMO workshop, CG Motors, located in Arang, Chhattisgarh, under Jain Auto Parts.



Field Immersion



Counter Shahoo Enterprises, under distributor Rajdhani Auto, along with our TSE Hemanta Majhi and DSR, in Bhubaneswar, Odisha.



During a visit to Shivani Enterprises, a dealer under distributor Bhawani Traders, Lakhisarai, Bihar, Along with TM Pankaj Mishra.



During order collection from SF Oxygen, a counter under DB Assad Global Tradings in Srinagar, J&K, along with TM Mohd Yousuf Wani.



During Secondary order collection from Suraj Auto Parts, a counter under DB Harsiddi Auto Components, along with our TM Shatrughan Singh.



Raja Motors, Gobindpur, Jharkhand – secondary order placed under distributor Auto India, Dhanbad, with ASM Mr. Abhimanyu Singh.



Secondary order at Amit Auto Care, facilitated by Mr. Pankaj Mishra, Territory Manager, North 1 Zone.



TM Kalyan Biswas during a regular order in Arang, under distributor Jain Auto Parts, Chhattisgarh



TSE Abdul Samad with DSR at Hari Om Automobiles, a retailer under distributor Jahnvi Traders, Malkangiri, Odisha



Field visit with our TM, Lokendra Nathawat, under DB Lakshya Automobiles at the retail counter – Dhakad Tractor Parts, Kaithoon, Rajasthan.



Holi Celebration with DB

Celebrations are a part of being alive—a way to embrace our differences and come together. Holi celebrations with our DB, Mr. Rajendra Kumar, and the team in Bhagalpur.



Gift Distribution

Snapshots of gift distribution for the PCMO and MCO segments under DB Lakshya Enterprises, Kota – West Zone.



Employee Corner

Birthday

Atlantis logo

Happy
BIRTHDAY

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WISHING YOU A BEAUTIFUL DAY
WITH GOOD HEALTH AND
HAPPINESS FOREVER.

Hemanta majhi
Territory sales executive

+91 89800 67067 | csp@cool-lube.com | www.cool-lube.com

Birthday Wishes to Hemanta Majhi
Wishing you a joyful birthday, Hemanta! May this year bring you new opportunities, good health, and continued success in all you do. Your dedication and positivity inspire everyone around you—have a fantastic year ahead!

Warm Birthday Wishes to Abdul Samad
Happy Birthday, Abdul Samad! May your day be filled with happiness and your year with achievement and prosperity. Your commitment and cheerful spirit are truly appreciated—here's to a year of great moments and new milestones!

Atlantis logo

Happy
BIRTHDAY

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WISHING YOU A BEAUTIFUL DAY
WITH GOOD HEALTH AND
HAPPINESS FOREVER.

Abdul Samad
Territory sales executive

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Work Anniversary

Heartiest congratulations to Mohd Amin Mir on completing two years with ALPL! Your dedication and hard work have been truly commendable. Wishing to you continued success, new achievements, and a fulfilling journey ahead. Keep growing and contributing to the team's success!

Atlantis logo

2nd

**Bharosa
DESK KA**

WORK ANNIVERSARY

Mohd Amin Mir
Sales Executive

Congratulations

We sincerely appreciate your dedication and hard work over the past two years. Your contributions have been invaluable to our team's success. Wishing you continued growth and success in the years ahead. Looking forward to achieving more milestones together!



A Complete Guide to Automotive Lubricants

Lubricants play a crucial role in ensuring the smooth and efficient functioning of vehicles. They help reduce friction, minimize wear and tear, manage heat, and extend the life of mechanical components. Whether it's engine oils, transmission fluids, or greases, these essential fluids are the lifeblood of any automotive system. This guide explores how lubricants work, the various types available, and key considerations for choosing the right one—particularly in the Indian market.

Understanding Automotive Lubricants

Lubricants are formulated to perform multiple critical functions. They reduce metal-to-metal contact, dissipate heat, prevent rust and corrosion, carry away contaminants, and even aid in sealing. Their primary purpose is to enhance engine performance, improve fuel efficiency, and protect components from premature failure.

How Lubricants Function

At the core of their performance is viscosity, which refers to a lubricant's resistance to flow. Automotive oils are classified by viscosity grades that determine their flow characteristics under varying temperatures. Low-viscosity oils offer better cold-start protection, while high-viscosity oils ensure sufficient film strength at higher temperatures. Proper viscosity ensures smooth operation, energy efficiency, and optimal engine protection.

Types of Automotive Lubricants

Mineral Oils: Derived from refined petroleum, these are traditional lubricants widely used for basic protection and cost-effectiveness.

Synthetic Oils: Chemically engineered to deliver higher performance, stability, and longevity under extreme temperatures and conditions.

Semi-synthetic Oils: A blend of mineral and synthetic oils offering a balance between cost and performance.

Greases: These are thickened lubricants used in components such as wheel bearings and suspension systems where long-lasting lubrication is required.

Common Automotive Lubricant Applications

Engine Oils: Protect and clean engine components while maintaining temperature regulation.

Transmission Fluids: Used in both manual and automatic gearboxes, these fluids assist in smooth gear transitions and component longevity.



Greases: Applied to joints, bearings, and other moving parts where high pressure and load-bearing capacity are needed.

Why Choosing the Right Lubricant Matters

Using high-quality lubricants significantly impacts the lifespan and performance of vehicles. Premium lubricants help prevent wear, enhance mileage, maintain engine cleanliness, and protect against deposits. Routine oil changes with the right product also reduce maintenance costs and prevent costly engine damage.

Automotive Lubricants in the Indian Market

India ranks as one of the largest consumers of lubricants globally, driven by a booming automotive sector and increasing industrialization. The demand for advanced lubricants has grown rapidly, with a notable shift toward high-performance and environmentally conscious formulations.

ATLANTIS – Advancing Lubrication Excellence

ATLANTIS is at the forefront of lubricant innovation, offering a comprehensive range of automotive oils and fluids designed for modern engines. The company delivers solutions across various segments—from passenger vehicles to heavy-duty commercial applications—with a strong focus on quality, performance, and OEM compliance.

With in-house R&D capabilities and a commitment to technological excellence, ATLANTIS ensures that its products meet stringent industry standards and evolving customer needs.

As environmental concerns grow, the lubricant industry is shifting toward greener alternatives. Bio-based and biodegradable lubricants made from renewable resources are gaining attention for their reduced environmental footprint. ATLANTIS is also contributing to this shift by developing eco-conscious formulations that improve fuel economy while minimizing harmful emissions.

Automotive lubricants are indispensable for optimal vehicle health. With advancing automotive technologies and growing awareness about environmental responsibility, selecting the right lubricant has become more important than ever. ATLANTIS remains committed to delivering high-performance, reliable, and sustainable lubrication solutions tailored for the evolving needs of today's motorists and commercial fleets.



“Hellooo!!!

Send me all the good news and accolades that can be use in this amazing newsletter.

Stay Tuned for more updates....

Mr. Atlantis

Behind the Newsletter :
Pubali Mukherjee (BDM)

