

fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

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NEW PRODUCT LAUNCH

DURAMILE 0W-20 Grade

Dear Team and Valued Channel Partners,

We are excited to present our newly launched product in the PCMO segment: DURAMILE with a 0W-20 grade.

The automotive industry's recent licensing of the supplemental lubricant category API SN PLUS to mitigate low-speed pre-ignition (LSPI) observed in vehicles equipped with GDI engines is a significant step forward. However, there are still more issues that require better lubricant solutions. The new ILSAC GF-6 standard will balance these equally important needs :

- Fuel economy and fuel economy retention
- Emission system compatibility
- Engine oil robustness to protect engines from wear related to idle stop and failures related to LSPI and turbocharger depositing.

All of these benefits are incorporated into our new DURAMILE product. This product is available in 1-liter, 3-liter, and 3.5-liter packages.

Special thanks to Assad Global Tradings, our distributor from Srinagar, for ordering 700 liters of 0W-20 right after the launch in Atlantis.

3.5L

Fulfills Requirements of SN PLUS - ILSAC GF-6A

DURAMILE

0W-20 Engine Oil

Synthetic Technology
Fulfills Requirements of SN PLUS - ILSAC GF-6A

Atlantis DURAMILE 0W-20 is synthetic engine oil which features the "Fluxional Robust Technology" that constantly adapts to boost protection with fuel saving properties. Provides synthetic protection in different demanding driving conditions.

- Optimum performance under most severe driving conditions
- Prevents sludge build-up and controls oxidation
- Excellent start-up performance
- Excellent high and low temperature performance with proven low fuel consumption formula

Recommended for all kind of modern automobiles, in particular provides excellent protection in turbo charged or super charged gasoline and diesel multi-valve fuel injected engines found in passenger Cars and SUV's.

Net Contents	: 3.5L (at 29.5°C)
Max. Retail Price ₹	: (Inclusive of all taxes)
Unit Sale Price ₹	:
Mfg. Date	:
Batch No	:

Manufactured by
ARYAN LUBRICANTS PRIVATE LIMITED
Plot No. 3, Survey No. 25/1, Nr. Kanderia Oil Mill, Shapur Main Road,
N.H. 8-B, Shapur - 360 024 (Veraval) Dist. : Rajkot (Guj.) INDIA.

✉ csp@cool-tube.com 🌐 www.cool-tube.com 📞 cooltube

WARNING

Stay Healthy By : Avoid extended or frequent contact with skin. If swallowed, call a Poison Control Centre or Physician immediately. DO NOT encourage vomiting. **Protect the Environment** and dispose of responsibly.

Customer Care

+91 89800 67067

SEAL BY COMPANY

KEEP OUR COUNTRY CLEAN & GREEN

• Refer to your vehicle service manual for correct lubricant grade requirements and service intervals •

MFG. LIC No. : DIC/RAJ/LUB.LICENCE/MANU.001/2018

Gift Distribution

The Importance of Gift Distribution :-

In the dynamic world of channel sales, building strong relationships with end users is essential for sustained success. One effective strategy that has gained traction is the distribution of gifts to end users. This practice not only fosters goodwill but also enhances brand loyalty and drives sales.

Strengthening Customer Relationships :- Gifts serve as a tangible token of appreciation, reinforcing the bond between the brand and its customers. When end users receive a thoughtful gift, they feel valued and recognized. This personal touch can turn a one-time buyer into a loyal customer, leading to repeat purchases and long-term relationships.

Enhancing Brand Visibility :- Branded gifts keep our company top of mind for end users. Whether it's a useful gadget, a stylish accessory, or a simple token of appreciation, these gifts act as constant reminders of your brand. This increased visibility can lead to greater brand recognition and recall, making customers more likely to choose your products over competitors.

Boosting Word-of-Mouth Marketing :- Happy customers are likely to share their positive experiences with friends and family. When end users receive a gift, they often talk about it, post on social media, or even show it to others. This organic word-of-mouth marketing can significantly expand your reach and attract new customers.

Differentiating our Brand :- In a crowded marketplace, differentiation is key. Gifts can set your brand apart from competitors by adding an extra layer of value to our products or services. This unique approach can make our brand more attractive to potential customers who are looking for more than just the product itself.

By incorporating gift-giving for our end users, we can create lasting impressions, foster loyalty, and ultimately achieve greater success in the market. Here are some snapshots of our gift distribution for the month of June across our Pan India presence.

Zone - Central



Zone - North 1

T-Shirt Distribution

T-shirts distribution in North 1 A T-Shirts Distribution Day was recently held in our North 1 zone, in collaboration with Himanshu Traders from Azamgarh and Cristal Auto from Chitrakoot. As a part of this event, customers received a free T-shirt with the purchase of any two cases of products. This initiative was well-received, enhancing customer engagement and promoting our brand effectively.



Mechanic Meet

Mechanic Meet Organized by North 1 Team Under Brothers Enterprise in Begusarai In June 2024, the North 1 team, in collaboration with distributor Brothers Enterprise, organized a successful mechanic meet in Begusarai. The event saw an impressive turnout, with 41 mechanics attending and participating in the activities and discussions. The primary highlight of the meet was the generation of a substantial secondary order of 540 liters of lubricants. This significant order reflects the trust and satisfaction of the mechanics with the products showcased during the event. Additionally, the meet featured a live demonstration of the Quality Coolant, tested on the pH scale. This demonstration was met with positive feedback, further reinforcing the confidence in the quality of the products offered.



Zone - West 1

West 1 Zone Promotion: 55-Inch Trolley Bag Scheme by Lakshya Enterprise 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.



Zone - North 2



Birthday Wishes



News from Industry

The International Lubricant Standardization and Approval Committee (ILSAC) GF-6 standard is a specification for engine oils, introduced to address the evolving needs of modern engines. It was developed collaboratively by ILSAC and the American Petroleum Institute (API), with input from automobile manufacturers, lubricant producers, and other stakeholders in the automotive industry. The GF-6 standard is divided into two categories: GF-6A and GF-6B, each targeting different types of engines and performance requirements.

ILSAC GF-6 Overview

Objectives:

The primary objectives of the GF-6 standard are to:

- Improve fuel efficiency.
- Enhance engine protection and durability.
- Reduce emissions and environmental impact.
- Address issues related to low-speed pre-ignition (LSPI) and timing chain wear.

Key Performance Areas:

The GF-6 standard sets forth rigorous requirements in several key performance areas, including:

- Fuel Economy: Improved viscosity characteristics to reduce friction and improve fuel economy.
- LSPI Prevention: Enhanced formulation to prevent low-speed pre-ignition, a phenomenon that can cause significant engine damage in modern turbocharged gasoline direct-injection (TGDI) engines.
- Wear Protection: Better protection against engine wear, particularly in timing chains, to ensure longevity.
- Oxidation and Deposit Control: Improved resistance to oxidation and prevention of harmful deposits, which can impair engine performance and efficiency.
- Turbocharger Protection: Enhanced performance in turbocharged engines, including protection against turbocharger deposits and coking.

ILSAC GF-6A and GF-6B

GF-6A:

- Viscosity Grades: Covers traditional viscosity grades such as SAE 0W-20, 5W-20, and 5W-30.
- Backward Compatibility: Designed to be backward compatible with previous ILSAC standards (e.g., GF-5) and suitable for use in a wide range of vehicles already on the road.
- API Certification: Oils meeting GF-6A standards can also carry the API SP certification, indicating they meet the latest performance requirements.

GF-6B:

- Viscosity Grades: Primarily focuses on the lower viscosity grade SAE 0W-16.
- Advanced Fuel Economy: Provides enhanced fuel economy benefits compared to GF-6A oils.
- Newer Engines: Specifically targeted for use in newer engine designs that require lower viscosity oils.
- API Certification: Oils meeting GF-6B standards can also carry the API SP certification.

Benefits of ILSAC GF-6

- Enhanced Fuel Efficiency: Lower viscosity oils reduce friction, leading to improved fuel economy and lower emissions.
- Extended Engine Life: Superior wear protection and deposit control help prolong engine life and maintain performance.
- Turbocharger Protection: Improved formulations protect turbocharged engines from deposits and coking, ensuring optimal performance.

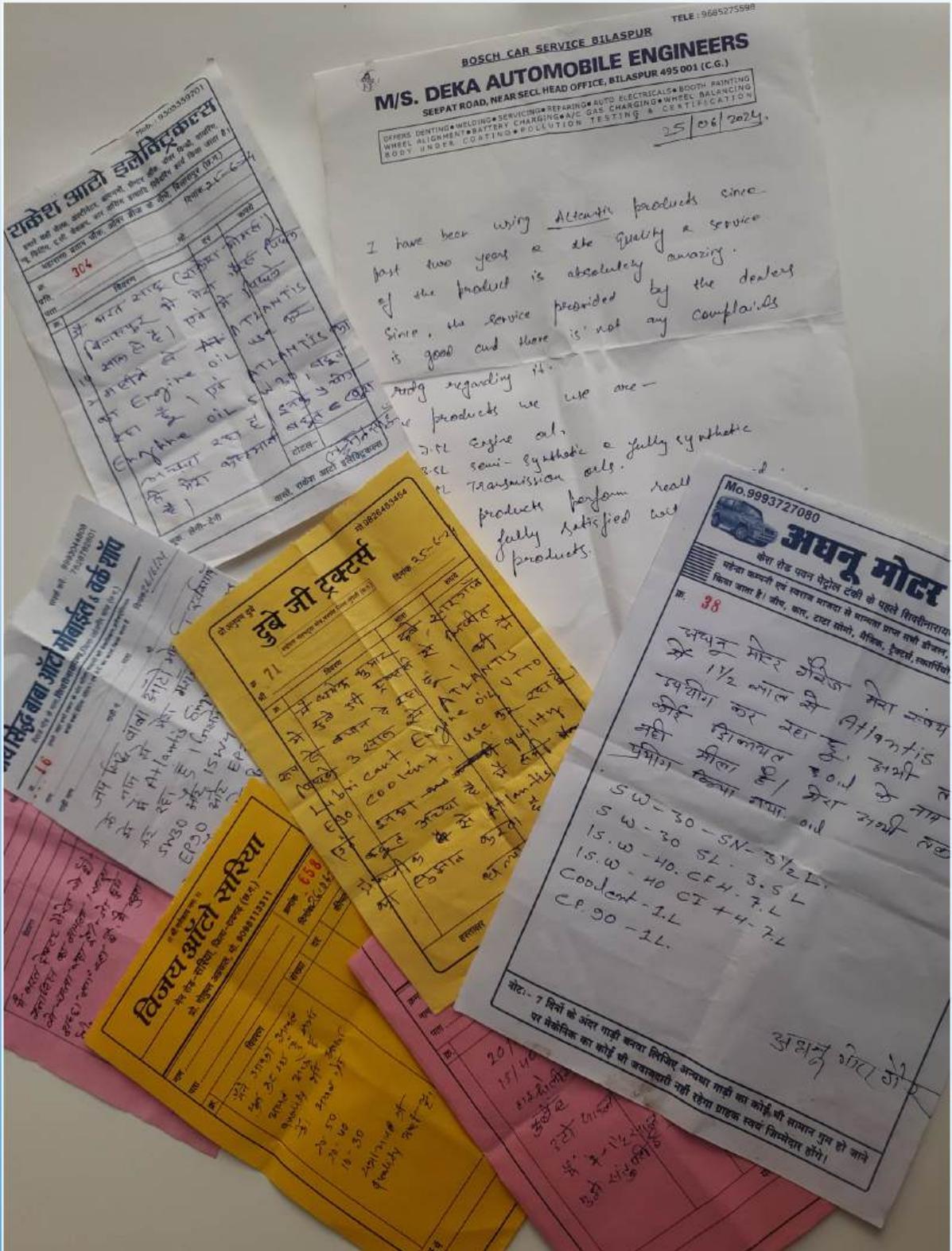
News from Industry

- **Emission Reduction:** Advanced additives and reduced phosphorus content help in meeting stringent emission standards.
- **Compatibility:** Backward compatibility with previous standards ensures that vehicles already on the road can benefit from the improved formulations.

Conclusion

The ILSAC GF-6 standard represents a significant advancement in engine oil technology, addressing the needs of modern engines and offering tangible benefits in terms of fuel efficiency, engine protection, and environmental impact. By choosing oils that meet the GF-6A or GF-6B standards, consumers can ensure their vehicles are well-protected and performing at their best.

Testimonials



“Hellooo!!!

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

Stay Tuned for more updates....

Mr. Atlantis

