

HM ties up with Raaj Unocal Lubricants, Zigwheels, January 16

Hindustan Motors ties up with Raaj Unocal Lubricants for manufacture and marketing of co-branded genuine oils for HM vehicles.



Hindustan Motors has entered into a three-year agreement with Raaj Unocal Lubricants for manufacture and marketing of co-branded genuine oils exclusively for HM vehicles.

The understanding entails manufacturing of co-branded products known as 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. This association is aimed at maximising benefits to HM customers.

Addressing mediapersons, Hindustan Motors MD & CEO Uttam Bose said: "The effective performance and longevity of our auto vehicles de-pend 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. The tie-up is expected to address this issue to some extent."

As per the agreement, three genuine oil grades suitable for use in all diesel, petrol and CNG-run engines of HM vehicles will be introduced. The two companies expect to manufacture and distribute 45 tonne of genuine oils worth Rs 1 crore every quarter. This apart, Kolkata 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.

Raaj Unocal Lubricants is the flagship company of the Rajgarhia group with diversified interests including pharmaceutical, steel, abrasives, paper, finance & leasing and warehousing. It has developed the 76 mobile lab - an oil testing centre - exclusively for this tie up. Company's MD Alok Rajgarhia claims certain complex additives and chemicals have been used in the formulation of these products to provide added benefits such as lower oxidation, increased viscosity index, rust protection, lower sludge formation, reduced cold starting problems, etc, to increase the life of the engine and lower maintenance costs.

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