

# fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

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## Ganpati Festival

Festivities form the heart and soul of our society, offering us moments of joy, celebration, and a renewed sense of togetherness. The festive season brings with it a special time for all of us to come together, uplift one another, and celebrate the traditions that bind us.

At our Head Office, the Ganpati festival was celebrated with great enthusiasm and devotion. It was a time to offer prayers, enjoy the festive spirit, and connect with one another as a team. The celebration filled our office with positivity, hope, and a sense of unity.

We are pleased to share a few glimpses of this special occasion, capturing the joy and warmth that filled the air. We pray that Lord Ganesha blesses each one of us with prosperity, success, good health, and peace of mind.

Let's carry the spirit of this festival forward, staying motivated and inspired as we continue our journey together.



## A Memorable Picnic to Jawai, Rajasthan - Courtesy of New Vijay Motors

New Vijay Motors, one of our esteemed distributors from the West 1 zone, recently organized a wonderful picnic to Jawai, Rajasthan, as a reward for their team of DSRs and retailers. The event was a well-deserved celebration for achieving their sales targets and showcasing outstanding performance.

This gesture not only recognized the hard work and dedication of the team but also fostered a sense of unity and motivation among everyone involved. The scenic beauty of Jawai, combined with the spirit of camaraderie, made the outing both fun and rejuvenating. The team enjoyed a day filled with laughter, good food, and shared memories, further strengthening their bond.

We applaud New Vijay Motors for taking this initiative, recognizing the efforts of their team, and creating a positive and motivating environment. Such events go a long way in driving growth and reinforcing the importance of teamwork and dedication.



## Product Display



## Gift Distribution from Rida Enterprises, North 1



## Happy Birthday, Hardik Solanki (ZM, West 1)

As you celebrate another year, we would like to take a moment to recognize and appreciate your remarkable journey with Aryan Lubricants Pvt. Ltd. Over the past 7 years, your dedication, hard work, and vision have played a pivotal role in driving the organization towards greater heights. Your significant achievements and unwavering commitment have contributed immensely to our growth and success.

On this special day, we wish you continued success, good health, and happiness. May you keep inspiring us with your leadership and passion for many more years to come!

Happy Birthday once again, and here's to celebrating your ongoing contributions and the bright future ahead!

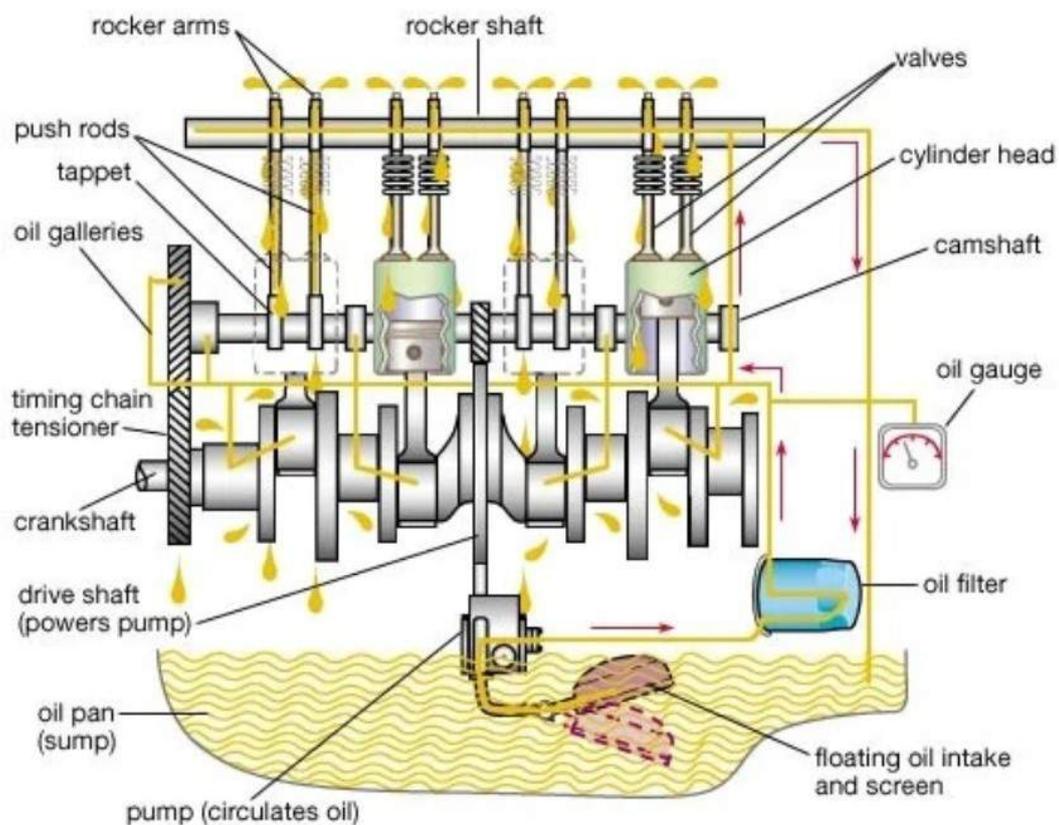


## Knowledge in Industry

### How Lubricants Flow Through an Engine:

1. The oil pump picks up oil from the oil pan, located at the bottom of the engine, where the oil is stored.
2. The pump pushes the oil to the main bearings of the crankshaft, which converts linear energy into rotational energy.
3. From the crankshaft, oil flows through specially designed oil holes to the rod bearings, then travels via an oil line to the cylinder head.
4. Oil moves through oil galleries to lubricate the camshaft bearings and valves.
5. Pistons, rings, and pins receive oil as it is flung off the connecting rod bearings, ensuring all essential components are properly lubricated.

### How oil flows through an engine



### Why Lubrication is Critical for an Engine:

The three major functions that lubricants perform are:

- Reducing friction
- Cooling
- Cleaning

**1. Reducing friction:** This is what most people think of when they hear about lubricants. An engine consists of many moving parts that operate in close proximity, often at high speeds. Without lubrication, these parts would grind against each other, leading to damage and failure.

**2. Cooling:** Engines generate tremendous heat during operation. Lubricants absorb and dissipate this heat, preventing overheating and ensuring the engine can function over extended periods without breaking down due to thermal stress.

**3. Cleaning:** As an engine operates, it produces soot, contaminants, and combustion by-products. Without a lubricant to collect and carry away these impurities, they would form harmful deposits that could block oil passages and decrease engine performance.

### The Role of Additives in Lubricants:

While the base oil handles most of the lubrication, specialized additives provide additional protection and functionality. These additives ensure that a lubricant remains effective under various conditions. Here are three key functions they serve:

**1. Controlling acids and corrosion:** Engines naturally collect acids during operation, which can lead to corrosion and performance issues. Detergents in lubricants neutralize these acids, protecting engine components, particularly bearings, from rust and degradation. Some high-performance lubricants also contain corrosion inhibitors to protect softer metals.

**2. Managing viscosity:** Viscosity refers to the "thickness" of a lubricant. It's essential that the oil maintains a stable viscosity, regardless of temperature changes. Additives called viscosity index improvers help the oil maintain consistency, ensuring proper lubrication even in extreme heat or cold.

**3. Minimizing oxidation:** Inside a working engine, high temperatures accelerate oxidation, which can lead to the formation of sludge and a thickening of the oil. Antioxidants in the oil prevent this, protecting the engine from damage caused by oxidation.

### In Summary:

- Engine oil lubricates every critical part of the engine.
  - Lubricants perform three essential functions: reducing friction, cooling, and cleaning.
  - Additives in lubricants provide additional benefits, such as controlling acids and corrosion, maintaining viscosity, and minimizing oxidation.
- This intricate process ensures that your engine runs smoothly, efficiently, and for as long as possible.



**“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 :  
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