



Our biggest USP lies in providing consistent quality delivered at the right price



GS Caltex, with its parent companies GS Group of South Korea and Chevron Corporation of USA have carved a unique niche with its 'Base Oil & Lubricants' by providing innovative products pertaining to construction and manufacturing equipment.

RAJESH NAGAR, MD & CEO, GS CALTEX INDIA PVT LTD spoke to **PANJAMI VIVEK** about the company's vision to expand on Indian turf and expectations from bauma CONEXPO INDIA 2016 in terms of future prospects.



Give us an understanding of your company's product offerings in the Indian market and the specific areas within the construction equipment and infrastructure equipment business serviced by you?

Being a JV company between two global energy majors, we have the advantage of having a large portfolio of products and also have access to the latest technologies and new developments in the lube industry. We currently offer all the products in the lubricant segment, be it automotive or

industrial. As far as the construction and infrastructure sector is concerned, we have a wide array of products ranging from Synthetic Oils, Hydraulic Oils, Engine Oils, Transmission Oils, Greases, Coolants etc. to offer. In India, we are closely working with global OEMs like Volvo Construction, Hyundai Construction, SDLG, Hyva, Doosan, Ajax Fiori, Leeboy etc. Our company is six years old and within a short span of time we could establish very strong relationship with these customers and we are certain that we add value to their business.

Could you mention about your manufacturing facilities, its location?

We have our manufacturing facility in Mumbai and warehouses across India which enables us to cater to most of our customers quickly. We have the base oil storage tanks within the premises of the manufacturing facility and the base oil we use is imported from our own refinery in South Korea. We use only Group II Plus and above, base oils in the manufacturing of our products. It helps us maintain the consistency in the quality and also offer a distinct differentiation in the products we offer compared to the products available in the market.

Could you tell us the USP of your products?

To put in simple words, our USP is consistent quality delivered at the right price. Technologically, we have a very strong R&D and both our parent companies, GS Group and Chevron Corp work with some of the major global OEMs in construction equipment and automotive sector to develop products which are futuristic and bring more efficiency in the application and operation of their equipments. As mentioned earlier we probably are the only company in India who use only Group II plus and above, base oils which are imported from our world class refinery in Korea to manufacture all the products including some very price sensitive and basic products.

This actually helped us in gaining the trust of our customers about the consistency in the quality of our products. We offer products which deliver the performance under the toughest and stringent operating conditions.

If we have to talk about the CE&I industry, these equipments work under the most difficult terrains and environment and they cannot afford to have either a breakdown or increased downtime which can directly impact the customer's revenue and profitability. The products which we offer to this segment are carefully designed to ensure that the customer is able to optimize the value that he can derive from the equipment.

Can you share your expansion plans in the construction equipment sector?

I see a great future and potential in this sector. The government is working hard to encourage the manufacturing and

infrastructure sector through their Make in India initiative.

I think if India has to maintain the growth rate of around 8-9 per cent every year, the infrastructure has to scale up to a different level and I think that the CE industry will play a major role in complementing this growth.

We as a Lubricant company are fully prepared to offer the latest technology and products which would be needed by this industry as time comes.

As mentioned earlier, we presently have our laboratories and test centres across the world and we are closely working with some of the major Global CE OEMs to develop products to meet their future requirements.

Are the products manufactured for the Indian market indigenous products?

Many of our products are developed exclusively for the Indian customers and conditions. These products are developed through a joint working with our R&D team, the additive companies and the R&D teams of the OEMs.

Though these products are manufactured for India, all these products meet the Global standards and approvals. We work consistently to provide the Indian market with products best suited for Indian conditions and develop new products as per the changing dynamics.



As an exhibitor at bauma CONEXPO INDIA 2016 what are your expectations from the exhibition.

We are relatively a young company in India who have just completed 6 years. I am proud to say that in these 6 years we could win the trust and confidence of some of the major CE&I OEMs who are working with us from the day one. Bauma is one platform which is attended by all the global OEMs and by participating in this exhibition, I think we can showcase our capabilities to the potential clients. It would be a perfect arena to meet, interact and understand their needs, also witness the latest changes taking place in the CE industry and prepare ourselves to come up with some innovative solutions which can add value to their customers.

Could you share your future outlook for the company?

The Make in India initiative by the government is fueling the desired growth in the manufacturing sector and we see a great opportunity in playing a vital role in this initiative by offering the technology and services to any industry. I think we are going through some exciting times and I am confident of seeing a good growth in our business. We hope to be further recognised by the industry for the quality products and services by supplying what is best suited for the need at hand. There are few segments we would like to venture into, but for now our priority is construction equipment and infrastructure sector. We are closely engaged with many of the global OEMs and hopefully I can share some good news soon. ♦