

fluidBUZZ

Quarterly Newsletter from Aryan Lubricants Pvt. Ltd.



Navratri Celebrations at Head Office: Welcome back to our third edition of Fluidbuzz, a monthly newsletter of Atlantis®. Festivals are an integral part of our lives. This makes us joyous in a positive manner, and stronger the bonding, which Atlantis always believe in celebrating in a broader way. And this is the session of celebrating festivals. HO had a nine-day span of celebrating Navratri by dressing in a specified colour code.



Activities Around

Here come our field and sales officials with their excellent efficiency towards the organization. A few glimpses of mechanic Activity in the tractor segment, which was conducted in Gurur in collaboration with DB Jain Autoparts (Gunderdehi). Total 15 mechanics were there.



Tractor Service Camp A snap of service Camp organized by Distributor Jain Autoparts (Gunderdehi) in October 2023 at Gurur. A total number of 37 tractors were being serviced along with the replacement of old engine oil.”



Hard work and initiative toward achievement of target are always blissful and satisfying. Our West 1 team organized a free tractor checkup camp in Morbi, a rural town in association with Jay Diesel. A total of 50 tractors were serviced, including oil, filters, and auto electrical components. Additionally, we achieved 500 liters in direct sales, followed by a dinner event on the same day.



Distribution of Gift There is a saying that hardwork always pays off, it is implemented correctly by Mr. Sonty Sheikh (Mechanic) from Naveen Enterprises (Raipur), as he earned HP Laptop of 15.2 inches by qualifying in the “Atlantis ke Humsafar” scheme from Naveen Enterprises and done the secondary sales of 2.2 KL (PCMO category including Xtramile CI4 Plus 7 Ltr Packs & 80w90 Gear Oil).



Brand Promotion Activities : “Your Brand is the single most important investment you can make in your business.” The Chhattisgarh team, put it into execution by promoting our brand with the collaboration of Distributor Jain Autoparts by organizing free service camp for the mechanics.

Brand Promotion activity, distributing Atlantis brand T-shirts to the mechanics.



Diwali Celebration It's never a dull day at our Head Office as Diwali approaches. Let's take a moment to share glimpses of the celebrations, spreading the wide glow of festivity among us. This festive season always brings enlightenment with light and happiness. Atlantis consistently believes in sharing success and joy with the entire team.



Distribution of Diwali Gifts & Happiness “As Diwali is the festival of lights & happiness along with the sweet memories for everyone, Atlantis try to bring the sweet smile on the face of our Distributors, Dealers & Mechanics by distributing the gifts, which helps to spread the happiness.





Work Anniversary Celebration Atlantis always values its employees, considering them to be the strength of the company. Employees are encouraged to embrace and embody the three ethics of Discipline, Dedication, and Determination in their pursuit of reaching the BHAG (Big Hairy Audacious Goal) of the company. In this spirit, Saurabh Barot, the promising Territory Manager, recently celebrated his 5th work anniversary with Atlantis, an occasion marked by a glorious celebration.



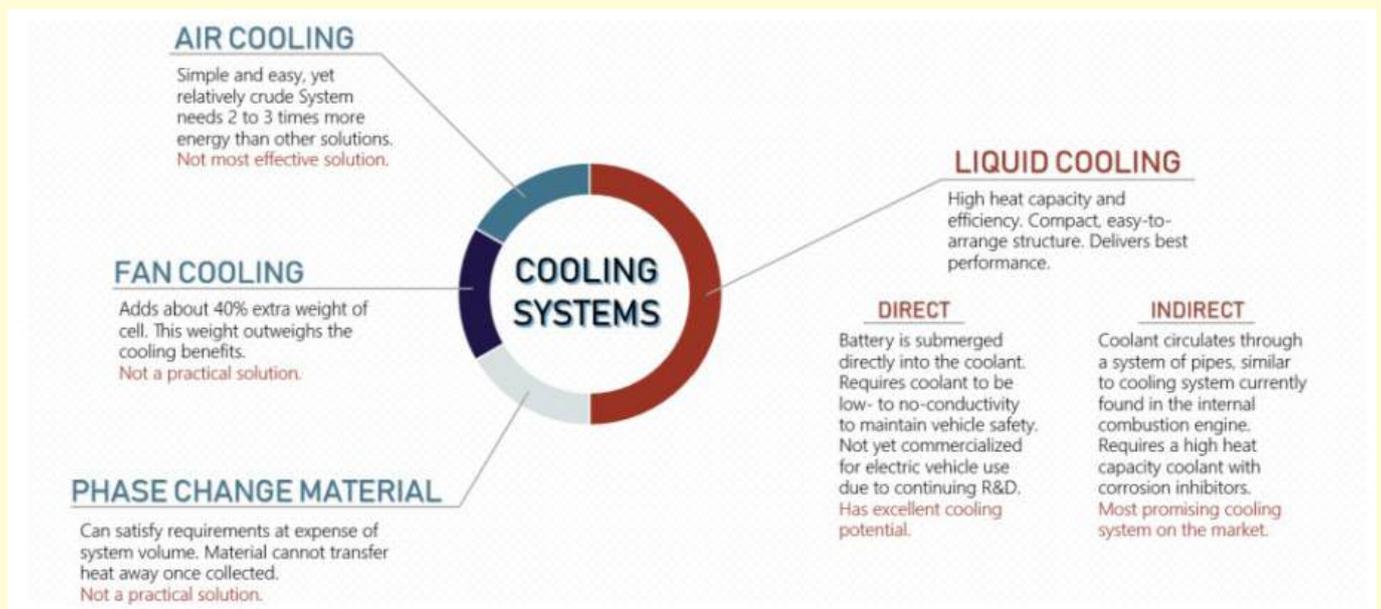
Christmas Bonanza - A Timeless Celebration of Joy During the Christmas season, who could resist Santa's visit to us? Here is a snapshot of our small celebration at the Head Office for Christmas, adorned with the classic red and white theme. The enchanting sock, representing our timeless desires, persist unchanged regardless of how grown up we become. The power to fulfill wishes remains within us, a magical force that endures over time.



News from the Industry Let's examine the automotive sector and explore its future to enhance our business growth prospects.

The tipping point for electric vehicle (EV) adoption occurred in the latter half of 2020, driven by stringent emissions targets and subsidies, especially in Europe. Discussions in 2021 revolved around ending internal combustion engine (ICE) vehicle sales, with regulatory targets in the EU and the US aiming for a 50% EV share by 2030. Consumer interest in sustainable mobility has grown, with over 45% considering EV purchases. However, challenges such as the need for charging infrastructure and varying regulatory pressures pose hurdles. Globally, expected EV adoption is at 45%, falling short of the 75% needed for net-zero emissions by 2030. Europe is anticipated to lead in electrification, potentially achieving a 75% EV market share by 2030, exceeding regulatory targets. The European Union has set a zero-emissions target for new cars by 2035.

In exploring future prospects for electric vehicles (EVs), it is crucial to delve into research on the optimal cooling systems for these vehicles.



Battery thermal management systems are still a highly researched topic. What we know about them is going to change and develop over the coming years as engineers continue to rethink how our car engines work.

Liquid coolants have higher heat conductivity and heat capacity (ability to store heat in the form of energy in its bonds) than air, and therefore perform very effectively and own advantages like compact structure and ease of arrangement. Liquid coolants offer effective cooling for maintaining the optimal temperature of battery packs in electric vehicles (EVs). Liquid cooling systems, employed by companies like Tesla, Jaguar, and BMW, are compact and easy to arrange. Despite their advantages, they pose safety concerns related to leaks and glycol disposal. A study comparing cooling methods for Li-ion pouch cells revealed that air-cooling systems consume more energy, indirect liquid cooling has the lowest temperature rise, and fin cooling adds considerable weight to the cell. Indirect liquid cooling emerges as a more practical option than direct liquid cooling in this research. (This article relies on the latest market research.)

“Hellooo!!!

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

Stay Tuned for more updates....

Mr. Atlantis

