

# fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

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## Power of One: Campaign for Aug, 2024

The "Power of One" concept emphasizes the significant impact that a single individual, action, or decision can have on a larger scale. Whether in personal life, business, or society, the idea is rooted in the belief that each of us has the potential to create meaningful change, even when working alone.

- **Key Aspects :** Individual Impact: One person's actions can influence an entire community or organization. History shows how individuals like Mahatma Gandhi, Nelson Mandela, or Malala Yousafzai have created lasting societal change.
- **Leadership and Vision :** The ability to inspire others often starts with one clear vision. A single leader with a compelling mission can unite people toward a common goal.
- **Innovation and Creativity :** Many breakthrough ideas come from one individual taking a different approach. Whether in science, business, or art, the creativity of one can spark revolutions in entire industries.
- **Personal Responsibility :** Realizing that change begins with you fosters accountability and empowerment. Each person has the responsibility to contribute positively to their environment.
- **Small Acts, Big Results :** Even minor, consistent efforts can lead to significant outcomes. Recycling, volunteering, or helping someone can set off a ripple effect in society.
- **Empowerment through Contribution :** Feeling like you can make a difference, even as one person, leads to increased motivation and a sense of purpose.
- **Collective Influence :** When individuals embrace their unique power, they inspire others to take action, creating a compounding effect where small actions together lead to massive change.

The "Power of One" encourages each person to recognize their potential to make a difference, proving that sometimes, all it takes is one person to set a powerful movement in motion.



## Field Immersion

Field immersion is a critical aspect of the sales strategy at Atlantis Lubricants, designed to equip sales professionals with hands-on experience and a deeper understanding of the market. It involves engaging directly with customers, distributors, and key stakeholders in the field, enabling sales teams to gather valuable insights into customer preferences, product performance, and market dynamics.

At Atlantis Lubricants, field immersion serves as a foundation for building a customer-centric sales force. It empowers sales professionals to not only meet their targets but also contribute to the growth of the brand by understanding real-world challenges and offering practical, impactful solutions.

In a competitive market, field immersion ensures that the sales team remains adaptable, well-informed, and aligned with the company's commitment to quality and customer satisfaction.



Atlantis stock at the MCO counter in the North 1 zone



North 2 - Jammu & Kashmir



Secondary counter visit at Budgam by TSE Mohd Yousuf, under North 2



Mohd Yousuf, from J&K, North 2, manages a retailer with a monthly secondary sales volume of 1 KL.



During the booking of 600 liters of coolant in a secondary sale under West 2



During new market exploration, Raipur - Central Zone with our TSE Kalyan Biswas



DSR and Distributor meet for further development with TSE Kalyan in Balod, Chhattisgarh under Central Zone



Our TM, Shattrughan Singh, successfully promoted coolant at the JK Tyre showroom in the North 1 zone, explaining its quality and closing the deal.



During market storming for Rida Enterprise, with the secondary outlet located in Khairabad, alongside our TSE, Akiph Ahmed Siddiqi, under the North 1 zone.



## Gift Distribution in North 1

Presenting highlights from the gift distribution for the MCO segment scheme, organized by Distributor Siddhant Enterprise, Bhagalpur, in the North 1 zone. As part of the scheme, retailers were rewarded with a 5-liter pressure cooker for purchasing 100 liters of MCO segment oil within a 3-month period. Those who bought 25 cases or 500 liters within the same timeframe received an air cooler as a gift. For August, three retailers successfully met the targets and have received their well-earned rewards.



MCO - achieving 100 Ltr



Gifted to Motorcycle Dealer by Siddhant Enterprise Bhagalpur Distributor



Gifted by Siddhant Enterprise Bhagalpur, The retailer achieved 25 cases of motorcycle oil in 5 month

## Gift Distribution in West 1 Zone

We are excited to share glimpses from the recent gift distribution event in Rajasthan, West 1 zone, under Distributor Lakshya Enterprises. This event was a part of our ongoing commitment to rewarding dedicated retailers who have consistently achieved their targets. The snapshots capture the excitement and enthusiasm as retailers received their well-deserved gifts, celebrating their hard work and contribution to the success of the MCO segment.

Lakshya Enterprises continues to play a pivotal role in driving growth and fostering strong relationships within the region, ensuring that top-performing retailers are recognized and appreciated.



## New Distributor Appointment



Congratulations

Congratulations to TM Mukesh Sharma Ji for successfully appointing a new distributor in the North 2 zone, Talwada, Punjab. This significant addition will further strengthen our presence in the region, enhancing product availability and service delivery to customers. We are confident that this partnership will contribute to the continued growth and success of Atlantis in the market. Your dedication and efforts are truly appreciated, and we look forward to many more milestones together.

Congratulations to TSE Hemanta Majhi for successfully appointing a new distributor in the Central Zone at Bhubaneswar! Your hard work and dedication have truly paid off, and this achievement marks a significant milestone. We are excited to see the growth this partnership will bring and are confident that, together, we will continue to uphold our shared values and drive further success. Keep up the great work as we move forward on this exciting journey!



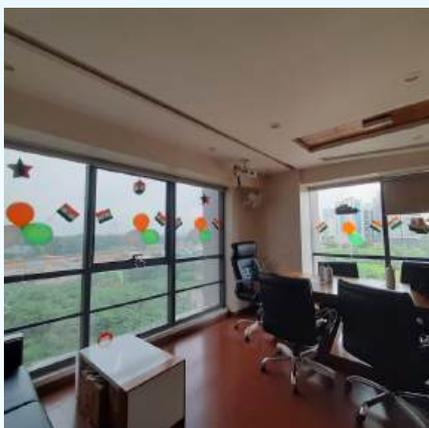
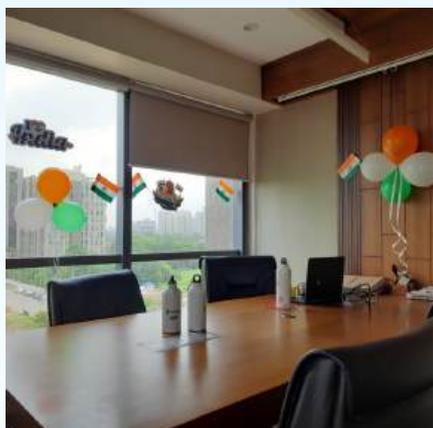
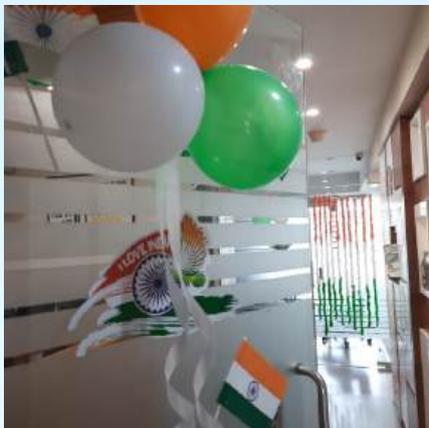
Congratulations

## Product Display



## Independence day celebration at HO

Here's a glimpse of our small celebration at the Head Office, featuring decorations for the occasion of India's 78th Independence Day.

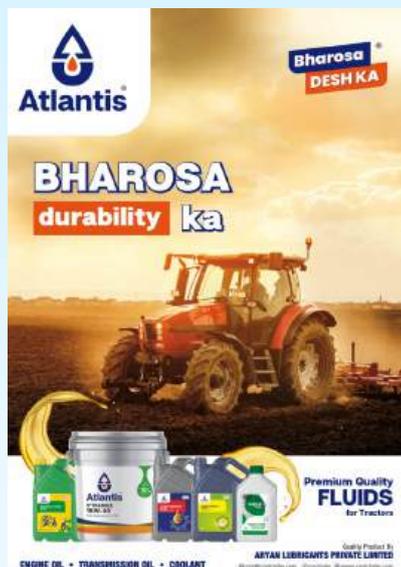


## Birthday Wish

Leaders are born, not made, and we are continually encouraged and empowered by having a dynamic and inspiring leader like you. The entire team wishes you an extraordinary year ahead. While you were at the Head Office that day, we made a small effort to make it a little more special for you. Wish you again a very happy birthday GM sir.



## Atlantis Presence in the Agriculture Industry



**Agricultural Lubricants: Enhancing Equipment Performance** Agricultural machinery works under demanding conditions, requiring high-performance lubricants to ensure reliability and longevity. Specialized lubricants for tractors, harvesters, and other equipment play a crucial role in reducing wear, minimizing downtime, and improving operational efficiency. Below are some essential lubricants commonly used in agriculture, including UTTO, EP90, Universal Transmission, TASA, 15W-40, and EP140.

### Atlantis Oils for Tractor segment:

- **CF4- 20W40**

This is a heavy-duty diesel engine oil designed to offer triple protection against deposits, acids, and wear. It is a mineral-based oil that conforms to API CF4 specifications, making it highly reliable for extended engine life and performance.

Available Pack Sizes: 1, 3.5, 5, 7.5, 8.5, 10, 15, 20, 50, and 210 liters.

Viscosity: 20W40

Application: Ideal for trucks, tractors, SUVs, and other commercial vehicles that recommend SAE 20W-40 and API CF4 grade.

- **CF4- 15W40**

Another heavy-duty diesel engine oil with similar triple protection features, formulated to prevent deposits, acid build-up, and wear. This mineral oil meets API CF4 specifications, ensuring dependable engine performance.

Available Pack Sizes: 1, 3, 5, 7.5, 8.5, 10, 15, 50, and 210 liters.

Application: Perfect for trucks, tractors, SUVs, and commercial vehicles recommending SAE 15W-40 and API CF4 grade.

- **CH4 15W40**

A heavy-duty diesel engine oil that offers superior triple protection. This product is formulated as per API CH4 specifications and provides excellent protection against deposits and wear.

Available Pack Sizes: 1, 3, 3.5, 5, 7.5, 8.5, 10, 15, 50, and 210 liters.

Application: Suitable for 3-wheelers, light & small commercial vehicles, and tractors that recommend API CH4 grade.



• **CI4 Plus 15W40**

A high-performance diesel engine oil, specifically formulated for modern truck engines. Meeting API CI4+ specifications, this oil ensures optimal engine protection and performance, especially under heavy-duty operating conditions.

Available Pack Sizes: 1, 5, 7.5, 10, 15, 50, and 210 liters.

Application: Ideal for all trucks (BS2, BS3, BS4), buses, tractors, and other commercial vehicles requiring API CI4+ grade oil.

• **UTTO (Universal Tractor Transmission Oil)**

A high-performance fluid specifically designed for use in transmissions, hydraulic systems, and oil-immersed brakes of tractors and off-road equipment. It offers excellent performance and protection in a variety of operating conditions.

Available Pack Sizes: 1, 5, 10, 20, 26, 50, and 210 liters.

Application: Suitable for tractors and off-road equipment requiring such high-performance fluids.

• **EP90 (Classic Gear Oil)**

Classic Gear EP 90 is a mineral-based SAE 90 transmission oil that provides excellent protection for manual transmissions. This product meets API GL-4 specifications and ensures smooth operation under heavy load and pressure conditions.

Available Pack Sizes: 0.5, 1, 5, 10, 20, 26, 50, and 210 liters.

Application: Ideal for use in manual transmissions and other systems requiring a single-grade oil with extreme pressure protection.

• **Anti-Rust Coolant**

Formulated using hybrid technology, this coolant provides maintenance-free engine protection and exceptional hard water stability. Its eco-friendly formulation offers superior corrosion and rust protection while helping to maintain the engine's temperature.

Available Pack Sizes: 0.5, 1, 3, 5, and 210 liters.

Advantages:

- Environmentally friendly
- Superior rust and corrosion protection
- Improved hard water stability

• **Helps regulate engine temperature**

Application: Suitable for all types of vehicles, including bikes, cars, tractors, buses, and trucks, where temperature control and protection are required. Always check your vehicle's user manual for the recommended grade of radiator coolant before use.



**“Hellooo!!!**

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

Stay Tuned for more updates....

Mr. Atlantis

