

# fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

## Table of Contents

<b>1</b> Introduction Pg. 2	<b>2</b> Market immersion Pg. 2	<b>3</b> Product Display Pg. 3
<b>4</b> Gift Distribution in West 1 Zone Pg. 4	<b>5</b> T Shirt Distribution in Central Zone Pg. 4	<b>6</b> Distributor Visit From HO Pg. 5
<b>7</b> Testimonials Pg. 5	<b>8</b> Guru Purnima Pg. 6	<b>9</b> News from Industry Pg. 7



## Introduction

As monsoon reaches its peak, we're excited to bring you the latest updates and highlights from our company. This month, we're celebrating some remarkable milestones and sharing insights into upcoming projects that promise to drive innovation and growth. From new team achievements to exciting initiatives, there's plenty to explore in this edition. We hope you enjoy catching up with all the news and find inspiration in the stories we have to share. Thank you for your continued support and dedication. Let's dive into the July highlights!

## Market immersion



Activation of the MCO counter in Bilaspur under the Central Zone with our TSE, Mr. Kalyan Biswas, and DSR, Advitiya.



Market presence continues with TM Mr. Shattrughana Singh during his visit with DSR.



Our TM Mr Shattrughana Singha with the exclusive dealer from Yadopur for PSO and Coolant



Post-PSO order confirmation at Pachrukhi by Shattrughan Singh, TM North 1.



Processed a retail order in Dalkhola with our team member, Mr. Pankaj Mishra.



S.S. Auto Kanki Market visit by our TM, Mr. Pankaj Kr. Mishra, from North 1 Zone.



Snap with retailer after confirming order at Giddhor with Mr. Pankaj Mishra, TM



To explore new markets and confirm orders, please contact our TM, Mr. Mukesh Sharma, in Jassur.

## Product Display

Displaying the product is crucial for ground-level sales, as it directly influences customer attraction and decision-making. Effective product presentation showcases the features and benefits, creating a strong visual appeal that can drive sales. Below are a few display strategies that highlight how to present products effectively. These examples demonstrate the importance of thoughtful arrangement and visibility in increasing product engagement and ultimately boosting sales performance.



A gradual improvement in retailer usage began with Atlantis coolant, expanded to hydraulic and gear oil, and now encompasses the full product range.



A large product display from one of our retailer in Saragaon, Chhattisgarh.



Another satisfied retailer from the North 1 Zone, managed by Mr. Shattrughana Singh, Territory Manager.



Here's a snapshot from one of our retailers in Balod, Chhattisgarh, in addition to the display.



Product display in Pathankot managed by Mr. Mukesh Sharma, TM.



Product display at the PCMO workshop in Bilaspur, Chhattisgarh.



On the way to deliver Atlantis product

## Gift Distribution in West 1 Zone

In June, our outstanding team launched a special promotion in the West 1 Zone, coordinated by our distributor, Lakshya Enterprise. The scheme offered a 55-inch trolley bag to customers purchasing six cases of PCMO Atlantis products. This initiative was well-received, reflecting our commitment to rewarding loyal customers and enhancing their experience with our products. Due to the positive response, the distribution of this promotion continues through July.



## T Shirt Distribution in Central Zone

T-shirt distribution has continued in our central zone, led by Distributor Vijay Traders in Baradwar and Jain Auto Parts in Gunderdehi. The initiative involved TSE Mr. Kalyan Biswas from the Central zone, Ms. Pubali Mukherjee from the Head Office, and the DSR, alongside the distributor. This effort reflects our ongoing commitment to ensuring product availability and support across all regions. The coordinated efforts of all involved have been instrumental in successfully reaching our target areas within the central zone.



## Distributor Visit From HO

Visiting distributors consistently strengthens organizational relationships and fosters influential bonds. Here's a snapshot of our recent visit: Mr. Mukesh Jain from Jain Auto Parts, Gunderdehi, with Ms. Pubali Mukherjee from Head Office, accompanied by Mr. Kalyan Biswas, TSE from the Central Zone, and DSR Bhupesh. This visit exemplifies our commitment to maintaining close ties with our partners, ensuring mutual growth and success.



## Testimonials

### Customer Testimonials for Atlantis Product

The testimonials are as follows:

- मै. महावीर ट्रेक्टर पार्ट्स** (M. Mahaveer Tractor Parts): Praises the quality of Atlantis oil for their tractors.
- जनता गैराज** (Janata Garage): Mentions the reliability of Atlantis oil for their vehicles.
- नगर हिरो सर्विस सेंटर** (Nagar Hero Service Center): Highlights the performance of Atlantis oil in Hero bikes.
- श्री ग्याम सर्विस सेंटर** (Shri Gyaam Service Center): Discusses the benefits of Atlantis oil for their fleet.
- धाकड़ ट्रेक्टर एवं वैट्री सर्विस** (Dhakad Tractor & Vehicle Service): Notes the smooth operation of tractors using Atlantis oil.
- धाकड़ ऑटो पार्ट्स & वर्कशॉप** (Dhakad Auto Parts & Workshop): Praises the consistency of Atlantis oil.
- श्री धाकड़ ऑटो पार्ट्स & सर्विस सेंटर** (Shri Dhakad Auto Parts & Service Center): Mentions the long life of engines using Atlantis oil.
- श्री ज्योशा हीरो ह्योण्डा सर्विस सेंटर** (Shri Jyosha Hero Honda Service Center): Discusses the performance of Atlantis oil in Hero and Honda bikes.
- मेहतल ट्रेक्टर पार्ट्स** (Mehatal Tractor Parts): Praises the quality of Atlantis oil for their tractors.
- कमल कृष्णा ऑटो पार्ट्स** (Kamla Krishna Auto Parts): Mentions the reliability of Atlantis oil for their customers.

## Guru Purnima

On the auspicious occasion of Guru Purnima, the Head Office staff expresses their heartfelt gratitude to GM Sir, Mr. Fenil Vyas. His unwavering patience and dedication have been instrumental in guiding the entire team, as he tirelessly imparts his knowledge and wisdom across various areas of work. His commitment to nurturing and teaching each team member has been invaluable, helping us grow and excel in our respective fields. This small token of appreciation is a reflection of our deep respect and admiration for his relentless efforts to uplift and educate us all.

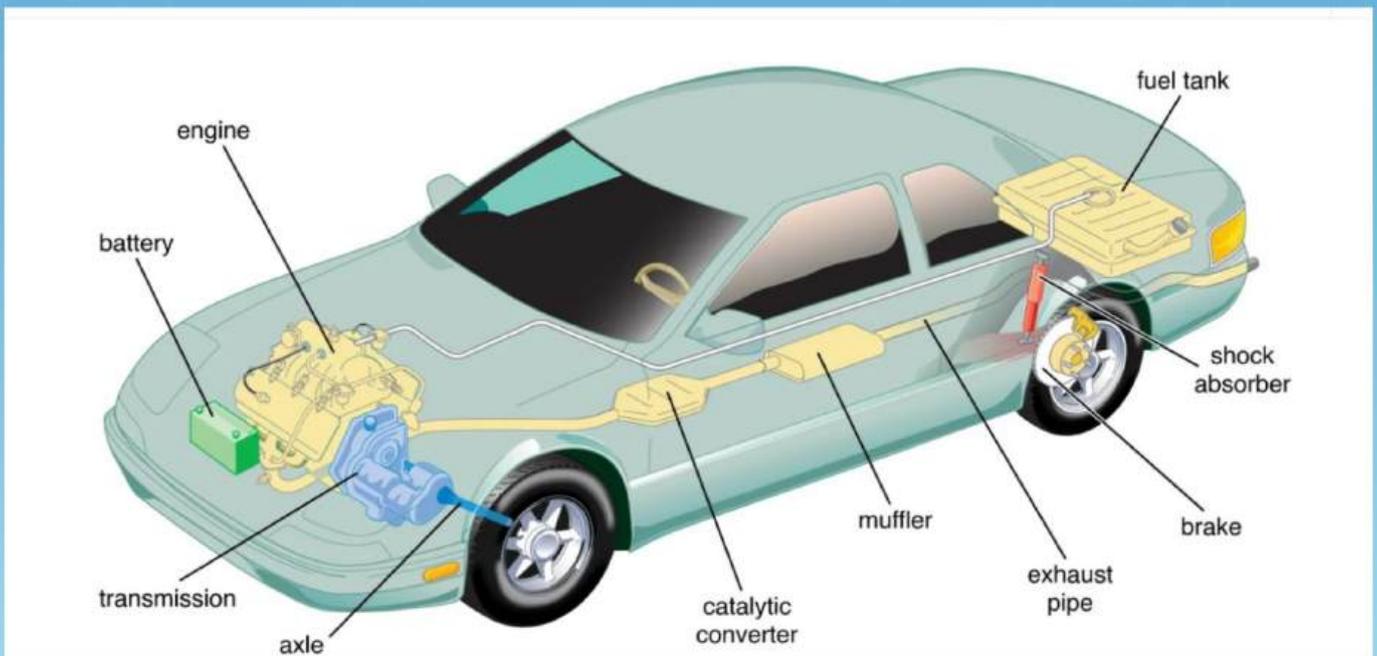


## News from Industry

From the earliest steam-powered vehicles to the sleek, AI-driven machines of today, automobiles have revolutionized transportation, redefined industries, and shaped societies worldwide. The story of automobiles is a narrative of innovation, engineering prowess, and societal change—a journey that continues to evolve, transforming the way we live, work, and connect with the world. The Birth of an Innovation: The birth of the automobile dates back to the late 19th century when visionaries like Karl Benz, Gottlieb Daimler, and Henry Ford laid the groundwork for what would become an automotive revolution. The creation of the first gasoline-powered internal combustion engine in the late 1800s paved the way for the modern automobile. Technological Advancements:

Over the decades, automobiles have seen remarkable technological advancements. From the Model T Ford, which made cars accessible to the masses, to the integration of electric vehicles (EVs) and autonomous driving technology, innovation has been a constant companion in the automotive industry. Electric cars are a testament to the industry's commitment to sustainability and reducing carbon emissions. With advancements in battery technology and charging infrastructure, EVs have gained traction as a viable alternative to traditional combustion engine vehicles, offering cleaner, greener transportation options.

Moreover, the integration of artificial intelligence and machine learning has led to the development of autonomous vehicles. Companies are investing heavily in creating cars capable of navigating roads, interpreting traffic patterns, and ensuring safer transportation experiences. Impact on Society and Economy The automobile's impact on society cannot be overstated. It has transformed the way we commute, travel, and perceive distance. The concept of time and space has changed, with increased mobility allowing for easier access to distant places. Suburbs flourished, industries expanded, and the very landscape of cities was altered to accommodate these machines on wheels. Economically, the automotive industry has been a powerhouse, generating employment, driving technological innovation, and fostering ancillary industries like infrastructure development, manufacturing, and services. The ripple effect of the automotive sector reaches far beyond car sales, influencing diverse sectors of the economy.



Source - Linked In

**“Hellooo!!!**

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

Stay Tuned for more updates....

Mr. Atlantis

