

# fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.



**2**

Showcase the Power of Women on International Women's Day



# Happy Holi



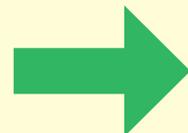
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## Showcase the Power of Women on International Women's Day at Atlantis

*"A woman is the full circle. Within her is the power to create, nurture, and transform."  
- Diane Mariechild."*

**Celebrating her strength** : Recognizing the resilience and determination of women in our organization

**Empowering Through Diversity** : Highlighting the importance of diversity and inclusivity in our workplace.

**Honoring her achievement** : Acknowledging the accomplishments and contributions of women in various roles.

**Inspiring Future leaders** : Encouraging and supporting women to reach their full potential in leadership roles. Let's cast a spotlight on the faces behind the work, often known to us solely by their names.



Atlantis extends its warmest wishes to all female employees for a very Happy International Women's Day, celebrating your strength, resilience and perseverance. Your contributions are invaluable, and we are grateful for your dedication and hard work. Thank you all for being an inspiration to all of us. Here's to continuing to break barriers, shatter stereotypes and empower each other every day. You all are truly remarkable! Let us introduce the powerful women behind the scenes.

### **Ms. Nikita Marshal Kaneria (Accounts & Administration Head, Plant)**

*"Anyone can be creative, but very few artistic." This organization trusts on me to make this sentence true.*

*It is my gratitude to inform about my role in the organization. I take care of Accounts and Administration. They help to business plan and control their expenditures ensuring they stay on track to meet their financial objectives. Managing costs is essential for maintaining profitability.*

*We working as a team, guide each other and value each other.*

*Our organization makes us proud. They value our input and make us realize how important it is to stay committed even when faced with tight deadlines and difficult challenges. Thank you for keeping faith and boosting morale.*



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## Ms. Pubali Mukherjee (Business development Manager)

*"Atlantis stands out as a rare gem, offering not just a job but a supportive environment where personal growth is nurtured. As a working mother, I've found Atlantis to be a beacon of understanding and flexibility, enabling me to balance work and family life effortlessly. A truly invaluable balance."*

*The leadership at Atlantis is not just welcoming but also empowering, encouraging me to take on challenges and excel in my role. The flexibility offered here is a game-changer, allowing me to manage my responsibilities effectively."*

*Working at Atlantis has not only been fulfilling but also inspiring, motivating me to be the best version of myself both at work and at home. I am grateful for the opportunity to grow alongside such a forward-thinking organization, one that values and supports working mothers like me."*



## Ms. Riddhika Salecha (Human resource Executive)

*"As this is my first step towards a corporate journey and Atlantis gave me the chance to prove my skills & capabilities and I am beyond grateful for this opportunity. Talking about the experience from day 1, I feel like a part of this company, it has a great working culture and invaluable support from seniors which motivates me to put the extra efforts every single day. Here, I'm not just an employee, I am part of a family—a family that believes in me, supports me, and inspires me to reach higher."*



## Ms. Raksha Vyas (Account & Administration Executive)

*"Who would want to leave a workspace like Atlantis to return home? This company has elevated my professional credibility by helping me learn numerous new things. The work environment and colleagues are beyond words. The atmosphere is so conducive to growth and learning that leaving at the end of the day almost feels like leaving a second home. Working here has not only enhanced my skills but also broadened my horizons. The support and camaraderie among colleagues make every day a rewarding experience. Atlantis has truly set a benchmark for what a workplace should be."*



## Ms. Heli Vaghela (Accounts executive)

*"The work culture at Aryan Lubricants is truly inspiring, making employees more efficient and motivated. It's this culture that makes me eager to start each day with a smile. The caring environment, sense of togetherness, and spirit of sharing and cooperation are remarkable. There's a clear lack of discrimination, which fosters a sense of belonging and positivity. This inclusive atmosphere not only boosts morale but also enhances productivity. The organization's ethos resonates with me, creating a work environment where I feel valued and motivated to give my best."*



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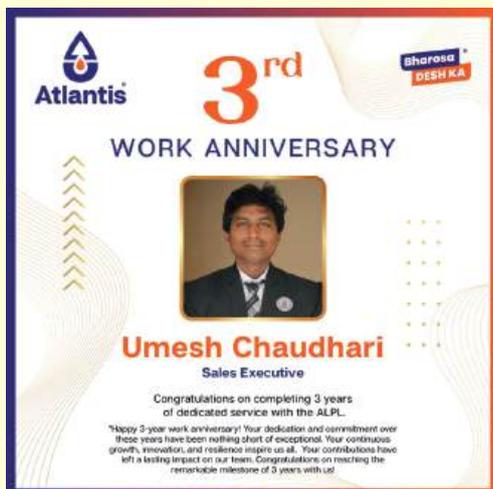
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**Gift Distribution :** Gift distribution of 15 packs of 4T ATLANTIS products was conducted in the North 1 and North 2 zone, specifically targeting our secondary market. This initiative was carried out under the supervision of Mr. Sashipal for North 2, aiming to strengthen our brand presence and customer relations in the region. And In the North 1 zone, there was a scheme for mechanics to achieve for three continuous months. Upon achieving this, headphones were distributed by Pankaj Mishra Ji.



**3rd Year Work Anniversary of Mr. Umesh Chaudhuri :** Let us congratulate Mr. Umesh Chaudhuri, TSE from West 2 Zone, for his continuous contributions that have led to remarkable achievements, benefiting both the individual and the zone. Mr. Chaudhuri has been awarded four times as the star performer of the month, reflecting his hard work and results. We are delighted to have had him in our organization for the past three years and look forward to achieving further growth and improvement together.



*“The quote ‘If you want to lift yourself up, lift up someone else.’ by Booker T. Washington truly reflects my experience at Atlantis. I would like to express my gratitude to Atlantis leaders for their encouragement, guidance, and cooperation in gradually improving my work quality. Additionally, I learned the technical process to check the purity and standard of coolant only after joining Atlantis. I was awarded 4 to 5 times for top performance during my time as a TSE there, and most of the credit goes to my line manager, Mr. Sandip Lad, for his valuable guidance and unconditional support. I really look forward to working here for many more coming years and would love to be a part of its growth.”*

- Umesh Chaudhuri.

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**Holi Celebration :** Holi, the festival of colors, is mostly celebrated in India and is the second most celebrated festival after Diwali. Whether the celebration is an inseparable part of our lives, we always enhance our celebration over the team and channels too. As per scientific evidence, during the time when Holi is celebrated, the growth of bacteria in the atmosphere is at its peak. The tradition of burning Holika raises the temperature in the atmosphere, thus reducing the growth of bacteria and, in a way, lessening the occurrence and impact of bacterial infections.



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**Field Immersion :** The market sales team's capabilities and duties are diverse, requiring a mix of skills including market knowledge, customer engagement, secondary survey and analytical skills. Their efforts are instrumental in driving revenue growth and achieving business objectives.

Whether we approach our ground-level support systems with immense appreciation, the initiators and regional leaders also play a significant role in running the show in no time. Showcasing a few of their framed works and expressing gratitude for those unnoticed efforts will always be inspiring.



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**News from Industry :** The numbers given by IEA (International Energy Agency) in the report seem to talk of crude oil processed into fuel for domestic as well as for exports. The domestic consumption as per the oil ministry data is around 5 million barrels per day (bpd).

"India's oil demand will grow at a rapid pace by 2030 despite accelerated green energy moves," IEA director of energy markets and security Keisuke Sadamori said. "Growth in India will surpass that of China in 2027." But in absolute terms, demand in India will still lag China's even in 2030.

"As oil demand slows in developed countries and China, India becomes the largest source of growth," said Toril Bosoni, head of oil industry and markets division, IEA.

India currently is the third largest consumer of oil behind the US and China. It imports 85 per cent of its oil needs and this dependence is likely to rise as domestic production falls.

Diesel, she said, accounts for about 50 per cent of Indian gains and 20 per cent of global demand growth to 2030.

The demand growth is despite the push for electric vehicles which make up for a small fraction of the automobiles on the road currently. The EV push will see greater adoption in two- and three-wheelers while their penetration in the four-wheeler segment would be around 5 per cent.

"More than 500,000 barrels per day of oil demand will be avoided due to increased EV penetration, energy efficiency improvements and biofuels growth," she said. Of this, around 200,000 bpd would be because of EV penetration.

She said refinery expansions will ensure India meets domestic needs and maintain its position as a key exporter of transportation fuel to Asia and the Atlantic Basin, she said adding Indian energy companies are targeting an additional 1 million barrels per day of refinery capacity. On biofuels, IEA said raising ethanol blending in petrol from current 12 per cent to 20 per cent may be a challenge given feedstock constraints.

Lack of major discoveries will see domestic production fall to 540,000 bpd by 2030, she said adding imports will rise from 4.6 million bpd in 2023 to 5.8 million bpd in 2030.

India holds oil stock equivalent to meet 66 days of requirement. This includes 7 days requirement stored in underground strategic reserves and the rest in depots and tanks in refineries and other locations. IEA member nations maintain a stockpile equivalent to 90 days of their demand. India is an associate member of IEA.

"India will become the largest source of global oil demand growth between now and 2030, while growth in developed economies and China initially slows and then subsequently goes into reverse in our outlook," IEA said. "India is on track to post an increase of almost 1.2 million bpd, accounting for more than one-third of the project 3.2 million bpd global gains, to reach 6.6 million bpd by 2030".

The massive industrial expansion means that diesel is the single largest source of oil demand growth, accounting for almost half of the rise in the nation's demand and more than one-sixth of total global oil demand growth through 2030. Jet-kerosene demand is poised to grow strongly, at around 5.9 per cent per year on average, but from a low base compared to other countries. Petrol will grow by 0.7 per cent on average, as the electrification of India's vehicle fleet avoids a more substantial rise. LPG rounds out the growth picture, as petrochemical industry investments in production facilities boost feedstock demand.

As a relatively small oil producer, and with limited potential for near-term growth, India's domestic production accounted for just 13 per cent of the country's supply needs. In 2023, domestic oil production averaged around 700,000 bpd. "Despite renewed efforts by the government to attract foreign upstream investment, domestic crude oil production is expected to see continued declines over the medium term," IEA said.

India's spectacular economic growth story, however, brings myriad challenges for its security of energy supplies, IEA said.

"India was already the world's second-largest crude oil net importer in 2023, having boosted imports by 36 per cent over the past decade to 4.6 million bpd to meet rising refiner refinery intake. Increased refining processing will lift crude oil imports further, to 5.8 million bpd by 2030, with major implications for India's security of supply".

The energy crisis and recent surge in long-haul crude sources, notably from Russia, has also added further impetus to sustaining the country's oil resilience in case of market disruptions, it said.

(Source : The economic times).

**“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) & Riddhika Salecha (HR)