



Gulf Oil Lubricants India Limited

September 1, 2026

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001
Scrip Code: 538567

Through: BSE Listing Centre

National Stock Exchange of India Limited

Exchange Plaza, Bandra-Kurla Complex
Bandra (East), Mumbai - 400 051
Scrip symbol: GULFOILLUB

Through: NEAPS

Dear Sir/ Madam,

Sub: Press Release - "Gulf Pride Unveils New Brand Platform - 'Kuch Behad Kar' featuring MS Dhoni"

Ref: Regulation 30 read with Schedule III of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

We are pleased to enclose herewith a Press Release announcing the unveiling of 'Kuch Behad Kar' - a new positioning platform for its flagship motorcycle oil brand, Gulf Pride, featuring its long-standing brand ambassador MS Dhoni.

Kindly take the same on record.

Thanking You.

For Gulf Oil Lubricants India Limited

Ashish Pandey

Company Secretary and Compliance Officer

Encl.: As above

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125
YEARS

Gulf Pride Unveils New Brand Platform 'Kuch Behad Kar' Featuring MS Dhoni

*Gulf Oil Lubricants Bets on Ambition Over Engine Size in Latest Brand Push;
Launches Ad Campaign celebrating the spirit of India's new age rider*

Mumbai, September 1, 2026: Gulf Oil Lubricants India Limited (GOLIL), one of India's leading lubricant companies, today unveiled 'Kuch Behad Kar' — a new positioning platform for its flagship motorcycle oil brand, Gulf Pride, featuring long-standing brand ambassador MS Dhoni.

Sharpening Gulf Pride's enduring promise of performance, the platform speaks to a generation of young Indians whose ambition isn't defined by the resources at hand, captured in the campaign's central insight, *"Sapna CC dekh kar nahi aata."* The insight itself is rooted in extensive consumer research into how India's new-age youth define success today. It's this sentiment which is deeply resonant with a generation that refuses to let circumstance dictate ambition, that anchors the entire platform.

Across India, riders constantly push their machines beyond what they were built for. Whether it is navigating unpredictable traffic, running small businesses that depend on two wheels, carrying loads through rural terrain, or taking modest, lower-cc motorcycles on long, difficult rides. For these riders, ambition doesn't wait for a bigger bike and that demands an engine oil built to keep pace with them. Formulated with Oxybitor technology, Gulf Pride is engineered to deliver exactly this- a superior pick-up and engine performance which gives riders the added advantage.

'Kuch Behad Kar' comes to life through a 360-degree campaign spanning TV, digital, social, retail and on-ground activations across India. Designed to evolve into an ongoing cultural conversation around ambition in today's India, the platform extends through initiatives like the partnership with MTV Hustle Season 5, reflecting the same belief that talent needs a stage, not a pedigree, to be discovered. The brand also plans to take the platform digital through **#BehadStories**, a long-term storytelling campaign and nationwide search for real riders, dreamers and doers whose journeys embody limitless ambition. Here, authentic human stories take centre stage, with the motorcycle quietly supporting every journey.

MS Dhoni's inspiring journey perfectly mirrors the philosophy of Gulf Pride. Rising from a small town to achieve global sporting success, he represents the resilience, determination and performance mindset that continues to inspire millions of everyday Indians.

Speaking about the campaign, **Ravi Chawla, Managing Director & CEO, Gulf Oil Lubricants India Limited**, said, *"Gulf Pride has always stood for performance. What's changed is what performance means to today's rider. It's no longer about engine size, but about the determination to go further, whatever machine you're riding. 'Kuch Behad Kar' sharpens that belief into a platform, and reflects our conviction, as a challenger brand, that every rider deserves an engine oil built for their ambition, not just their engine capacity. This is central to how we see Gulf Pride's next phase of growth in India."*



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Aarthy Sridhar, Chief Marketing Officer, Gulf Oil Lubricants India Limited, said, *“Cultural positioning has never mattered more than it does today showing up in the real conversations that reflect people's lives and realities, not just telling them what a product does. For young India, that means ambition outpacing resources, captured in “Sapna CC dekh kar nahi aata.” Gulf Pride aims at democratising performance by bringing a conversation once reserved for high-CC, premium motorcycles to the everyday commuter. With “Kuch Behad Kar,” we want Gulf Pride to stand for performance without limits.”*

Conceptualised and directed by agency Curativity, 'Kuch Behad Kar' marks a new chapter for Gulf Pride, reinforcing its position as a brand that helps India's riders go further, on the road and beyond.

Link to the AD Film - <https://www.youtube.com/watch?v=72loHSmJwfl>

Instagram - <https://www.instagram.com/reels/Dcu6KYel1hm/>

About GOLIL

Gulf Oil Lubricants India Limited (GOLIL), part of the Hinduja Group and Gulf Oil International, is a leading player in India's lubricant market offering a comprehensive product portfolio in automotive and industrial lubricants. GOLIL has extensive Pan India distribution network for B2C and tie-ups with over 50 OEMs, 1000+ industrial, infrastructure, and institutional clients for B2B and exports to over 25 countries. The Company is also a leading manufacturer and marketer of the AdBlue® product range, preferred by many automotive OEMs, and also holds a top 5 share in the 2-wheeler battery replacement segment.

In India, Gulf has robust manufacturing and R&D facilities in Silvassa and Ennore, Chennai. The brand embraces a forward-looking approach in mobility solutions with recent investments in Tirex Chargers (a DC fast charging company), Indra Technologies (a UK-based slow AC charger/mobility firm), and TechPerspect-brand Electreefi (an EV SaaS provider).

Globally, Gulf operates in over 100 countries across five continents, offering over 400 performance lubricants and associated products for all market segments. The brand's identity is fortified through associations with esteemed brand ambassadors such as Mahendra Singh Dhoni, Hardik Pandya, and Smriti Mandhana, and partnerships with Chennai Super Kings and global sporting partnerships like Atlassian Williams F1 Team, Trackhouse MotoGP Team, etc.

About Hinduja Group:

The Hinduja Group is a 111-year-old transnational conglomerate with over 250,000 employees across 100 countries. Founded in 1914 by Late Shri Parmanand Deepchand Hinduja, the Group has evolved into one of India's most respected diversified business houses, with a leadership in automotive and mobility, banking and financial services, IT and digital solutions, energy and healthcare. Through its enterprises, the Group has contributed to India's industrial evolution and economic progress while building strong global partnerships and market presence worldwide. Anchored in robust governance, disciplined risk management and long-term value creation, the Hinduja Group is guided by its enduring credo, “My Dharma is to work so that I can give,” reflecting a legacy that combines global enterprise with nation-building and community commitment.

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