



Hindustan Motors Ltd. Join Hands with Raaj Unocal Lubricants Ltd., Carazoo, January 16

Hindustan Motors Limited, the Kolkata-based automobile giant recently signed a MoU with Raaj Unocal Lubricants Ltd. (RULL), country's leading manufacturers of Automotive and Industrial grade lubricants. As per the memorandum of understanding, RULL will manufacture and market the three co-branded genuine oils, exclusively developed for HM vehicles.



Aimed at maximizing profit to HM customers, the products — UNO HM GUARDOL (only for diesel vehicles), UNO HM GAS-O-DUO+ (for all non-diesel vehicles) and UNO AMBI DSL+, which will be fit for use in all petrol, diesel and CNG-run HM vehicles, will be sold at all HM service counters. While the first two products will be available at all HM service centers across the country, UNO AMBI DSL+ will be made available only in the replacement market. The products have been conjointly developed by both HM and Raaj Unocal after extensive market study of the requirements and problems of the customers.

Speaking on the occasion Mr. Uttam Bose, MD & CEO, Hindustan Motors Ltd. said, "Lubricants and oils constitute the life and blood of all machines, particularly automobiles. The effective performance and longevity of our auto vehicles depend on the regular and proper use of these substances. However, the automotive domain is too well aware of the complaints about the quality of lubricants and oils. I am confident that Hindustan Motors' tie-up with Raaj Unocal Lubricants Ltd. will address this issue to a large extent. This agreement is yet another endorsement of HM's commitment to customer service."

Apart from buying these value-for-money genuine oils, the taxi drivers can also avail special offers like cash-back coupons, free check-ups and discounted labor cost at the HM service centers. Speaking on the occasion, Mr. Alok Rajgarhia, MD, RULL, stated, "These products have been designed to deliver optimum performance to the vehicles such as prolonged drainage period and increased fuel mileage. Certain complex additives and chemicals have also been used in the formulation to provide added benefits such as lower oxidation, increased viscosity index, rust protection, lower sludge formation, reduced cold starting problems, etc., which will together increase the life of the engine substantially and will result in lower maintenance costs."

<http://www.carazoo.com/autonews/6523/hindustan-motors-join-hands-with-raaj-unocal-lubricants>