

fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

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Rising to Excellence

Celebrating Excellence on a Global Stage!

We are thrilled to announce our proud achievement at the **3rd Rosefield Conference on Lubricants & Fuels**, where we earned the **Runner-Up position** among leading global brands. With **642 delegates** from India and across the world, the conference was a dynamic celebration of innovation, insight, and industry leadership.

Competing alongside major names and securing this recognition reinforces our commitment to pushing boundaries and delivering unmatched excellence.

A heartfelt thank-you to our **dedicated team** and our **valued partners**—your trust and support continue to fuel our journey.

Here's to shaping a smarter, stronger, and more sustainable future together!



Employee Corner

At our core, we believe our people are our greatest strength. This special section is dedicated to celebrating you—your birthdays, achievements, and work anniversaries—because every milestone you reach adds immense value to our organization. Your dedication, passion, and hard work shape our culture and drive our success forward. We want you to know that you are seen, appreciated, and deeply valued. Together, we continue to grow, achieve, and build a future we can all be proud of.

Happy Birthday



Work Anniversary

Happy WORK Anniversary



8th Anniversary of Corporate Office

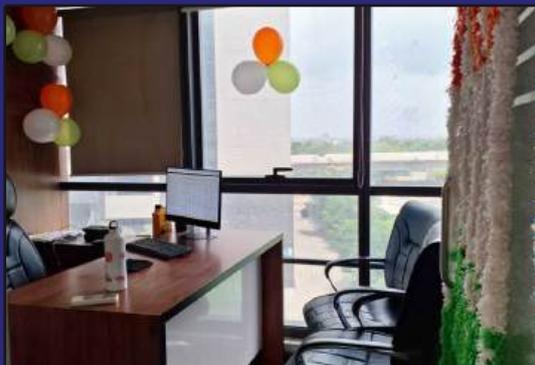
Every new beginning carries its own magic—especially when it is driven by purpose, clarity, and a shared vision. Today, that sense of purpose feels even more meaningful as we proudly celebrate the 8th anniversary of our Head Office in Ahmedabad. This milestone is more than a date on the calendar; it is a tribute to eight years of opportunities embraced, challenges transformed, and growth achieved together.

Our Ahmedabad office has been the heartbeat of our journey—where ideas became action, where collaboration sparked innovation, and where every effort, big or small, shaped our collective success.

As we celebrate this special occasion, we honor the dedication, resilience, and passion of every individual who contributed to this remarkable journey. This anniversary is both a reflection of how far we've come and a reminder of how much more we can achieve.

With renewed energy and higher aspirations, we step confidently into the future—ready to grow faster, aim higher, and create new possibilities together.

Here's to 8 years of progress, and many more ahead!



Celebrations

Celebrations have a special way of bringing us closer, reminding us of the unity and strength that define who we are as a team. They create moments of joy, connection, and shared purpose—moments that empower us, boost our focus, and fill us with genuine happiness. Each celebration becomes an opportunity to appreciate one another, strengthen bonds, and celebrate the spirit that drives our collective success.

At Team ATLANTIS, we cherish these moments because they reflect the culture we proudly uphold—one built on togetherness, positivity, and a deep sense of belonging. Whether it's small achievements or grand milestones, every celebration reminds us that we grow stronger when we grow together.



An informal gathering in Udaipur during the wedding reception of our esteemed Kapil Sharma ji



Diwali celebration at HO



Janmashtami Celebration

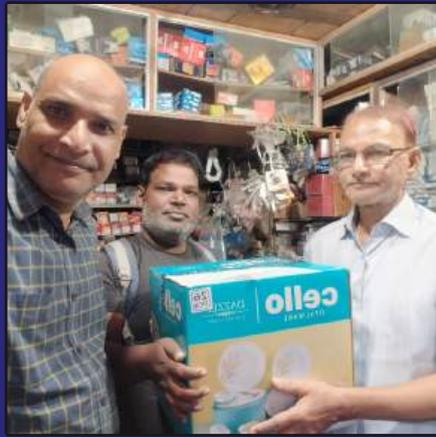
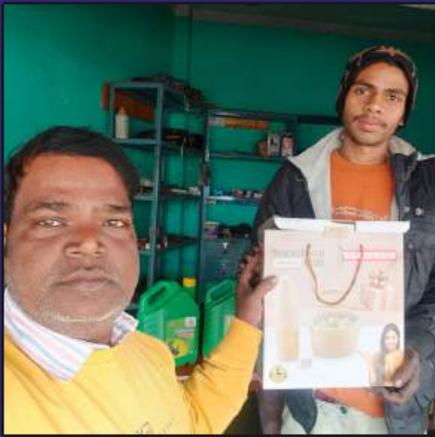


Schemes Achievement Appreciation

Focus is the inner superpower every professional carries—right alongside surviving deadlines and pretending coffee is a personality trait. At Team ATLANTIS, we value every layer of our pyramid, because each member plays a crucial role in building our brand's strength.

These snapshots capture just a few of the many dedicated individuals who work with passion, grit, and a forward-moving spirit every single day. Today, we celebrate those who qualified in our recent organizational schemes—a small but heartfelt gesture to honor their big contributions. Here's to their success, their drive, and the growing momentum they bring to ATLANTIS!





Business Visit

A well-planned business visit empowers teams with deeper market insights, strengthens customer relationships, and enhances brand credibility within the territory. It enables firsthand understanding of opportunities and challenges, aligns stakeholders on strategic priorities, and reinforces the organisation's commitment to growth and service excellence.



11th Anniversary of ATLANTIS

From me to we – 11 Years of Togetherness 14th August 2014 – 14th August 2025

A date that marks not just an anniversary, but 11 extraordinary years of shared dreams, collective effort, and unwavering belief. What began as a humble step has grown into a powerful journey—made possible only because of the trust, support, and togetherness of our extended family: our customers, channel partners, and our incredible team.

Atlantis was never built on “me”; it has always flourished through “we.” This spirit of unity continues to be our strength, our motivation, and our identity.

As we enter another promising year, we renew our commitment to shaping Brand Atlantis with deeper compassion, stronger passion, and disciplined actions that will pave the way for a legacy future generations will be proud of.

To everyone who has walked beside us, believed in us, and helped shape who we are—thank you. Here’s to moving forward, together, stronger, and forever upward.



News From Industry

Evolution of Automotive Lubricants: Past, Present, and Future (Part 1)

Automotive lubricants—engine oils, gear and transmission fluids, greases, and coolants—have travelled an extraordinary path from the rudimentary oils of the 19th century to today's highly engineered, efficiency-enhancing formulations. Their evolution mirrors the journey of fuels and engines: as energy sources and powertrains advanced, lubricants adapted to reduce friction and wear, control deposits, dissipate heat, and extend component life.

Globally, the automotive lubricants market is valued at roughly ₹6,06,481 crore (converted from USD 73.07 billion, 2025), and is projected to reach about ₹7,12,970 crore by 2034 (converted from USD 85.90 billion). Asia-Pacific leads demand, thanks to sheer vehicle population, manufacturing strength, and a vibrant aftermarket. In India, the market stands near ₹21,995 crore (2024) and is expected to grow to ₹29,548 crore (2033), driven by rising vehicle ownership, expanding logistics, and maturing service networks. Volumetrically, India is forecast to move from ~2.51 billion litres (2025) to ~2.84 billion litres (2030)—a steady, durable rise.

1) Fuels Came First—Lubricants Followed

In the late 19th century, kerosene was the dominant refined product used widely for lighting; gasoline was still considered a less valuable byproduct. As internal combustion engines matured in the 1880s–1890s, gasoline proved superior in volatility and energy density, catalysing the shift away from kerosene and—crucially—creating an urgent need for purpose-built lubricants that could withstand higher speeds, tighter tolerances, and hotter operating conditions.

The first commercial engine oils (circa 1866) were blends of animal fats and vegetable oils. Their ability to reduce friction was useful, but they lacked thermal stability and oxidative resilience. By ~1900, mineral oils (derived from petroleum) replaced animal/vegetable oils as the primary base stock for engines, offering better performance under varying temperatures. In 1911, the Society of Automotive Engineers (SAE) introduced viscosity classifications, giving the industry a common language for oil “thickness” and enabling more reliable oil selection across climates and duty cycles. The 1930s brought multi-grade oils, improving both cold-start behaviour and high-temperature protection—vital for broader geographic use. The 1940s were transformative: synthetic lubricants, pioneered for aviation under extreme conditions during World War II, eventually entered automotive applications. Post-war, rapid growth in vehicle ownership, tighter engine designs, and the advent of aftertreatment systems pushed lubricant chemistry forward: detergent/dispersant packages managed sludge and varnish, anti-wear/extreme-pressure additives protected under load, and antioxidants extended oil life. From the 1960s onwards, formal API classifications and OEM standards cemented performance expectations. Today's oils are engineered systems—precise blends of base stocks and additives designed to support fuel economy, emissions compliance, turbocharger protection, and longer drain intervals.

2) A Structured Timeline of Lubrication & Fuel Milestones

1866 – First commercial engine lubricants made from animal/vegetable oils.
 1900 – Mineral (petroleum) oils become mainstream for gasoline engines.
 1911 – SAE publishes the first viscosity classification system.
 1930s – Multi-grade engine oils introduced; better cold/hot performance.
 1940s (WWII) – Synthetic oils developed in aviation; later adopted by auto OEMs.
 1960s–1970s – API classifications and stricter emissions regulations accelerate additive innovation.
 2000s–2020s – Low-viscosity synthetics (e.g., 0W-XX) and ash-controlled chemistries rise to meet fuel-economy and aftertreatment needs.
 2020s–2030s – Electrified powertrains demand e-axle lubricants, dielectric coolants, and specialty greases tailored to new materials and thermal management regimes.

3) What Lubricants Actually Do (Beyond “Reducing Friction”)

Friction & Wear Control:

Lubricants establish a protective film to prevent metal-to-metal contact in bearings, cams, and timing chains. When full fluid-film separation is not possible (start/stop, high loads), boundary lubrication and anti-wear/EP additives (such as ZDDP and modern alternatives) protect surfaces.

Thermal Management & Cleanliness:

Engine oils transport heat, suspend soot/contaminants, and deliver detergency/dispersancy to keep internals clean—helping maintain combustion efficiency and protecting aftertreatment devices from deposit formation.

Fuel Economy & Emissions:

Moving to low-viscosity synthetics reduces pumping losses and frictional drag. Carefully balanced low-SAPS (low sulphated ash, phosphorus, sulphur) formulations preserve catalysts and particulate filters, aligning lubricant selection with stricter emission norms. In parallel, co-optimising fuels, engines, and fluids is projected to deliver substantial efficiency gains across the vehicle parc by 2030.

Reliability & Drain Intervals:

Oxidation-resistant base stocks and robust antioxidant packages extend oil life, enabling longer service intervals and better total cost of ownership—especially relevant to commercial fleets where uptime is critical.

4) Global Market: Size, Structure, and Dynamics (₹)

Sizing & Growth (Value):

- Current (2024–2025): Global automotive lubricants ~ ₹6,06,481 crore (USD 73.07 bn).
- Projection (2034): ~ ₹7,12,970 crore (USD 85.90 bn).
- Regional leader: Asia-Pacific (low per-capita costs, high parc, strong manufacturing).
- Dominant product: Engine oil (by revenue and volume).

Sizing & Growth (Volume):

- 2025: ~23.23 billion litres.
 - 2030: ~28.01 billion litres.
- A volume rise of ~3.8% CAGR (2019–2030 period considered by some sources) reflects ageing fleets and expanding vehicle counts—especially in Asia.

Key Drivers:

1. Vehicle parc expansion & ageing → sustained aftermarket demand.
2. Downsizing & turbocharging → higher thermal/mechanical stresses favour synthetics.
3. Regulatory compliance → low-viscosity, low-SAPS, and OEM-approved oils.
4. Sustainability goals → bio-based stocks, reduced volatility, and longer drains.
5. OEM specifications & co-branding → dealership influence and consumer trust.

Competitive Landscape:

Global majors (Shell, ExxonMobil, BP/TotalEnergies, Chevron) compete with regional champions. Blending capacity near demand centres (especially in Asia) improves responsiveness and cost-control. OEM factory-fill and service-fill agreements, plus private-label offerings, shape market share in the retail and fleet channels.

5) India's Market: From Beginnings to Economic Significance (₹)

Value & Growth:

- 2024: ₹21,995 crore (USD 2.65 bn).
- 2033 projection: ₹29,548 crore (USD 3.56 bn), ~3.35% CAGR.
- Volume: ~2.51 billion litres (2025) → ~2.84 billion litres (2030) (~2.55% CAGR).

Demand Structure:

- Two-wheelers & Passenger Cars: Largest consumers of engine oil by count; increasing penetration of low-viscosity multigrades (e.g., 0W-20/0W-16) in newer petrol engines.
- LCV/HCV Fleets: Heavy-duty diesel oils (higher TBN for acid neutralisation), gear oils, and greases for driveline and chassis.
- Industrial & Off-Highway: Construction and mining belts (Jharkhand, Chhattisgarh, etc.) consume EP greases and high-viscosity fluids due to severe duty cycles.

Investments & Localization:

Recent announcements underscore India's strategic importance: new blending capacity and premium product introductions by global majors and PSUs signal localisation, greater availability, and India-specific formulations. For distributors and service networks, this translates to improved supply reliability, shorter lead times, and portfolio broadening across mineral, semi-synthetic, and synthetic ranges.

Economic Contribution:

Though lubricants themselves are a fraction of GDP, their enabling effect is large: lubricants sustain fleet uptime across trucking and logistics (the backbone of domestic commerce), reduce fuel consumption, and extend asset life—all of which lift productivity and lower energy intensity. India's broader lubricants market (automotive + industrial) was around ₹5,96,? crore (converted from USD 7.19 bn, 2023) and is on track toward ₹8,05,? crore by 2030 (converted from USD 9.70 bn). Automotive typically accounts for ~57% of that value, highlighting its economic weight within the overall lubricants space.

Note on conversions:

- Conversion used: ₹83 per USD.
- 1 billion USD = ₹83,000 crore.
- Examples:
 - USD 73.07 bn → $73.07 \times 83,000 = ₹6,06,481$ crore.
 - USD 85.90 bn → $85.90 \times 83,000 = ₹7,12,970$ crore.
 - USD 2.65 bn → $2.65 \times 83,000 = ₹2,19,?$ (rounded in main text to ₹21,995 crore).
 - USD 3.56 bn → $3.56 \times 83,000 = ₹2,95,?$ (rounded in main text to ₹29,548 crore).

Sources (Consolidated)

- **Global & India Market Sizing/Trends:**
 - Grand View Research – Automotive Lubricants Market Size & Share Report, 2030; India Lubricants Market Size & Share, 2030.**
- **Precedence Research – Automotive Lubricants Market Size to Hit USD 85.90 Billion by 2034.**
- **Mordor Intelligence – Automotive Lubricants Market Size & Share Analysis (2019–2030); India Automotive Lubricants Market (2019–2030, volumes).**
- **Fortune Business Insights / Research Nester / Persistence Market Research – supplementary global/India trend insights.**

Historical Evolution & Standards:

- **Valvoline Global – Evolution of Automotive Lubricants: Past, Present, and Future.**
- **JSTOR (Lubrizol) – History of Automotive Lubrication (SAE/API timeline, viscosity standards).**
- **RotaLube – A Short History of Lubrication (solvent refining, additive chronology).**
- **Noria/MIL-COMM – History/Timeline of Mechanical Lubrication (early uses, principles).**

Fuels & Co-Optimisation Context:

- **U.S. DOE, Vehicle Technologies Office – Fuel and Lubricant Technologies (Chapter 5) (engine-fuel co-optimisation, efficiency pathways).**
- **Background on fuel transition (kerosene → gasoline) compiled from historical overviews; modern summaries available via industry publications.**

“Hellooo!!!

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

Stay Tuned for more updates....

Mr. Atlantis

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