

Hindustan Motors, Raaj Unocal Lubricants in strategic pact, Exchange4media, January 16

Kolkata-based automobile major Hindustan Motors (HM) has signed an MoU with Raaj Unocal Lubricants (RULL) for the manufacture and marketing of co-branded oils exclusively for HM vehicles.

The companies entered into a three-year contract to manufacture co-branded products known as UNO HM Guardol (for diesel vehicles), UNO HM GAS-O-DUO+ (for all non-diesel vehicles) and UNO AMBI DSL+. While the first two products will be made available at all HM service centres across 13 states in India, UNO AMBI DSL+ will be available only in the replacement market. This association is aimed at maximising benefits to HM customers.



Speaking on the occasion, Uttam Bose, MD & CEO, Hindustan Motors 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 will address this issue to a large extent.”

The tie-up will witness introduction of three genuine oil grades, which will be suitable for use in all diesel, petrol and CNG-run engines of HM vehicles.

Along with all these products, taxis drivers will get the opportunity to avail of special offers such as cash-back coupons, free check-ups and discounted labour cost at service centres.

The products have been jointly developed by the R&D and quality control departments of both HM and Raaj Unocal after a thorough market survey to understand the requirements and problems of customers. The cost of production and profit-margins of all the products have been kept minimal to transfer the advantage to end-users.

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