



Hindustan Motors ties up with Raaj Unocal Lubricants, Indian Drives, January 18

Hindustan Motors Ltd and Raaj Unocal Lubricants Ltd. Has signed a MoU for the manufacturing and marketing of co-branded oils exclusively for HM vehicles. The companies have signed a three year deal to manufacturer a co-branded product that will be known as UNO HIM GUARDOL (for diesel vehicles), UNO AMBI DSL+ and UNO HIM GAS-O-DUO+ (for all non-diesel vehicles). The UNO AMBI DSL+ will be available only with the replacement market while the other two products can be obtained from all HIM service centers across 13 Indian states. The partnership is mainly aimed to provide better service to the customers.



Speaking on the event, MD and CEO of Hindustan Motors, Mr. Uttam Bose said that lubricant and oils are the life of the machine. The efficiency and longevity of the vehicle depend upon the proper use of these elements. He further said that he is confident that the tie up between HIM and Raaj Unocal Lubricants Ltd will help to tackle this issue effectively. He also said that the tie up is the evidence of HIM's commitment towards the customers. The

partnership will offer three grades of genuine oil for use in petrol, diesel and CNG variant of the HIM vehicle.

Along with the genuine oil, taxi drivers will also get an opportunity to obtain special discount such as cash back, discounted labors and free checkups. These oils will be the most affordable oil in the market. The product has been developed jointly by the R&D team of both Hindustan Motors and Raaj Unocol after a deep market survey and consumer requirement study. The production cost and profit margin have been kept at minimum to give max advantage to users.

As part of the project Raaj Unocol has also developed a mobile testing kit, 76, mobile lab. This kit can be used to detect timing to oil change. The kit result can also give insight into the functioning of the engine so, even minor problems can be detected early. The kit is user friendly and can be used by anyone with just an hour of training. The lab is currently available with service points and mass service camps. It has been successfully tested over several taxis in Kolkata. Taxi owners with proper oils and lubricants were awarded.

<http://www.indiandrives.com/hindustan-motors-ties-up-with-raaj-unocol-lubricants.html>