



## Hindustan Motors signs MoU with Raaj Unocal Lubricants, Gaadi, January 15

Hindustan Motors Ltd. (HM) , Kokata based automobile major has signed a MoU with the Raaj Unocal Lubricants Ltd. (RULL) to jointly manufacture and market co-branded genuine oils exclusively for HM vehicles.



The companies are tied up for the next three years and the co-branded products are UNO HM GUARDOL (only 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. The main objective is to maximize the benefits of HM 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.”

The products have been jointly developed by the R&D and quality control departments of both these companies based on a thorough market survey about the problems and

requirements of customers. In order to provide maximum advantage to the end user the cost of production and profit margins of all the products have been kept the minimal.



In addition with all these products, the taxi drivers will be able to avail special offers such as cash-back coupons, free check ups and discounted labour cost at service centres.

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.gaadi.com/blog/hindustan-motors-signs-mou-with-raaj-unocal-lubricants>