

# fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

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## Celebrating Growth and New Partnerships

We extend our heartfelt congratulations to our dedicated team for their unwavering commitment, hard work, and continuous efforts in driving the organization's growth. Their dedication and perseverance have been instrumental in enhancing our value and strengthening our presence in the market.

As we continue to expand, we take pride in welcoming our newly appointed distributors, who play a crucial role in our journey. Their collaboration, along with the relentless efforts of our team, paves the way for greater success.

Here are a few glimpses of our newest distributor appointments, accompanied by our invaluable team members who make it all possible.



New distributor in West 1 Zone,  
Name - Battery World



New distributor in North 1 Zone,  
Name - Rajendra Kumar



New distributor in North 1 Zone,  
Name - Auto India



New distributor in West 1 Zone,  
Name - Bhadouria Oil & Battery

## Product Display – PAN India

We take immense pride in witnessing the steady growth of our organization, reflected in the widespread display of **ATLANTIS** products across the country. From Tier 1 cities to the most remote interiors, our presence continues to expand, reinforcing our brand's reach and trust among customers.

This success is a testament to the relentless efforts of our team, channel partners, and distributors who ensure our products are prominently showcased across various markets.

Here are a few glimpses of our product displays at different counters, highlighting the strong visibility and market presence of **ATLANTIS** across India.



Dewangan Auto Centre,  
Bilaspur under Vijay Traders



Gopal Trading Co, Balod,  
under Jain auto parts



Komal Auto Care, Raipur,  
under Jain Auto Parts



KGN Motor Garage, Raipur  
under Jain Auto Parts



Jalaram Auto Parts,  
Chandial, Ahmedabad  
under New vijay motors



Sriram Tractor, Gurur,  
under Jain auto parts

## Strategic Growth - Business Trip

As we continue expanding our brand's reach to every corner of the country, it is evident that both individual and team-driven approaches are yielding remarkable results. Through meticulous planning, joint efforts, and continuous market engagement, our brand's presence is strengthening day by day.

A key contributor to this success is the silent yet impactful leadership of **GM Sir**, whose dedication plays a crucial role in driving this growth. During his recent visit to the **Central Zone**, he actively collaborated with our **distributor, ATLANTIS TSE, DSR**, and other key stakeholders to ensure seamless execution of our strategies.

This hands-on approach not only reinforces our brand's visibility but also enhances distributor engagement and market penetration. His efforts, combined with the collective commitment of our team, continue to drive **ATLANTIS** toward greater heights.

Here's a glimpse of his latest tour, reflecting the dedication and teamwork that fuel our success.



**GM Sir during his Central Zone visit with distributor Mr. Vinay Agarwal and Manish Agarwal from distributor Vijay Traders, accompanied by our team members: TSE Mr. Kalyan Biswas, TSE Mr. Munnalal Soni, TSE Mr. Yogesh Pandey, DSR Mr. Advitiya Ray, and DSR Mr. Subhas Pandey.**

**GM Sir during his business trip to Central zone with Mr. Debasish Biswas from Distributor Jahnvi Traders, Malkangiri, accompanied by TSE Mr. Kalyan Biswas, TSE Mr. Abdul Samad, and DSR Mr. Pradeep Kr. Mandal.**



**GM Sir in Bhubaneshwar with Mr. Rajesh Kr. Nayek and Mr. Santosh Kr. Nayek from DB Mahadev Enterprise, Nimapara, accompanied by TSE Mr. Hemanta Majhi, TSE Mr. Girish Chandra Biswal, TSE Mr. Sanjay Jena, and DSR Mr. Gopal Baral.**



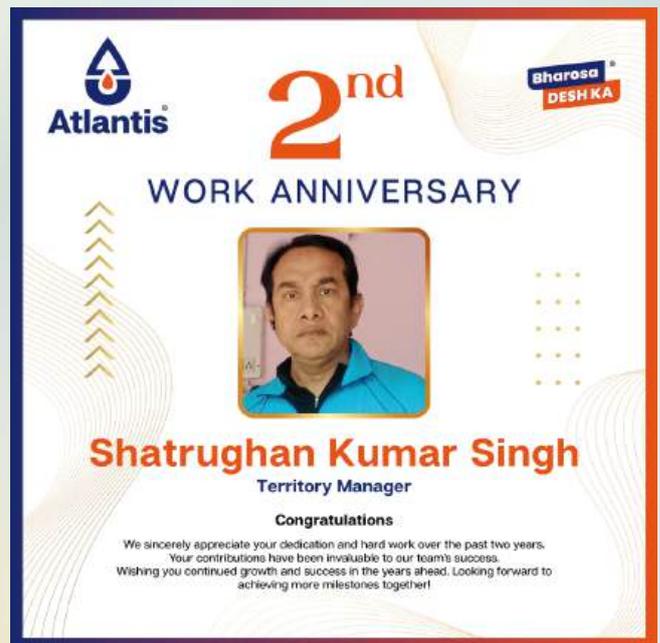
## Employee Corner

### Work Anniversary

Heartiest congratulations to **Mr. Shatrughan Kumar Singh (TM)** and **Mr. Hemanta Majhi (TSE)** on completing **two years** with **Aryan Lubricants Pvt. Ltd.** Your dedication, hard work, and commitment to team building and ownership have been invaluable to the organization. We truly appreciate your efforts and contributions in driving growth and success. Wishing you continued achievements and a rewarding journey ahead with **ALPL!**

**Shatrughan Kumar Singh** : - Today marks a significant milestone as I celebrate two incredible years with Atlantis Lubricants. It has been a journey filled with growth and countless opportunities. I want to take a moment to express my heartfelt gratitude to our management team, whose vision and leadership have been instrumental in creating an inspiring work environment. Your unwavering support and commitment to excellence motivate us all to strive for greatness every day.

At Atlantis Lubricants, we are not just a team; we are a family, united by our shared goals and values. Thank you for believing in me and for making this journey so rewarding. Here's to many more successful years together!



**Hemanta Majhi** : - My two years at Atlantis have been an enriching journey of growth and learning. The experience has helped me develop both personally and professionally, shaping my skills and knowledge. I have progressed significantly under the guidance of my respected senior officers, whose mentorship has been invaluable. Their support has motivated me to overcome challenges and refine my abilities.

Working with such a dynamic and inspiring team has been a privilege. Every day presents new opportunities to learn, contribute, and evolve, making my journey truly fulfilling. The work culture and leadership at Atlantis have played a vital role in my professional development. I am grateful for the experiences I've gained and look forward to continuing this journey of learning and excellence.



## FAQ OF LUBES (PART – 2)

### **15. What is the difference between monograde and multigrade lubricants?**

A monograde lubricant (e.g., SAE 40) performs well in moderate to high temperatures but lacks efficiency in cold conditions. In contrast, a multigrade lubricant (e.g., SAE 20W50 API SN) contains additives like viscosity index improvers and pour point depressants. These additives enhance its performance in both high and low temperatures by preventing large crystal formation in the oil molecules, ensuring smooth fluidity in winter and summer conditions.

### **16. Why does engine oil turn black?**

Engine oil can darken due to oxidation, heat exposure, and the presence of certain additives. Oxidation occurs when oil molecules react with oxygen, similar to how a cut apple darkens over time. While dark oil can still be effective, it may also indicate high heat, contaminants, or additives that naturally change color with use.

### **17. Can engine oil be topped up?**

Topping up oil is necessary only when the level reaches the minimum mark on the dipstick. This mark represents the lowest safe oil level for engine operation. If the oil level falls below this point, an immediate top-up is required to prevent engine damage.

### **18. What happens if engine oil is not changed on time?**

Delaying an oil change leads to excessive friction between engine components, causing overheating and reduced efficiency. Over time, this can accelerate wear and tear. If oil changes are completely ignored, the engine may fail, requiring a full replacement. Regular oil changes help prolong the engine's lifespan.

### **19. How do I choose the right oil for my car?**

Refer to your car manufacturer's owner's manual for the recommended oil type, viscosity, and weight. Additionally, look for oils with quality certifications such as SAE and API to ensure optimal performance and engine protection.

### **20. What is synthetic oil?**

Synthetic oil is a chemically engineered lubricant made from modified petroleum components or synthesized raw materials. It contains advanced additives to enhance anti-wear, anti-pollution, and anti-corrosion properties. Synthetic oils perform exceptionally well in extreme conditions, including high temperatures and pressures.

## 21. What is semi-synthetic oil?

Semi-synthetic oil is a blend of synthetic and mineral oils. The ratio may vary, with some blends being 50-50. These oils offer better protection in high temperatures and heavy loads compared to conventional mineral oils while being more affordable than fully synthetic alternatives.

## 22. What are oil additive packages, and why are they used?

Oil additives enhance the performance and longevity of lubricants. They help tackle high temperatures, moisture, rust, corrosion, oxidation, and sludge buildup. Additive packages ensure optimal engine function under various conditions.

## 23. What are the key additives found in engine oil?

1. **Viscosity Index Improvers** – Maintain oil thickness at different temperatures.
2. **Detergents** – Prevent deposits and corrosion, keeping engine parts clean.
3. **Dispersants** – Keep solid contaminants suspended to prevent sludge formation.
4. **Anti-Wear Agents** – Protect metal surfaces when the lubricating film breaks down.
5. **Friction Modifiers** – Reduce internal friction to improve fuel efficiency.
6. **Pour-Point Depressants (PPD)** – Prevent wax particles from solidifying in cold temperatures.
7. **Antioxidants** – Slow down oxidation, preventing oil thickening.
8. **Foam Inhibitors** – Reduce foaming caused by the crankshaft whipping through oil.
9. **Rust & Corrosion Inhibitors** – Shield metal components from moisture and acids.

## 24. What is recycled oil?

Recycled oil is used oil that has undergone filtration to remove impurities. However, it does not undergo chemical purification, making it unsuitable for high-performance engines. It is often reused in non-critical applications or as industrial fuel. Reconditioned oil, a subset of recycled oil, is mixed with additives for extended usability but is still not ideal for vehicles.

## 25. What is re-refined oil?

Re-refined oil undergoes extensive processing, including distillation and dehydration, to remove all contaminants. The process eliminates used additives, leaving behind a purified base oil. This base oil is then blended with fresh additives to create new, high-quality lubricants that meet API standards. Unfortunately, high-standard re-refining facilities are scarce in the Middle East, leading to lower-grade recycled oils in the region.

## 26. How can I tell if oil is virgin or recycled?

- **Appearance** : Virgin oil is clear and consistent.
- **Smell** : Recycled oil may have a strong sulfur or perfume-like odor.
- **Color** : Virgin base oils are usually lighter, while recycled oils are darker (though not always).
- **Residue** : Virgin oil should not leave sediment at the bottom, whereas recycled oil might.

## 27. Why do car dealerships advise against switching lubricant brands?

Many dealerships also own lubricant brands and insist on using their own products by claiming that using other brands will void warranties. However, in 2017, Saudi Arabia passed a law preventing dealerships from voiding warranties based on lubricant brand usage. Other countries may follow suit, ensuring customers have the freedom to choose the best lubricant for their vehicle.

## 28. Why are recycled lubricants more common?

Recycled lubricants make up about 70% of the market due to their lower cost. Garages and service centers prefer them as they yield higher profit margins. Consumers often remain unaware of the lubricant quality used in their vehicles, allowing workshops to sell more profitable recycled oils while falsely labeling them as virgin-based. Additionally, some regions lack regulations to distinguish between recycled and virgin oils, making it difficult to ensure quality control.

## 29. How do recycled lubricants impact my vehicle?

Recycled oils oxidize faster and may still contain impurities that can cause long-term engine damage. Engines using recycled oil generally have a shorter lifespan compared to those using virgin-based lubricants.

## 30. Why is synthetic oil more expensive?

Synthetic oils undergo complex chemical synthesis, involving multiple refining and purification steps. This process enhances performance and durability, making them more costly than mineral-based lubricants.

**“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)**