



Gulf Oil Lubricants India Limited

April 17, 2025

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

Through: BSE Listing Centre

National Stock Exchange of India Ltd
Exchange Plaza, Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051
Scrip symbol: GULFOILLUB

Through: NEAPS

Dear Sir/ Madam,

Sub: Press Release

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

We enclose herewith Press Release announcing the roll out of a fresh 360-degree campaign starring our long-time brand ambassador, Mr. MS Dhoni, who brings to life the deep emotional bond between a biker and their motorcycle for its flagship two-wheeler engine oil - Gulf Pride.

Kindly take the same on record.

Thanking You.

Yours sincerely,
For Gulf Oil Lubricants India Limited

Ashish Pandey
Company Secretary & Compliance Officer

Encl: As above

Gulf Oil Lubricants India Limited
Registered & Corporate Office:
IN Center, 49/50,
12th Road, M.I.D.C.,
Andheri (E),
Mumbai - 400 093, India
CIN: L23203MH2008PLC267060

Tel: +91 22 6648 7777
Fax: +91 22 2824 8232
Email: info@gulfoil.co.in

india.gulfoilltd.com





PRESS RELEASE

MS Dhoni Unveils the Winning Formula to Eternal Bike Love with Gulf Pride Campaign

Gulf Pride Engine Oil Gets a Fresh Look & Advanced Formula as Gulf Oil Launches 360-Degree Campaign starring MS Dhoni

A fresh take on a biker's eternal love story, Gulf Oil's new campaign featuring Dhoni shows how Gulf Pride keeps your ride's pick-up as good as new.

Mumbai, April 17, 2025 – Gulf Oil Lubricants India Limited, a leading player in the lubricants industry, has rolled out a fresh 360-degree campaign for its flagship two-wheeler engine oil, **Gulf Pride**. The relaunch introduces a new look and an enhanced formulation—now upgraded to meet the latest API SP specifications. With claims of up to 10,000 km drain interval, 40% better engine protection, and insta pick-up, this is one of Gulf's most advanced product offerings yet. These upgrades reinforce Gulf Pride's positioning as the engine oil of choice for riders who demand consistent performance and lasting reliability.

The campaign features Gulf's long-time brand ambassador MS Dhoni who brings to life the deep emotional bond between a biker and their motorcycle, highlighting the message – *"Bike se pyaar rahega hamesha, naye jaisa."* Conceptualized as a love story between a biker and his motorcycle, the campaign celebrates the nostalgic first-bike connection every rider treasures. With its enhanced formula and new look, Gulf Pride is repositioned as the engine oil that keeps your bike's pick-up like new, ensuring every ride feels as fresh as the first.

Taking the storytelling a notch higher, the TVC for the campaign has been directed by Bollywood filmmaker Punit Malhotra and produced by Dharma 2.0. It presents MS Dhoni in a never-seen-before romantic avatar, capturing his deep love for bikes. The film beautifully juxtaposes MS Dhoni's passion for motorcycles with the emotional connection riders have with their two-wheelers, delivering a compelling narrative around Gulf Pride's core promise.

Speaking about the campaign, MS Dhoni shared, *"My association with Gulf Oil has been a long and special one. As a biker, I know how important it is for riders to have a machine they can rely on, that performs like new, ride after ride. Gulf Pride plays a vital role in keeping the engine smooth, the pickup strong, and extends the bike's life—exactly what you need for a machine that becomes a trusted companion over time. The campaign beautifully essays this bond."*

Mr. Ravi Chawla, MD & CEO, Gulf Oil Lubricants India Limited added. *"At Gulf, our consumers are at the heart of everything we do. Their evolving needs and bond with their motorcycles drive us to innovate continually. With the all-new Gulf Pride, we are reinforcing a trusted legacy of superior performance and unwavering reliability that bikers have come to love, reaffirming our commitment to cutting-edge engine oil solutions. This campaign celebrates the enduring rider-machine connection, perfectly embodied by MS Dhoni. By blending nostalgia, innovation, and MS Dhoni's deep connection with motorcycles, we have tried to create a powerful narrative and a strategic campaign that strengthens our brand's promise while deepening consumer engagement across touchpoints."*



The Gulf Pride relaunch campaign is set to roll out across multiple touchpoints, ensuring maximum reach and impact. The campaign will be aired across leading TV channels and digital platforms. Additionally, retail and BTL initiatives, including specially designed trade engagement programs and mechanic outreach activities, will further strengthen the campaign's presence across key markets.

As Gulf's flagship two-wheeler engine oil, Gulf Pride has been a household name among bikers for years. Now with an enhanced formulation, the oil offers 40% better engine protection, extends engine life, and ensures instant, long-lasting pick-up, making every ride feel as smooth and powerful as the first. The new packaging, launched as part of the campaign, reflects Gulf Pride's refreshed identity and commitment to innovation.

Gulf Oil has a rich history of innovative marketing and disruptive storytelling, making it one of the most recognizable brands in the lubricants industry. The Company's association with MS Dhoni spans over a decade, creating a strong emotional connect with Indian consumers. With a sharp focus on innovation and consumer-first marketing, Gulf Oil continues to strengthen its position, driving brand love through engaging campaigns, high-performance products, and meaningful industry collaborations.

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 around 40 OEMs, 1000+ industrial, infrastructure, and institutional clients for B2B and also 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 IPL team Chennai Super Kings and global sporting partnerships like Williams Racing.

Media Contact:

Mr. Arun Thankappan, Adfactors PR Pvt. Ltd

Mobile: +91 9930860706 | E-Mail: arun.thankappan@adfactorspr.com

Safe Harbour

Certain statements in this release concerning our future growth prospects may be termed as forward-looking statements, which involve a number of risks, and uncertainties that could cause our actual results to differ materially from those in such forward-looking statements. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.