



SINGLE SOURCE FOR THE WORLD CLASS LUBRICANTS

Jayanta Ray, General Manager – Industrial and OEM, GS Caltex India Pvt Ltd shares with C&A the scope of work done by the company in various sectors, their landmark achievements and plans for the future.



PLEASE TELL US ABOUT GS CALTEX?

GS Caltex Corporation, founded in 1967, is a 50-50 joint venture of Chevron Corporation, USA and GS Energy, South Korea. GS Caltex, headquartered in Seoul, South Korea, is a leader in the petroleum, lubricant and petrochemical businesses. It is a part of Fortune 500 Club as per Forbes List. The Company is a major exporter of petroleum products including lubricants. Through continuous R&D and investments, GS Caltex strives to become a leading global energy company.

GS Caltex India is a 100% owned subsidiary of GS Caltex Corporation, South Korea. It was incorporated on 2nd February 2010 in India and has its registered office at Mumbai. The company is currently doing business in high quality premium lubricants manufactured from its own Group II plus base oils. The company's operations cover the whole of India with warehouses at key locations to service the needs of customers.



PLEASE TELL US WHY GS CALTEX DECIDED TO INVEST IN INDIA.

India has been in fast track growth under current reformist government which is reflected for its data for GDP growth in 2015 @ 7.4%. It is further boosted in 2016 where by the rate has accelerated to 7.7%. India is the third largest lubricant market behind the USA and China and ahead of Japan, Russia and Brazil with total consumption of approx. 2.15mt in 2015; transport oils account for approximately 55% of total inland lubricants demand. Preliminary data indicates that the country's lubricants consumption rose by an estimated 1.9% year-on-year in 2015, reflecting a moderate acceleration compared to 2014, with pace of growth led by the transport segment. Following annual average growth of 1.5% during 2011-2015, India's lubricant demand is projected to rise by 2.1% per year on average over the 2016-2020 period, to approximately 2.38 mt in 2020, assuming average annual GDP growth of 7.6%. India's lubricants consumption per capita remains low, at 1.6kg in 2015, compared to 2.7kg for Indonesia, 5.2kg for China and 8.1 kg for Malaysia, suggesting considerable long-term upside potential. Hence, GS Caltex India started manufacturing and distribution of high-performance lubricants for their direct customers and also representing Chevron Global Accounts in India since 2010.



PLEASE TELL US ABOUT YOUR CHOSEN SECTORS IN THE INDIAN MARKET

India is a huge market for both automotive and industrial lubricants. GS Caltex wants to operate in both domains. Also, GS Caltex being the leader in base oil technology has base oil selling division in India. Going forward GS Caltex would like to operate in domains of construction and mining, general engineering, steel and power, auto manufacturing and auto components etc. Currently GS Caltex products has got high acceptance in many OEMs and key accounts in the above segment. Moreover Construction and Mining customers have provided excellent feedback and credentials about GS Caltex products and services in India which is no feat for an organization which is just 5 years in Indian soil.

TELL ME WHY YOU SEE CONSTRUCTION AND MINING INDUSTRY AS A DRIVER FOR GROWTH OF YOUR ORGANIZATION IN INDIA

GDP from construction in India increased to 2290.92 IND billion in the second quarter of 2016 from 2285.27 IND billion in the first quarter of 2016. GDP From Construction in India averaged 1990.66 IND Billion from 2011 until 2016, reaching an all time high of 2377.80 IND billion in the second quarter of 2015 and a record low of 1736.49 IND Billion in the third quarter of 2012 , as reported by the Central Statistical Organization, India. Over the last few years, GS Caltex India has focused to develop a robust customer value proposition for the construction and mining industry to have a complete portfolio of high performance lubricants to meet the most stringent operating needs.

WHAT ARE YOUR PROPOSITIONS FOR THE CONSTRUCTION AND MINING SECTOR CUSTOMERS?

GS Caltex Construction Lubricants Portfolio focuses on all types of costs including Product cost, maintenance costs and administration costs there by reducing the total cost of ownership for a business house. The high performance lubricants from GS Caltex offer you ultimate reliability at all temperatures, lower oil consumption, significantly lower fuel consumption and specifically extended service intervals. Whenever engines and gearboxes run freer and more reliably, operating costs are lower if only because they consume less. And just 1 % lower fuel consumption means, depending on operating conditions, fuel savings of several hundred rupees per vehicle and year.

GS Caltex products are the reflection of power of technology and innovation packaged into a superior quality lubricants which has already benefitted many OEMs in India and abroad. Over the past few years, we have developed relations with leading construction equipment



manufacturers as mentioned above as a proof of our performance. This has contributed to our market position and guarantee the outstanding performance of GS Caltex products. Whether grease for bearings in vehicles and machinery, or hydraulic oils for all sorts of applications or engine and gear oils for all the vehicles operating on construction sites – GS Caltex is the single source for the world class lubricants.

TELL US ABOUT YOUR PRODUCT OFFERINGS FOR THE CONSTRUCTION INDUSTRY?

GS Caltex Construction Sector Lubricants Portfolio includes Engine Oils, Gear Oils, Greases and Hydraulic Oils. Within engine oils we have full specification range of products meeting API standards of CF4 to CJ4 , which is PAO (Poly Alpha Olefin) based fully synthetic products . Apart from meeting API standards our products exceeds several industry specifications of ACEA , JASO , Cummins , VDS , CAT and MB standards . For full specification, please refer to our website of technical data sheet for heavy duty diesel engine oils. Apart from engine oils , we have been supplying hi-performance gear oils (API GL4/ GL5 , TO4 and UTTO) , Greases (Li-Complex , Moly , EP etc) and Hydraulic Oils (meeting DIN 51524 Part III and super clean range) .

In summary, we have a complete portfolio of brands for construction sector as below :

- Engine Oils - Kixx Range of Oils
- Gear Oils - GS Geartec Range of Oils
- Hydraulic Oils – GS Hydro Range of Oils
- Grease – GS Grease range

TELL US ABOUT YOUR CUSTOMERS IN INDIA?

GS Caltex India , a part of major Fortune 500 Integrated Oil Company has a very impressive range of high quality finished lubricants and supplies to large businesses including major OEMs viz. Hyundai Motors, Volvo Construction Equipment ,Volvo Trucks and Buses , Hyundai Construction Equipment India, POSCO , KPCL , JSPL , WIPRO , SDLG ,HYVA , Indus Towers , Sono Koyo , GTL, Ajax Fiori , Ashoka Building , IRB , Balaji Infra , Sainik Mining to name a few.

PLEASE TELL US ABOUT YOUR SERVICES FOR THE CONSTRUCTION SECTOR?

As GS Caltex focuses on reducing overall lubrication costs of business , it has made Services an integral part of its offering to construction companies. Our team of experts is available to work with you to help optimize overall lubrication management. Our service help you maximize the cost saving benefits of our products in the long term. Our extensive relation with original equipment manufacturers play an invaluable role in delivering technical services that are consistent with latest trends. These services are indispensable in keeping your equipments at peak performance and include

- Advanced Oil condition monitoring
- Customized Training programs
- Technical trouble shooting and technical assistance

PLEASE OUTLINE HOW YOUR PRODUCTS PROVIDE REAL VALUE FOR THE PENNY SPEND?

We need to understand the key challenges of construction and mining industry as freeing up blocked capital through operational excellence. In other words there is no time to stop production and equipment breakdown which supports accumulating bad costs. As the machines get more sophisticated their lubricant needs become more demanding. Most refiners are developing innovative products with niche applications. GS Caltex, the leader in Base Oil Technology has developed superior world class products to address the needs of these challenging operations. These specially designed lubricants from GS Caltex supports

- Improve components' performance
- Extend the service life of your machine
- Reduce fuel and oil consumption

GS Caltex construction sector lubricants meet the high standards required during extreme operation so that the construction and mining equipments maintains its performance, productivity and low owning and operating costs during its entire service life. Most importantly many of these savings can be measured tangibly through



our expert advice available free of cost to our esteemed customers.

TELL US ABOUT YOUR FUTURE EXPANSION PLAN IN INDIA?

GS Caltex is one of the fastest growing Multinational Lubricants company in India. Our parents GS Caltex Corporation in South Korea is quite bullish about Indian operations and has planned to infuse more working capital as the business grows in next few years . Our major plan is to grow profitable volumes and provide sustainable solutions to our customers in our chosen sector and become a preferred player in the industry. Apart from volumes, we are also growing quarter on quarter in terms of our recruitments, portfolio and distribution. We see a very encouraging scenario for GS Caltex in India in next 3 to 5 years. ■

