



Quality Endurance Passion



## Gulf Oil Lubricants India and Whitmore Form Strategic Alliance

*Customers to Benefit from Expanded Product Offerings*

Mumbai, December 29, 2014: Gulf Oil Lubricants India Limited, a Hinduja Group Company, has formed a strategic partnership with Whitmore, a global producer of lubrication-centric reliability products including high performance mining, rail and industrial lubricants for the Indian market.

Gulf Oil will exclusively represent Whitmore Lubricants in India. This collaboration enables both companies to provide best practice lubrication reliability products and programs to the Indian mining and other industrial market segments. With this alliance, Gulf Oil has the opportunity to add Whitmore's highly regarded specialty lubricants and greases to its already extensive product line of industrial and automotive lubricants and maintenance solutions. Both companies have extensive experience at helping industry run smoother by offering products that increase equipment reliability and productivity.

Whitmore had been looking for the right partner to join forces within the Indian market. "We wanted a partner that understood the needs of the mining and other heavy industrial markets," said Jack Ellis, Vice President of Lubrication Sales at Whitmore. "Gulf Oil provides exactly what we were looking for. They have the distribution network we desired and they provide customers with innovative solutions that complement our products. We are very pleased to have them as a strategic partner and look forward to working together for many years to come."

"Gulf Oil is one of the most recognized brands in the world, and well known as one of the most respected sales and marketing organizations in the lubrication industry" said Alex Medrano, Technical Director at Whitmore. "Together we can leverage our strengths in the Indian market and grow our mutual customer base."

Dr. Y. P. Rao, Global Technology Head, Gulf Oil International said "With Whitmore's experience in the lubrication of heavy mining and industrial equipment through its time-tested speciality lubricants and Gulf Oil's extensive general industrial lubricant portfolio, backed with important OEM approvals and field experience, this strategic partnership will be able to offer an end-to-end efficient lubrication solutions to mining and industrial customers"

Founded in 1893, Whitmore is a global leader in providing innovative products and services that increase the uptime and lifespan of critical operating equipment.

Whitmore manufactures reliability products, high performance lubricants, friction modifiers, rail lubrication equipment, lubrication management systems, coatings, sealants and cleaners. Customers rely on Whitmore to meet the specific needs of their industry and applications. All Whitmore products manufactured in USA will be sold and serviced by Gulf Oil in India.

Whitmore has had a strong focus on the mining industry for more than 100 years. Its mining lubricants are used around the world. Major markets include the United States, Russia, China, Australia and South America. Designed for the extremes, Whitmore products include extreme pressure lubricants for bearings, gears and severe applications associated with modern mining.

“Whitmore has a worldwide reputation for delivering the custom-engineered solutions industry counts on, no matter how adverse conditions are or how demanding the environment may be,” said Jeff Kilpatrick, President and CEO of Whitmore. “We needed a partner that understood the dynamics involved and could provide a best practice lubrication program to Indian customers. Gulf Oil has the resources to provide consistent lubrication solutions across multiple locations. We are very excited to have it as part of our worldwide distribution network.”

Mr. Ravi Chawla, MD, Gulf Oil Lubricants India Limited, said “We are looking forward to this tie-up with Whitmore as this will enhance our product offering to the core sector industries like Mining, Minerals & Metals, Power, Cement and Construction, which are all poised for a growth. Whitmore’s experience will further strengthen our value proposition to our current and future customers in India”.

The products were launched at the recently concluded IMME at Kolkata.



**(Product Launch at International Mining & Machinery Exhibition, Kolkata)**

## About GOLIL

“Gulf Oil Lubricants India Limited (GOLIL), part of the \$18bn Hinduja Group, is an established player in the Indian lubricant market. It markets a wide range of automotive and industrial lubricants. Today, the Gulf brand is present in more than 100 countries across five continents, with values of ‘Quality, Endurance & Passion’ as its core attributes. The Gulf Oil International Group’s core business is manufacturing and marketing an extensive range consisting over 400 performance lubricants and associated products for all market segments.

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