

fluidBUZZ

For private circulation only

Monthly Newsletter from Aryan Lubricants Private Limited

January | 2022

“Do not wait until the conditions are perfect to begin. Beginning makes the conditions perfect.”

Alan Cohen

Welcome to the first edition of fluid buzz, which is designed specifically for customers of Atlantis® lubricants. Our goal for this monthly newsletter is to provide you with timely updates on Atlantis products, programs and services, as well as relevant fluid industry news.

Aryan Lubricants Private Limited existence and emergence have been integral part of India's resurgence. Over the past seven years, we were fortunate to touch millions, who believed in our vision, inspired us to be ambitious, pushed us to achieve those ambitions and disciplined us in setting new benchmarks in everything we did. We believe in enriching lives by providing distinct solutions for better tomorrow.

We hope that you will find this newsletter to be insightful and beneficial. We truly want to be connected with you, so if you have any suggestions or topics that you would like to see included in future editions, please contact us at csp@cool-lube.com

Thank you for being a Atlantis customer – we truly appreciate your business. Be safe and be well!

- Aryan Lubricants Marketing Team

Introducing Mr. Atlantis: Our very own Lubricious Mascot!

Let us come together and welcome new addition and official Mascot of Aryan Lubricant Private Limited.

Mr. Atlantis brings life and fun to our brand with his smiling face and cape, symbolizing friendliness, strength and power packed performance for mobility. He also embodies the company's dedication to the happiness and prosperity of the people associated with it and he will be your indefatigable companion henceforth, on your journey towards creating history. We hereby want to recognize and draw a connection to individuals in the company who work with strength, resilience and persistence, just like our products, to get the job done.

“Hellooo!!!

I am so happy to have been officially introduced to you all and I am super excited to be your companion in our journey! I'll assist you in your daily meetings, trips and share it with as many of your contacts as possible.

Expect to see me in all of our future endeavors !!

Yours Truly,

Mr. Atlantis”



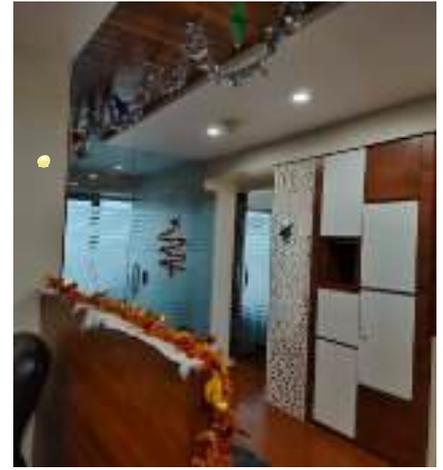
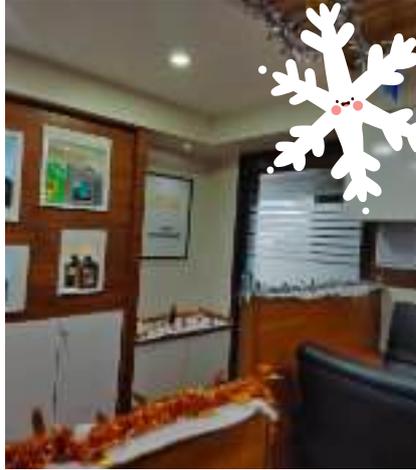
DSR TRAINING @ Ahmedabad

Successful DSR Training conducted at Head Office with team Ahmedabad. Great enthusiasm and participation shown by the team. Training is conducted to optimize their way of working, product awareness and trade knowledge. Thanks giving done by team Atlantis for their hardwork and the value addition they bring to the company.



CHRISTMAS CELEBRATION AT HEAD OFFICE

Never a dull moment in Head Office! We welcomed Christmas in style along with our Secret Santa tradition.



PLANT VISIT

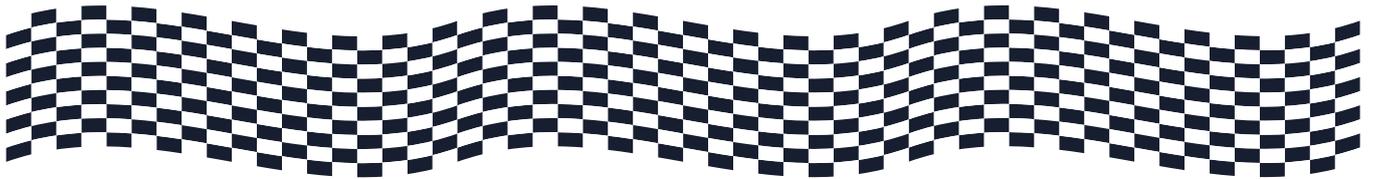
Mr. Chirag (Valued Distributor Sri Chamundeshwari Enterprise, Mysore), along with our Karnataka sales team visited our state of the art plant at Rajkot. It was a delight for us to host him and living on our Core Values of Transparency, Trust, Excellence & Commitment. ***“It gave us immense confidence by understanding manufacturing process, Modern Equipment set up and particularly digitalized R&D facilities, which has resulted into great self conviction for Atlantis Brand.”*** In his own words.



ALPL SUPPORTING WOMEN EMPOWERMENT AND SOCIAL CAUSE

“Business has a responsibility to give back to the community”

Going by same philosophy Aryan Lubricants private Ltd. has contributed by supporting Organ Donation Awareness through car rally with the theme of women empowerment, event organized by Rotary District 3060. Event was flagged off from Rajkot to Ahmedabad. This event was carried out by all women participants by driving the cars from Rajkot to Ahmedabad dressed in a particular manner to support the cause.



**STAR OF THE MONTH
- DECEMEBER**

Its time to cheer for our shining stars of the month!. Showing outstanding dedication, discipline and determination towards their goal.



MUNNALAL SONI
TERRITORY SALES EXECUTIVE
(North Chhattisgarh)
REGION – CENTRAL

132% Achievement
against Target Dec 21



PRIYOBROTO CHATTERJEE
TERRITORY SALES MANAGER
(Chhattisgarh)
REGION – CENTRAL

100% Achievement
against Target Dec 21

WARRIOR MEET @RAIPUR

Our valued Distributor Vriddhi Ventures' proprietor Mr. Maharshi Agrawal is leading from front for his team under the guidance of our Zonal Manager Mr. Debasish Biswas. They have organized DSR meet including Dealer 's sales force, for giving them more clarity on the goals, industry working, sales approach , technical knowledge and way forward. 7 Sales warriors upgraded their skills by this meet and now they are well organized and equipped to cover 500+ outlets in a week for South Chhattisgarh Market. Boosting the morale and motivating the team towards greatness and also felicitating and appreciating the consistency of the star performers.



MARKET TREND OF THE INDUSTRY -

No Adverse Impact of EVs in the Near-term; Conventional Fuel to Stay Relevant in Medium-term

The industry expert does not expect any impact from the EVs at least in the near-term. Given that the population of vehicles on road is rising by ~7-8% YoY (except for dip in FY19 & FY20) and the minimum life of CVs being 15 years and 7-8 years for other vehicles, a significant proportion of total vehicles will continue to use conventional fuel at least over the medium term. The company expects passenger buses and three-wheelers to be impacted more than the CV segment. It expects 90mn new vehicle addition over next 5 years in India. As per expert research agencies global car fleet is expected to double from 1bn in 2018 to 1.9bn by 2035 and the number of EVs is likely to spurt from 1.2mn in 2015 (0.1% of global fleet) to ~100mn by 2035 (only 6% of global fleet). Around a quarter of these EVs will be Plug-In Hybrids (PHEVs), which run on both electric and oil, while three quarters are pure battery electric vehicles (BEVs). EVs will create whole new demand for gear oils, coolants, greases (e.g. contact with electrical currents and electromagnetic fields, higher heat emission, reduction gears with less gear steps and higher input speeds).

Lubricant applications in passenger cars

Source: Industry; Rsec Research

