

fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

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New Distributor Appointment

We are delighted to welcome our new distributors from the North-1 Zone under the leadership of TM Mr. Pankaj Mishra – Vasudeva Associates and Sristi Enterprises. Their addition marks a significant step forward in strengthening our distribution network in the region. We look forward to a successful and long-term partnership built on mutual growth, trust, and shared commitment to excellence. Welcome to the ATLANTIS family!



Sristi Enterprises has been appointed as new distributor in North 1 zone



Vasudeva Associates has been appointed as new distributor in North 1 zone

Market Presence



Atlantis counter at Srinagar, managed by Assad Global Tradings, North 2



Atlantis workshop, managed Lakshya Automobile Kota, Rajasthan



Atlantis product received from Vijay Traders, Korba under West Zone

Order dispatching from Vijay Traders, Bilaspur, Under West Zone



Atlantis products stored at Auto India godown, Dhanbad, under North 1 Zone



Atlantis counter at Siwan, managed by New Laxmi Lubricants, North 1



Order dispatching from Jain Auto Parts, Raipur, under West Zone



Order dispatching from Sirsti Enterprise, Purnia, under North 1 Zone

Distributor's Plant & HO Visit

We were pleased to welcome Mr. Ayush Gupta from New Laxmi Lubricants, Siwan, Bihar (North-1 Zone) during his recent visit to Gujarat. Demonstrating great enthusiasm and curiosity, Mr. Gupta expressed keen interest in understanding our operations and processes.

He visited our manufacturing plant located in Rajkot, where he had the opportunity to meet our Managing Director, Mr. Amit Ghodasara. He was accompanied by our General Manager, Mr. Fenil Vyas, who guided him through the facility. Territory Manager Mr. Shatrughan Singh also joined the visit, ensuring smooth coordination.

Following the plant tour, Mr. Gupta visited our Head Office in Ahmedabad and later explored our central warehouse located in Narol. The visit served as a valuable platform to strengthen our association and build deeper insights into our operations.

We thank Mr. Gupta for his visit and look forward to a long and successful partnership.



Distributor Mr. Ayush Gupta (New Laxmi Lubricants, Siwan) visits Rajkot plant with MD, GM, ZM, and Plant officials.



Distributor with HO staff.



Distributor at warehouse with officials.

Mr. Ayush Gupta (New Laxmi Lubricants) : I recently had the pleasure of visiting Atlantis in Ahmedabad, and the experience truly exceeded my expectations. From the moment I arrived, I was welcomed with professionalism and warmth by the entire team. The staff were not only courteous but also well-informed, patiently answering all my queries.

The office environment was clean, organized, and thoughtfully designed for both comfort and productivity. Every interaction reflected the team's dedication to excellence and a genuine passion for their work. It's clear that Atlantis takes great pride in maintaining high standards across all aspects of their operations.

My visit left a lasting positive impression. Atlantis stands out as an organization that values people, innovation, and professionalism. I sincerely appreciate the hospitality extended to me and look forward to future interactions. Highly recommended for anyone seeking to engage with a forward-thinking and well-managed company.



Field Immersion



ASM Mr. Saurabh Barot (Gujarat) with DSR during secondary order



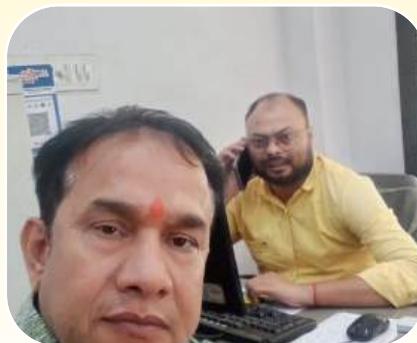
Mr. Lokendra Nathawat and Mr. Harish (DB) from Lakshya Automobile, during a counter visit in Rajasthan



Mr. Kalyan Biswas (TM) during monthly planning with DB Mukesh Jain (Jain Auto Parts) & DSR at Chhattishgarh



Mr. Yousuf, Territory Manager from J&K, During a retailer visit



Mr. Shatrughan Singh, Territory Manager from North 1, during a retailer visit



TM Mr. Lokendra Nathawat during a counter visit in Rajasthan

GM's Business Visit

GM's Business visits across different operating zones of ATLANTIS consistently yield fruitful and result-oriented outcomes, driving growth for the organization. Featured below is the recent business visit of our General Manager, Mr. Fenil Vyas, to the North-1 and West Zones. During his visit, he engaged with the sales team and met key distributors, fostering stronger relationships and aligning on strategic goals. These interactions play a crucial role in strengthening our network, enhancing team motivation, and unlocking new growth opportunities.



GM's Sir visited West Zone with ZM West, Hardik Solanki, ASM Mr. Sandip Lad, and DB Mr. Rahul Panchbudhe



GM's Sir visited New Laxmi Lubricants, the distributor in Siwan, accompanied by TM Shatrughan Singh



GM Sir visited North 1 Zone accompanied by TM Shatrughan Singh, TM Pankaj Mishra, and TSE Ashwani Kariyar.

Gift Distribution



Gift distribution in North 1 under DB Rajendra Kumar, Bhagalpur



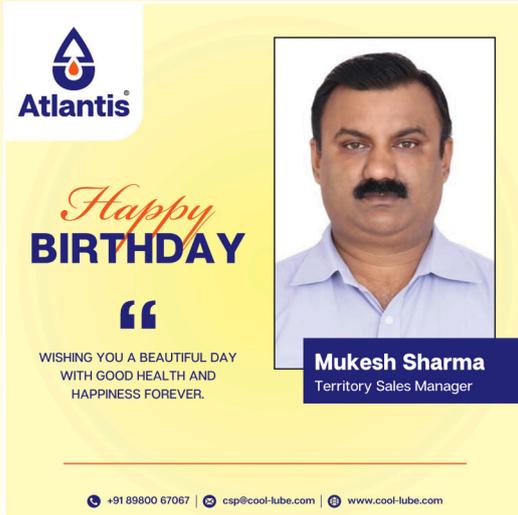
Gift distribution based on sales conducted in North 1 under DB Rajendra Kumar, Bhagalpur



Gift distribution event conducted in Bhubaneswar under Rajdhani Auto Distributor, East Zone



Employee Corner



Atlantis

Happy
BIRTHDAY

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



Mukesh Sharma
Territory Sales Manager

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Atlantis

Happy
BIRTHDAY

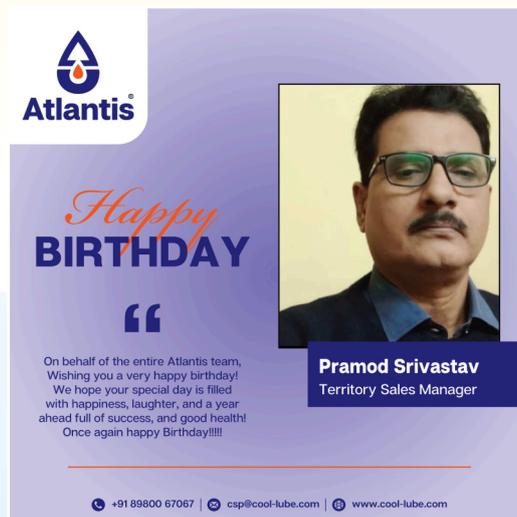
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WISHING YOU A BEAUTIFUL DAY
WITH GOOD HEALTH AND
HAPPINESS FOREVER.



Kapil Sharma
Dispatch Manager

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Atlantis

Happy
BIRTHDAY

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On behalf of the entire Atlantis team,
Wishing you a very happy birthday!
We hope your special day is filled
with happiness, laughter, and a year
ahead full of success, and good health!
Once again happy Birthday!!!!



Pramod Srivastav
Territory Sales Manager

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HAPPY
Birthday
TO YOU

Work Anniversary

Pankaj Kr. Mishra - I am truly grateful to everyone who has supported me throughout my journey so far. Today, I'm proud to celebrate 2 years of service with Aryan Lubricants Pvt. Ltd. These two years have been a mix of challenges, learning experiences, and growth, all of which have shaped me professionally and personally. I feel honored to be part of such a dedicated team and an inspiring organization that continues to push boundaries and create impact. I look forward to many more years of contributing to our shared goals. I am also proud of the commitment and hard work I've consistently put in, and I remain determined to give my best in everything I do. Here's to continued success and progress ahead!



Happy Anniversary

50 Years of Transformation:

The Evolution of India's Automobile Industry and Its Impact on Human Life

Introduction

Over the past five decades, the Indian automobile industry has undergone a revolutionary transformation—from a limited and regulated market to one of the largest and most dynamic automobile sectors in the world. This evolution has deeply impacted not only economic growth and infrastructure development but also daily human life in India. Alongside this industrial change, the development of automotive lubricants has played a silent yet significant role in supporting this growth, contributing to engine efficiency, sustainability, and consumer convenience.

1. The Journey of the Indian Automobile Industry (1970s–2020s)

1970s–1980s:

The automobile industry in the 1970s was heavily regulated under the License Raj, with limited choices for consumers and long waiting periods. The market was dominated by a few manufacturers, and technology remained stagnant. Vehicles were basic, fuel-inefficient, and lacked safety features.

1990s–2000s:

The liberalization policies of 1991 marked a turning point. With reduced import restrictions and increased foreign direct investment, the industry opened up to global competition. This led to technological innovation, better designs, and improved safety features. The entry of newer models helped fuel consumer aspirations.

2010s–2020s:

In recent years, the focus has shifted toward automation, electric mobility, hybrid vehicles, and sustainable practices. Smart features, enhanced fuel efficiency, and stringent emission norms like BS-VI (Bharat Stage VI) have become the norm. Urban mobility solutions and shared transport models have also started reshaping the concept of vehicle ownership.

Source of Reference:

Society of Indian Automobile Manufacturers (SIAM) Reports, 2022
Ministry of Heavy Industries – Government of India, Auto Policy Documents
McKinsey & Company – “Transforming India’s Auto Industry,” 2021

2. Impact on Human Life in India

A. Mobility and Access

The widespread availability of personal vehicles has improved connectivity between urban and rural areas, offering people better access to education, employment, and healthcare. The mobility revolution has also empowered women and senior citizens by enhancing their independence.

B. Urbanization and Infrastructure

The growth in automobile ownership has led to rapid infrastructure development, including highways, expressways, and parking facilities. However, it has also contributed to challenges like traffic congestion and air pollution, especially in major cities.

C. Employment and Economy

The sector is a major contributor to GDP and employment. According to SIAM, the automobile industry contributes approximately 7.1% to India’s GDP and supports over 37 million direct and indirect jobs.

D. Lifestyle and Social Change

Owning a vehicle is often viewed as a symbol of status and personal freedom in India. The rise of two-wheelers and compact cars has made mobility affordable for the middle class, changing family dynamics and travel habits.

3. The Role of Automotive Lubricants in Industry Evolution

As engine technology advanced, so did the demand for high-performance lubricants. Initially, conventional mineral oils were the norm, offering basic protection and lubrication. However, with the advent of more powerful and efficient engines, synthetic and semi-synthetic lubricants became essential.

Key Changes in Lubricants:

Enhanced Engine Protection:

Modern lubricants offer higher thermal stability, reducing engine wear and improving longevity.

Fuel Efficiency:

Low-viscosity lubricants now contribute directly to fuel savings and reduced emissions.

Environmental Compliance: Lubricants are now formulated to meet global emission standards, supporting cleaner engine operation.

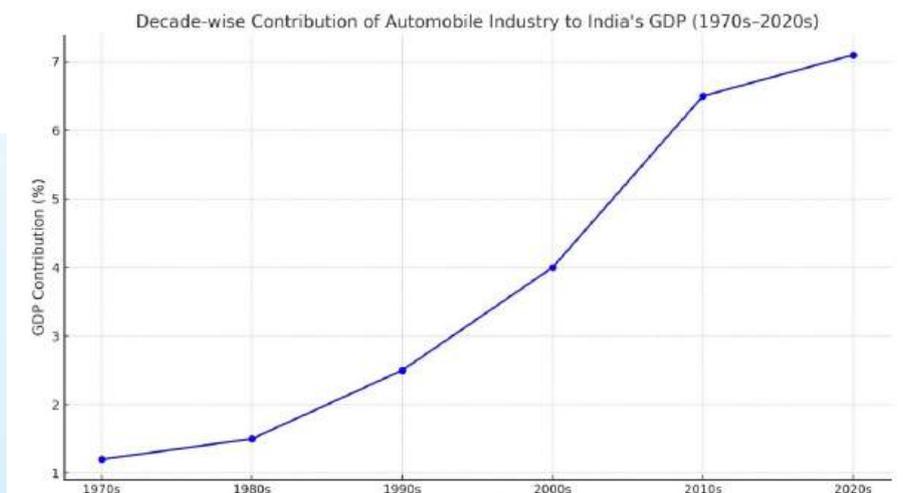
Extended Drain Intervals:

With better additives and base oils, many modern lubricants allow for longer oil change intervals, reducing maintenance frequency.

Source of Reference:

- Indian Oil Corporation Ltd. Technical Bulletin on Lubricants (2021)
- Lubes'n'Greases Asia – Annual Reports on Lubricant Trends (2020-2023)
- Bureau of Indian Standards (BIS) – Automotive Lubricants Guidelines

Here is a chart showing the **decade-wise contribution of the automobile industry to India's GDP** from the 1970s to the 2020s. It illustrates a steady and significant growth—from around **1.2% in the 1970s to 7.1% in the 2020s**, reflecting the industry's expanding role in the Indian economy over the last 50 years.



The Indian automobile industry's evolution over the past 50 years is a testament to the country's industrial resilience and adaptability. It has redefined how people live, move, and work. Equally important is the development of the automotive lubricant sector, which has quietly powered this transformation by ensuring that modern engines run smoother, cleaner, and longer. As India moves toward a greener and more digitized future, both vehicles and lubricants will continue to evolve in tandem—reshaping mobility for the next generation.

“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)

