



Gulf Oil Lubricants India Limited

(formerly known as "Hinduja Infrastructure Limited")

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October 7, 2014

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Scrip ID: GULFOILLUB

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Dear Sir

Sub.: Clarification on news item appearing in the "Business line" dated October 7, 2014 with captioned "Gulf Oil Lubricants, M&M to tie up"

This has reference to your email dated today i.e. October 7, 2014 in respect of seeking clarification on news item appearing in the "Business line" dated October 7, 2014 with captioned "Gulf Oil Lubricants, M&M to tie up".

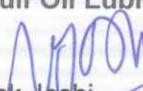
We hereby inform you that, it is a normal business activity of the Company to make such tie-ups and launch our products with various OEMs/other companies. There is no material impact of the news article appearing in the "Business line" dated October 7, 2014 with captioned "Gulf Oil Lubricants, M&M to tie up". A copy of the marketing release is enclosed herewith for your reference.

Further clarifying that, we are not aware of any information that has not been announced to the Exchange(s) under Clause 36 of the Listing agreement.

Thanking you

Yours faithfully

For Gulf Oil Lubricants India Limited


Vinayak Joshi
Company Secretary &
Compliance Officer



Encl.: as above



Gulf Oil Lubricants India Ltd announces partnership with Mahindra & Mahindra Tractors

GOLIL develops a dedicated line of products for M & M tractors

Mumbai, October 7, 2014:

Gulf Oil Lubricants India Ltd (GOLIL), manufacturers & marketers of 'Long drain' engine oils and Mahindra & Mahindra, world's biggest tractor maker (by volume), announced their partnership for the tractor segment in India. Under the agreement Gulf oil will manufacture & supply 'Mahindra Genuine Oil' under brand name of 'Mahindra M-Star Super' for its dealer workshop network along with Mahindra-Gulf Co-branded lubricant line for the 'Bazaar segment' under brand name of 'Gulf XHD M Tractor' based on M & M's 'MKM' (Mileage ka Master) platform giving extended drain interval of 350 hrs. Collaboration of these two leading brands is result of a desire to offer best in class, 'Long drain' lubricants for Mahindra tractors.

The partnership is an outcome of Gulf oil's strong understanding of the new generation tractor segment, its ability to cater to the growing needs of M&M to provide high consumer value in terms of longer mileage capability. The wider acceptability of Gulf oil lubricants based on it's promise of 'Long drain' capability clearly outline the winning product proposition being offered to the M&M tractor users.

Upon signing the partnership agreement, **Mr. Ravi Chawla, Managing Director, Gulf Oil Lubricants India Ltd. said,** *"Gulf Oil & Mahindra & Mahindra's partnership for the tractor segment is an extension of our relationship in passenger segment and a step in the direction to be one of the top 3 lubricant brands in the industry. World class products manufactured using group3 base oils, alliances with leading players like M&M has made Gulf oil one of the fastest growing lubricant majors in recent times. With robust distribution network of over 50000 retailers we are confident of ensuring product availability closer to the farms."*

He further adds, *"Long-drain lubricants are our strength, a large part of R&D and product development of which is based out of India, with our main facility in Silvassa"*. The Lubricants Division has been working to consolidate its strong position in long drain oils for commercial vehicles & motor cycle segment by launching long drain oils for other segments.

On this occasion, **Mr. Bharatendu Kapoor, Sr.Vice President, Sales, Channel & Customer Care, Farm Division, Mahindra & Mahindra Ltd.** said, "At Mahindra, we have always pioneered products to increase farm productivity and enhance farmer prosperity. The collaboration with Gulf Oil to offer best in class, 'Long drain' lubricants for Mahindra tractors is a step in that direction. The 'Mahindra M-star Super' oil brand will offer farmers the opportunity to enhance productivity from their farms whilst ensuring a lower cost of tractor ownership thus leading to farmer prosperity."

Gulf Oil Lubricants India Limited (GOLIL) was recently demerged from parent Gulf Oil Corporation. Over the past 6 years, lubricant business has attained CAGR growth of about 15% in revenues, 42% in profits before taxes & delivering EBIDTA margins of over 12% consistently.

About GOLIL

Gulf Oil Lubricants India Limited (GOLIL), part of \$18bn Hinduja Group, is an established player in Indian lubricant market. It markets a wide range of automotive and industrial lubricants, 2-wheeler batteries, automotive filters and lubricating equipment. 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.

Gulf Oil has been proud sponsor of Chennai Super Kings (one of the eight competing teams of IPL) & have Mr. Mahendra Singh Dhoni, India Cricket Team Captain as its Brand Ambassador