



*Zindagi Chale Smooth*



*Energising Growth*





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## DIRECT SALES LUBRICANTS, GREASES & SPECIALTIES

Hindustan Petroleum Corporation Limited has attained the leadership position in sales of lubes and lube base oils combined together during the financial year 2013-14. HPCL owns and operates the country's largest single site Lube Base Oil Refinery with a production capacity exceeding 450000 MT p.a. with capability to produce Group I, II and III grades. HPCL manufactures a wide range of lubricants and specialties primarily at seven Lube manufacturing plants across India, which meet the diverse technical requirements of the automotive, industrial, electrical and marine sectors in addition to products designed for use in specialised applications.

### Lubricants & Greases

Lubricants (also generically referred to as "Lubes") in its simplest term is a substance used to reduce the friction between two moving surfaces, aimed at reducing wear and tear of the components and improving its efficiency. Lubes find application in almost all walks of life, starting with lubrication of motor vehicles, railway locomotives, ships, aeroplanes, agricultural pump sets, generator sets, heavy earth moving equipment like excavators, all industrial units such as power plants, steel plants, cement plants etc. Lubricants typically comprise of 85 – 95 % base oils fortified with performance specific additives required for the targeted application.

In addition to the primary function like reduction of friction and transmission of power, there are vast numbers of specialized applications which require specially customized lubricants. These include lubes for pneumatic equipment, thermic fluids, cutting oils, rust preventive oils and many more.

Lubricants are generally classified into major groups as given below :

- Automotive Lubricants
- Industrial Lubricants, including related Specialties



- Marine Oils
- Process Oils

Automotive Lubricants are further divided into Diesel Engine Oils, Petrol Engine Oils, Automotive Specialties and Automotive Greases. A number of automotive oils are also used in industrial units, e.g., engine oils and greases. Marine Oils, as the name signifies, are used in vessels and power plants, where engines are typically of higher capacity running on heavy fuels and are more powerful, hence they require special types of oils.

Industrial Lubricants, as the name signifies, are used for industrial applications. This segment can be sub-divided into industrial oils, industrial specialties and industrial greases. Speciality grades include oils used for heat transfer operations, in metal cutting, forming, drawing operations etc., as well as for heat treatment of metal components.

Process Oils are often included in lubricant sales statistics. These are oils which are included as raw materials in processes, for instance as plasticizers for the rubber industry. They are also used as medium for carrying the pigment in certain grades of printing inks etc., Process Oils are bracketed with Lubricants as they are also mostly petroleum based products from oil refining process.

## **HP Lubes Marketing**

Lubes and greases are marketed by HPCL under the umbrella 'HP Lubes'. HPCL blends close to 500 different grades and markets more than 900 Stock Keeping Units (SKUs), which covers a wide range of automotive and industrial applications.

Major automotive grades include our Milcy range of Diesel Engine Oils (HP Milcy Turbo Tech, HP Milcy Turbo Star, HP Milcy No. 1, HP Milcy Synthetic, HP Milcy Turbo, HP Milcy Super, HP Milcy 40, etc.), Cruise range of oils for passenger cars running on Petrol (HP Cruise, HP Cruise Classic), Racer range of oils targeting 2/3 wheelers (HP Racer 2 for 2-stroke engine, HP Racer 4 for 4-stroke engines) and HP Gasenol for passenger



cars and three wheelers running on CNG/LPG engines, HP Kisan Shakti for agricultural pump sets, HP Gear Drive series for automotive gear oils and HP Kisan Shakti. In the industrial segment, well known brands include HP Enklo series for hydraulic applications, HP Parthan series for industrial gears, HP Turbinol series for Turbines, HP Hycom grades for compressors, HP Koolkut and HP Trimofin series as cutting oils, HP Hytherms for thermic fluids and many more. The range of greases include products for automotive and industrial applications like HP AP3 Grease, HP Lithon, HP Tisona, etc., Products for special applications include Horticulture, Mineral Oil range for Apple, Tea, Grapes, Rubber, Coolant for Railways, Brakes Oils, etc., Products include several grades manufactured in association with many of the country's prestigious OEMs e.g., M/s Bajaj Auto, M/s Tata Motors etc., More details can be viewed at [www.hplubes.com](http://www.hplubes.com)

HP Lubes are available at more than 13864 HPCL petrol/diesel Retail Outlets in the country (as on 31.3.2016) as well as numerous bazaar retailers serviced through our 213 Lube Distributors network. HP Lube CFAs serve the needs of the MSME industries supplementing direct marketing to major industries and institutions by dedicated HPCL Regional Offices whose details are available on the HP website.

### **Performance Standards and Quality Assurance of HP Lubes and Lube Specialties products:**

HPCL aims to ensure that its esteemed customers get products of the desired quality and quantity through robust product design and manufacturing process complemented by stringent quality control checks at various stages. The steps include the following:

- **Product R&D :** HP lube products are formulated through painstaking R&D practices to ensure superior performance in the field, wherein performance enhancement additives and raw materials are identified and sourced from trustworthy transnational and Indian manufacturers. Products are developed by R&D to meet applicable standards e.g., BIS standards. After the product has passed the performance requirements under laboratory conditions, it is exposed to rigorous field trials under HPCL supervision or jointly with OEMs for establishing its performance under actual field conditions including severe



weather and operating conditions. Product accreditations are thereafter obtained from international and Indian institutions and bodies concerned e.g., American Petroleum Institute (API), Japan Lubricating Oil Society(JALOS), ZF, MB, MAN, Volvo (VDS), RDSO, DGMS, ERDA, CPRI etc., Product Data Sheets / Material Safety Data Sheets (MSDS) are available for HP lube customers on demand.

- Manufacturing: Base Oils, additives, other raw material, packages have to pass stringent quality checks before being accepted for production, with the tests carried out by at duly equipped QC labs staffed with trained professionals. The products are manufactured at plants according to the laid down procedures and formulations, with the process monitored and controlled through professional plant teams. The finished products are released for marketing only after passing the applicable QC tests. Lube plants are equipped with automatic weight based filling machines for ensuring accurate product quantity in the container which are supplemented by random checks for monitoring the pack weights at regular intervals.
- Logistics and storage : Lubes movement from plants is carried out through trucks and tankers which are checked prior to filling and sealed before despatch to receiving locations or customer sites. HPCL depots undertake required checks while receiving the products into their godown or yards, wherein the storage is as per standards set for the lube package concerned.

### **Recommended due diligence for buyers :**

- Automotive and other original equipment manufacturers (OEM) recommend the specification of the lubes to be used in their machines, which are according to their equipment design requirements, component metallurgy etc. Users are advised to comply with OEM specifications while selecting the product for purchase, which are usually provided in the OEM's owner's manual, OEM websites etc., HPCL Regional Office teams are available for further guidance on product selection, if required.



- Please check the pack prior to purchase, for ensuring that it is in proper sealed condition. HPCL endeavours to make available packs which are securely sealed with appropriate sealing / tamper-evident features for ensuring that its lube products reach customers in good condition.
- HPCL packages below 26 litre container display the MRP of the pack and customers are requested to check the same at the time of purchase. Tampering with the printed MRP on the pack by any party is not permitted and customers are requested to inform HPCL if such issues are observed at the time of purchase of HPCL lubes packages.
- Like all popular brands, HP Lubes also have copy-cat 'me too' type of products in the market, which mimic the branding and colour scheme of HPCL brands. Customers are advised to check for the genuineness of the pack at the time of purchase.

### **How to provide Feedback / Register Complaints ?**

Each pack of lubes (other than drums) displays the details of address / telephone number / email ID as under where feedback / complaint can be registered.

Address:

Senior Manager - Branding

Hindustan Petroleum Corporation Limited

Retail Lubes, 2nd Floor, Hindustan Bhavan,

8, S. V. Marg, Ballard Estate, Mumbai – 400001.

Telephone: 022 - 22637000

Toll Free : 1800 120 4725

Email: [lubescare@hpcl.in](mailto:lubescare@hpcl.in)