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Quarterly Newsletter from Aryan Lubricants Pvt. Ltd.

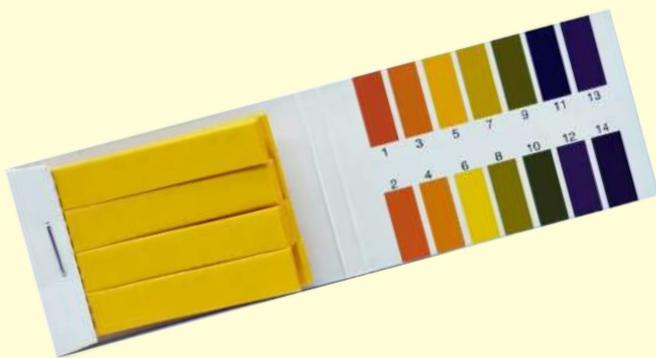
Coolant : Coolant is an essential component of a car's lubrication system. We would like to have a simple discussion here to help our team understand its importance. As we all know, our organization is a pioneer in explaining the technical aspects of coolant to distributors and mechanics, helping them understand its high quality.

Checking coolant Health : To keep your machines running smoothly, you need to check your coolant regularly. Coolant test strips are like magic wands that tell you if your coolant is healthy. They check things like how strong your coolant is and if it's clean.

Checking pH Levels: Monitoring pH levels is essential. The optimal pH range for most coolants is between 7.5 and 9.0. Consistent readings outside this range require immediate action, such as skimming tramp oil and using coolant odour control tablets to rebalance the pH..

Our sales team visits secondary counters and mixes the coolant in a 1:7 ratio with water. After that, they conduct a scientific test of the coolant using pH strips. This scientific approach helps clear any confusion for customers, as scientific and technical tests are the best way to convince them. Here is a snapshot of our sales manager, Mr. Shattrughan Singh, demonstrating the process of checking the coolant pH to a customer. The link to the video is provided below.

Conclusion: Effective coolant maintenance is crucial for smooth machining operations. Regular use of coolant and pH test strips simplifies monitoring, providing an accurate and cost-effective way to maintain optimal conditions. Remember, proactive testing is key to preventing issues and ensuring machinery longevity. Keep those test strips handy for better machining performance.



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Krishi Darshan Expo : The KRISHI DARSHAN EXPO 2024 sounds like an exciting event for the agriculture sector in India. It appears to be a platform that brings together various stakeholders, including exhibitors, visitors, dealers, producers, and consumers, to showcase and discuss the latest technologies, innovations, and developments in the agricultural industry. The event aims to address the challenges faced by the Indian agriculture sector and explore opportunities for growth and advancement. Team Atlantis had a strong presence to promote our gear oil, pump set oil, and coolant, which are widely used in the agro industry. Here are a few glimpses of the stall and the team representing Atlantis in Hisar, Haryana.

This exhibition gave Atlantis brand visibility within Hisar and nearby territories, generating a total of 6 distributor inquiries, 30 secondary inquiries, and two OEM inquiries. We are currently in discussion mode for further process with one of them.



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Mechanic Meet in Jammu : Our Jammu distributor, along with Team J & K, organized a successful mechanic meet at Jammu Narwal, attended by a total of 115 mechanics. The event was well-received, and the mechanics expressed their satisfaction with the arrangements.

During the meet, we implemented two schemes to engage the mechanics. The first scheme was for those who qualified based on certain criteria, while the second was a random selection for all attendees, akin to a lucky draw.

Twelve mechanics qualified for the scheme, and they received special rewards. Additionally, we distributed 16 random gifts among the other mechanics. The top three qualified mechanics were rewarded with a 32-inch LCD TV, an oven, and another oven respectively, followed by various other gifts for the rest of the qualified participants.

This mechanic's meeting significantly enhanced our brand visibility within the area, leading to an increase in orders. Specifically, a 670-liter order was received in a single day through this mechanic meet, and we have added 23 new mechanics to our secondary circle, which is a positive development.



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"Flying High with Atlantis: A Rewarding Journey with Our Channel Sales Distributors".

The "Fly with Atlantis" scheme was announced at the beginning of this financial year, with a deadline set for September 30th. Specific criteria were established for qualification under this scheme. As promised, the qualified distributors had an exclusive trip to Thailand.

This adventure-packed journey was truly remarkable and unforgettable for the entire team. Exploring local cuisines and exotic locations provided moments that were cherished and enjoyed by all.

One of the highlights of the trip was the opportunity to interact with fellow distributors and share experiences and insights. This networking aspect not only strengthened relationships but also provided valuable learnings that could be applied to enhance business strategies.

Post returning from this incredible journey, we were filled with a sense of gratitude and appreciation for our channel sales distributors. Their hard work and dedication are the driving force behind our success, and we are committed to continuing our support and partnership with them.

The "Fly with Atlantis" scheme was not just a reward; it was a testament to our commitment to excellence and partnership. We look forward to more such rewarding experiences in the future, as we continue to grow and succeed together.



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Field Immersion : Our sales team is the foundation and pillar of our organization's growth. We deeply appreciate and commend every effort you put in. We understand that not all members are equally outspoken or have the opportunity to showcase their background efforts, but each one of you is invaluable to us.

While success stories often highlight those who receive recognition willingly, we also want to acknowledge and salute the silent and less-exposed team members. We recognize your contributions and value them greatly.

Let's have virtual visits to the secondary outlets with our teams to get a glimpse of their daily visits and activities. We understand your challenges and successes better, and we are committed to supporting you in every way possible.

Additionally, our North1 team achieved more than 80% growth in this financial year compared to last year. This achievement is highly commendable, and we truly appreciate our team for their outstanding performance.



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Gift Distribution in West 2 - : Why should we lag behind when we are part of a large-scale team under the same Atlantis umbrella? Our West 2 zone is prepared to distribute TVs to secondary customers and three-burner gas stoves for every 10 cases of MCO products, following the scheme schedules set by the distributor in the territory. We wish the team all the very best in the upcoming financial year.



“Hellooo!!!

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

Stay Tuned for more updates....

Mr. Atlantis

