

# fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

## Table of Contents

01

New Distributor Appointment

Pg. 02

02

DSR Training

Pg. 02

03

Gift Distribution

Pg. 03

04

Employee Corner

Pg. 04

05

Product Display

Pg. 06

06

Christmas Celebration at HO

Pg. 06

07

Atlantis Exclusive Workshop

Pg. 07

08

Aqua Coolant

Pg. 08

## New Distributor Appointment

We are thrilled to welcome M/s Saumya Motors, our newest distributor, in collaboration with Mr. Shattrughan Singh under the North 1 Zone. This partnership reflects our ongoing commitment to expanding our network and delivering superior products and services. With their expertise and dedication, we are confident this association will strengthen our presence in the region and drive mutual growth. Together, we look forward to achieving new milestones and continuing to serve our customers with excellence.



## DSR Training

In December 2024, we conducted impactful DSR training sessions to enhance team synergy and operational excellence. A key session in Bhubaneswar brought together DSRs from three distributors along with our sales team, focusing on product knowledge, company processes, and team-building strategies. Participants gained a deeper understanding of our operations, equipping them to perform more effectively in the field.

Similarly, a productive session in Raipur engaged DSRs from three other distributors. These sessions provided participants with valuable insights into our product range and field dynamics, ensuring they are better prepared to meet market demands.

The training sessions not only improved product and field knowledge but also fostered stronger collaboration between team members and distributors. These initiatives reaffirm our commitment to building a knowledgeable and cohesive team, ultimately driving operational excellence and ensuring sustainable growth for our organization.



Another impactful DSR training session was conducted by our West Zone ZM Mr. Hardik Solanki in collaboration with distributor Lakshya Automobiles. The session focused on delivering output-oriented results, enhancing product knowledge, and strengthening field expertise, ensuring a significant boost in team efficiency and performance. background vector



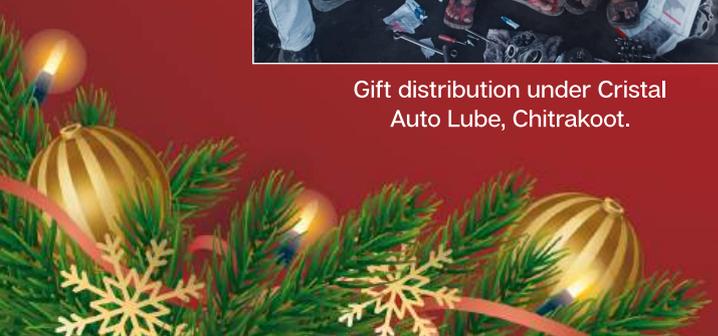
### Gift Distribution



Gift distribution under Cristal Auto Lube, Chitrakoot.

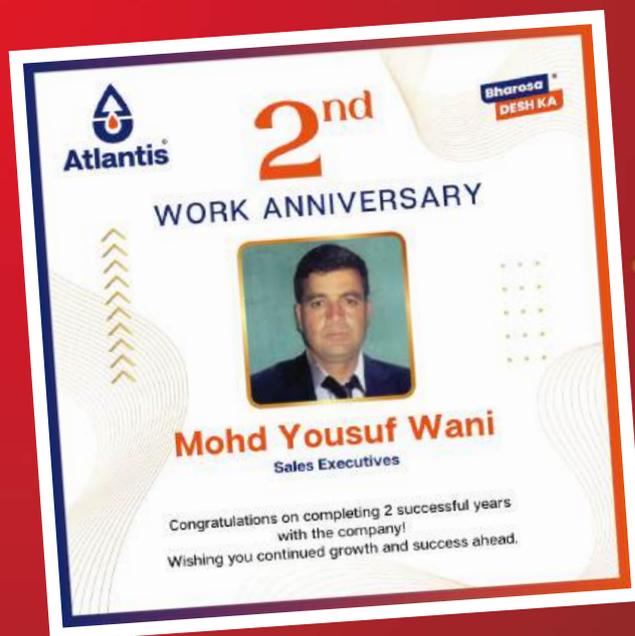
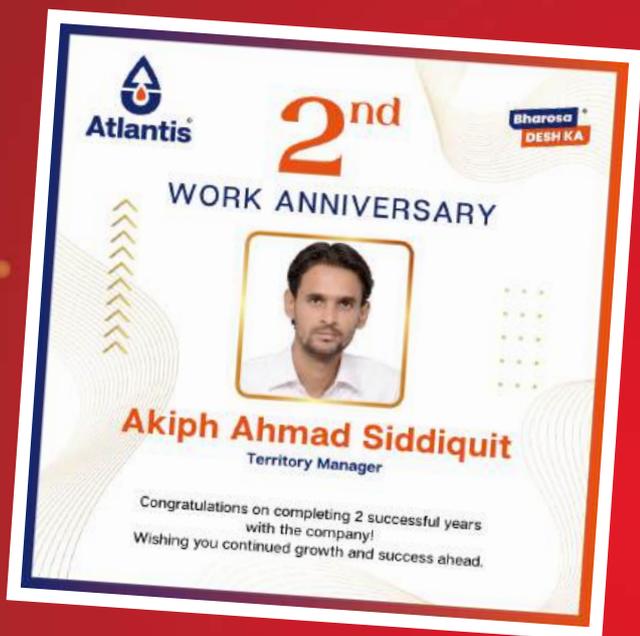


Gift distribution under Mahadev Enterprise, Odisha



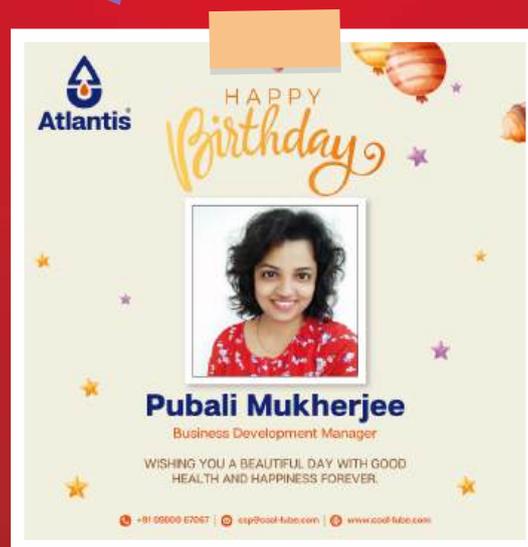
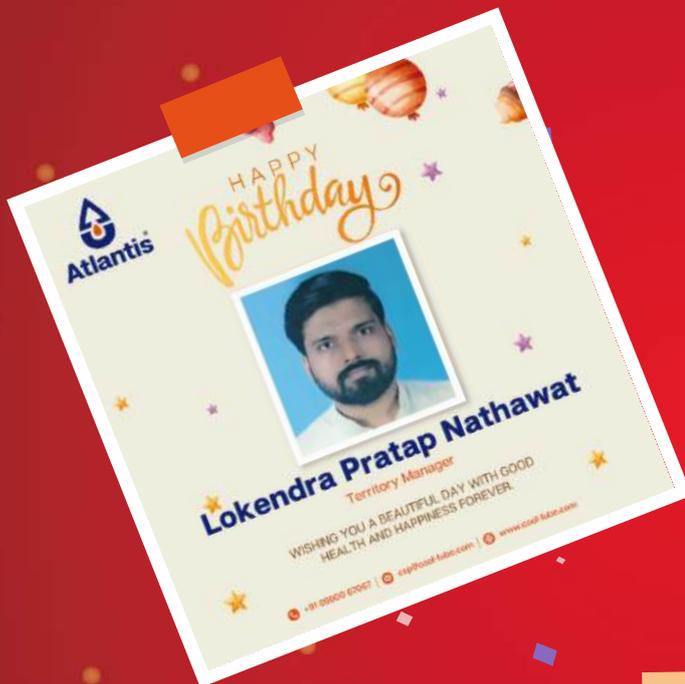
## Employee Corner

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



## Birthday

Wishing a very happy birthday to Lokendra Nathawat, Saurabh Barot, and Pubali Mukherjee whose birthdays were in December!! May this past year bring you success, happiness, and great opportunities. Your dedication and contributions are truly valued, and we look forward to seeing you achieve even greater milestones. Best wishes for a fantastic year ahead!



## Product Display



Product display at Shree Jagannatha Tyre Service, Pipili, Puri, DB- Mahadev Enterprises.



Product display at Komal Auto, Bhagalpur, under DB - Siddhant Enterprise.



Riyansh Automobile in Ashti, under DB - S. H. lubricants

## Christmas Celebration at HO

Celebrations have been an integral part of human evolution for centuries, bringing us together and filling our monotonous lives with happiness and joy. Embracing the basics is a feeling we all cherish.



At the HO, the team celebrated Secret Santa with a fun-filled event on Christmas Eve. The celebrations included gift exchanges and a festive color code matching the theme, adding to the joy of the occasion.



## Atlantis Exclusive Workshop

Presenting our exclusive ATLANTIS workshop in Morak, Kota, under Lakshya Enterprises, a key distributor in our West 1 Zone. Here are glimpses from the inauguration day, marking another milestone in our journey of growth and collaboration.



## Aqua Coolants

Aqua coolants are essential in maintaining the efficiency and performance of automotive engines. They cater to various automotive needs, with two primary categories—Anti-Rust (water-based) and Anti-Freeze (glycol-based). These coolants provide optimal temperature regulation, corrosion resistance, and stability, ensuring reliable engine protection.

### Types of Aqua Coolants

Aqua coolants are available in two main types:

1. Anti-Rust (Water-Based Coolants):
  - Aqua Green, Aqua Blue, Aqua Red (1:7 ratio)
2. Anti-Freeze (Glycol-Based Coolants):
  - Aqua Green+, Aqua Blue+, Aqua Red+



### Using process of Aqua Coolants

Steps for Anti-Rust Coolants:

- Flush and clean the radiator before filling with Aqua Coolant.
- Mix 1 part Aqua Coolant with 7 parts water.
- Regularly check the expansion bottle and top-up as needed.

Steps for Aqua + Coolants:

- Drain and flush the cooling system with water and cleaner.
- Fill the radiator with Aqua+ Coolant.
- Monitor the coolant level periodically and top up when necessary.
- Avoid using diluted Aqua+ below -3°C.

### Advantages of Aqua Coolants

- Environmentally Friendly: Made with eco-conscious ingredients, Aqua Coolants minimize environmental impact.
- Superior Corrosion and Rust Protection: Prevents damage to metal parts, ensuring a longer lifespan for the vehicle.
- Stable Performance: Maintains consistent engine temperatures, even under extreme conditions.
- Hard Water Stability: Suitable for areas with hard water, ensuring no loss in efficiency.

### Advantages of Aqua+ Coolants

- Cost-Effective Maintenance: Reduces maintenance and replacement costs over time.
- Superior Heat Absorption: Ensures excellent cooling performance, even in extreme temperatures.
- Long-Lasting Protection: Advanced fusion technology provides durable protection, minimizing wear and tear on the engine.

### Frost Protection Levels for Aqua+ Coolants:

- 3°C: 1 part Aqua+, 2 parts water
- 5°C: 1:1 ratio
- 15°C: Undiluted Aqua+



## Why Choose Aqua Coolants?

Aqua Coolants are formulated using hybrid technology, making them ideal for a wide range of vehicles, including cars, bikes, tractors, and trucks. They are engineered to meet IS-5759-2006 and JIS K-2234 standards, ensuring top-tier performance. These coolants are highly effective in protecting engines from temperature extremes, corrosion, and wear.

**Storage Tips:** Store Aqua Coolants in sheltered areas away from direct sunlight and extreme temperatures to maintain product integrity.

## Anti-Rust Coolants: Best for India's Tropical Conditions

Given the predominantly warm climate in India, Anti-Rust Coolants (water-based) are ideal, as the country rarely experiences temperatures below freezing except in specific regions like Jammu & Kashmir, Haryana, and Uttarakhand during winter. In these regions, the use of Anti-Freeze products is required for just a few months annually.

### Why Choose Anti-Rust (Water-Based) Coolants?

- **Effective Temperature Maintenance:** Manufactured using HOAT (Hybrid Organic Acid Technology) to maintain optimal vehicle temperatures.
- **Affordable and Adaptable:** Perfect for the market's conditions, offering affordability and fast adaptability.
- **Stability with Hard Water:** High stability in hard water ensures better performance and longevity.
- **Value for Money:** These coolants provide cost-effective, high-performance solutions.
- **Easy Dilution:** Can be mixed with tap or borewell water; however, RO water is recommended for best results.

### Performance Assurance:

Aqua Coolants have been trusted in the market for over eight years, with proven performance across diverse sectors. Available in Green, Blue, and Red formulations, they adhere to JIS K-2234 and IS-5759-2006 standards, ensuring excellent corrosion and rust protection for various metals used in vehicles.

### Additional Product Information

We provide Aqua Coolants, which have been tested and certified by GIRDA Lab (Government of Gujarat) and ARAI (Automotive Research Association of India), ensuring their superior performance and strength. These coolants are supplied to Captain Tractors Pvt. Ltd. for both Factory Fit and After Market channels.

**Conclusion:** Aqua Coolants offer the perfect solution for engine protection, with superior cooling performance, enhanced durability, and reduced maintenance costs. Their versatility and proven track record make them the ideal choice for automotive professionals and consumers alike.





**“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)

