



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

says **Mr. Jayanta Ray**

General Manager - Industrial and OEM - GS Caltex India Pvt. Ltd.

in an interview to **Infrastructure Line**

Q. How has your tie up with your parent Company in South Korea helped you to substantiate your business activities in India?

Ans. 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.

Q. What is the USP of the high quality Lubricants offered by G S Caltex to the Indian market?

Ans. GS Caltex Industrial 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 guarantees 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.

Q. Which are the core industrial segments where your products are highly used

and any plans to add to the already existing vast range of products already offered?

Ans. 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 & 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.

We have a complete portfolio of brands for Infrastructure and Construction sector as below:

1. Engine Oils - Kixx Range of Oils
2. Gear Oils - GS Geartec Range of Oils
3. Hydraulic Oils – GS Hydro Range of Oils
4. Grease – GS Grease range

Q. Which are the countries of export and what are the challenges of supplying to the overseas market?

Ans. At present we are mainly focusing on Domestic (Indian) Market from our LOBP (Lube Oil blending plant) near Panvel. Our very impressive range of

high quality finished lubricants is now supplied to large businesses including major OEMs viz. Hyundai Motors, Volvo Construction Equipment, Volvo Trucks and Buses, Hyundai Construction Equipment India, POSCO, KPCL, JSPL, KOHLER, SDLG, HYVA, Indus Towers, Sono Koyo, GTL, Ajax Fiori, Ashoka Buildcon, IRB, Balaji Infra, Sainik Mining to name a few.

Also we have been catering to neighboring countries of Nepal, Bhutan and Bangladesh through our authorized Distributors and also exporting to countries like Turkey etc in EU from India LOBP.

Overseas demands in Russia, Middle East and Other South Asian Markets are catered from our plant in South Korea. Recently GS Caltex has announced to invest around U.S. \$30 million to build a 210,000 metric tons per year lubricants blending facility in Tianjin, China, scheduled to start operation in 2018.

Q. Can you share with us your success story and where shall we find G S Caltex three years from now?

Ans. 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 has helped optimize overall lubrication management of several major OEMs and Infra Accounts (e.g

Volvo, Hyundai Construction, Hyundai Motors, Ajax Fiori etc) as stated above.

Recently we have been awarded as Best Lubricant supplier by Ajax Fiori Engineering India Pvt Ltd, a leading OEM in self loading concrete manufacturing space. We have also drawn significant applause for our after market support to OEMs like Hyundai Construction Equipment India. Our partnership with VTI and VCE also speaks volumes of our credentials.

It is worth while to mention that GS Caltex India is declared as the Winner of 2nd Best Lubricant Company Award at Construction Opportunities Excellence Awards 2016 at BAUMA CONEXPO INDIA held in Gurgaon in Dec'2016 which sums up all our efforts in last 7 years for Indian Industry and OEMs.

To answer to your last part of the question, I would like to mention that 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. We see a very encouraging scenario for GS Caltex in India in next 3 to 5 years.