

**POWERED BY PARTNERSHIPS
GEARED FOR GROWTH**



**Castrol India Limited
Annual Report 2011**

**IT'S MORE THAN JUST OIL.
IT'S LIQUID ENGINEERING.™**



Board of Directors**Non-Executive Directors****Chairman**

S. M. Datta

Vice-Chairman

N. K. Kshatriya

Directors

R. Gopalakrishnan

R. Hewins

U. Khanna

S. Mukundan

H. McCabe – *Alternate to R. Hewins***Executive Directors****Chief Operating Officer**

R. Kirpalani

Directors

S. Malekar

S. Vaidya

General Manager – Legal & Company Secretary

A. H. Mody

Bankers

Deutsche Bank

HDFC Bank Ltd.

The Hongkong & Shanghai Banking Corporation Ltd.

State Bank of India

Citibank N.A.

DBS Bank Ltd.

Solicitors & Advocates

Crawford Bayley & Co.

Dhru & Co.

Udwadia & Udeshi

Auditors

S. R. Batliboi & Co.

Registered Office

Technopolis Knowledge Park

Mahakali Caves Road, Andheri (East)

Mumbai 400 093.

Share Department

TSR Darashaw Limited

(formerly known as Tata Share Registry Limited)

Unit: Castrol India Limited

6-10, Haji Moosa Patrawala Industrial Estate,

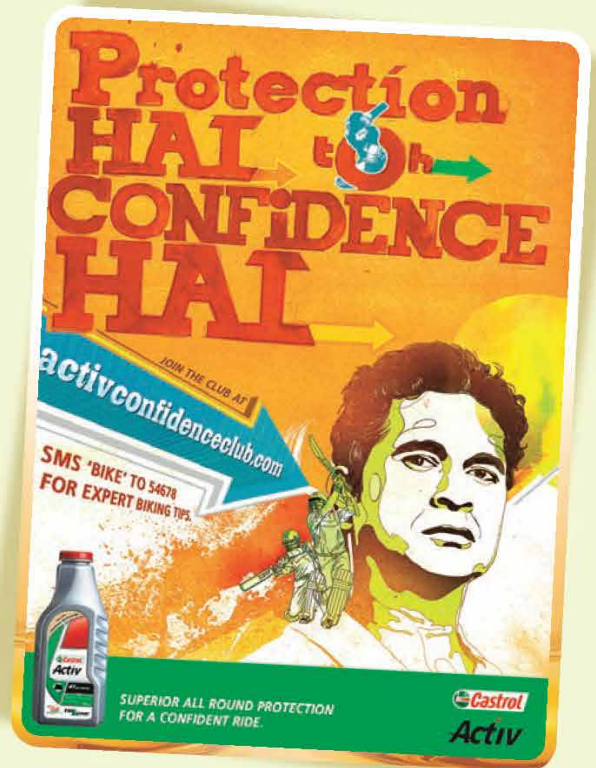
20, Dr. E. Moses Road,

Mahalaxmi, Mumbai 400 011.

STRONG BRANDS



Castrol Honda World Superbike riders Jonathan Rea and Alex Lowes joined Castrol Brand Ambassador and Actor John Abraham, to re-launch Castrol Power1 with the advanced power release formula



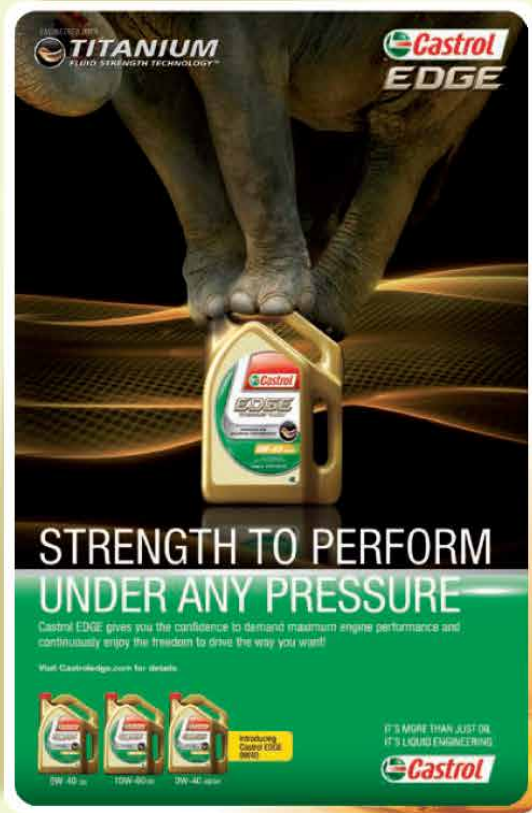
Castrol Activ Confidence Club, an online Facebook community for bikers, has attracted over 35000 users



Castrol Activ Scooter, India's first gearless scooter engine oil, was launched with unique Scootek technology. A direct consumer contact program reached out to over 6000 dealers and Castrol Bikepoints in 63 cities



STRONG BRANDS



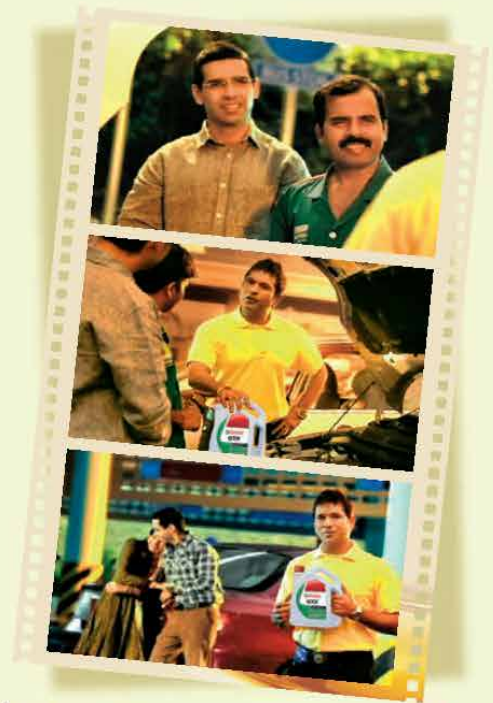
Castrol Edge – a fully synthetic oil for high performance cars was re-launched with advanced Titanium Fluid Strength Technology



Castrol launched the Professional product series exclusively for the OEM Franchise Workshop segment. Picture shows the product demonstration during the launch



Castrol ran a customer contest, where 60 winners across the country were invited to meet Castrol Brand Ambassador and ace bowler Brett Lee



A new Castrol GTX TVC starring Castrol Brand Ambassador Sachin Tendulkar was unveiled during the ICC Cricket World Cup 2011, promoting the unique brand benefit of protection from sludge

STRONG BRANDS



A 360 degree campaign was launched to promote Castrol CRB Turbo with its brand proposition of 'Keeps the engine like new'. The brand benefit was brought alive through an on-ground consumer contact program



The bp brand was re-launched with a proposition of 'cleaner engine' supported by new 'Cleanguard' technology

Castrol CRB Plus was supported with a 'Khushali' offer for tractor owners, promoting the brand message of 'protection leading to prosperity'

REACHING OUT



Castrol Golden Spanner Awards were given to 'ustaad' car mechanics to recognize their skills and knowledge. Over 20000 mechanics from across the country enrolled in the contest. Picture shows the national winner being felicitated by Castrol Brand Ambassador Sachin Tendulkar



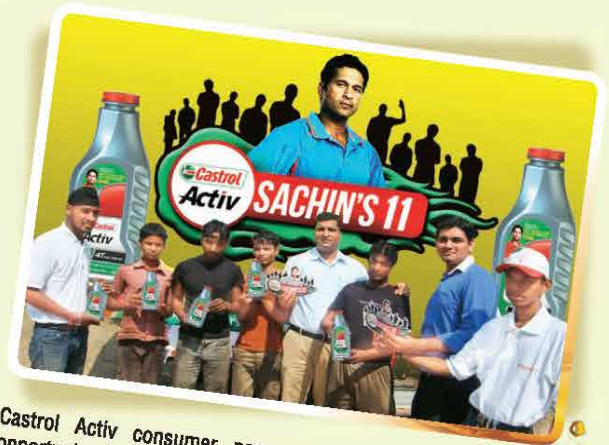
Castrol launched a 'Castrol ke Anmol Ratn' dealer partnership program aimed at recognizing and rewarding key dealers and further strengthening Castrol's relationship with its key stakeholders



The Castrol GTX 'I love my car' display contest for dealers ensured enhanced brand visibility at retail outlets across the country



Reaching out to rural customers through Castrol Rural outlets



Castrol Activ consumer promotion offered lucky winners an opportunity to meet Castrol Brand Ambassador Sachin Tendulkar

ENDURING RELATIONSHIPS



Castrol and BMW extended their strategic global partnership to the India business. Picture shows (from left to right) Ravi Kirpalani, Automotive Director & COO, Castrol India; Naveen Kshatriya, the then Regional Vice President, BP Lubricants, Asia & Pacific; Stephan Rausch, Aftersales Director, BMW India and Rodney Woods, Chief Financial Officer, BMW India



Castrol extended its global partnership with Volkswagen to India with renewal of a three year agreement. Picture shows Neeraj Garg, Director, Sales & Marketing, VW (on left) and Ravi Kirpalani, Automotive Director & COO, Castrol India



Castrol conducted technology days at Tata Motors and Maruti Suzuki to showcase its technology leadership and share new trends in lubricant technology



A Castrol Lubricants Learning Centre has been set up at Tata Motors plant in Pune. The Centre imparts training and showcases latest trends in lubricant technology. Picture shows (from left to right) Ravi Pisharody, President Tata Motors CVBU, P M Telang, MD, India Operations and Ravi Kirpalani, Automotive Director & COO, Castrol India

ENDURING RELATIONSHIPS



Castrol's industrial business entered into a strategic alliance with ACE Micromatic Group - the largest CNC machine tool manufacturers in India. Picture shows T K Ramesh, CEO, ACE Micromatic (on left) and Uday Kumar, the then Castrol Industrial Sales Director, India & Thailand



Castrol India's Industrial business team was recognized as 'Best Supplier' by John Deere for a commendable performance in the indirect material and services category for 2011. Picture shows (from left to right) Suvankar Chakraborty, Key Account Manager and Rajiv Choudhuri, Business Manager, Castrol Industrial Lubricants & Services, receiving the award from Kristin Campbell, Global Manager Supply Management, John Deere



Castrol India was recognized amongst the 'Longest Serving Partners' associated with SKF India for more than 40 years. Picture shows Vadiraj Galagali, Purchasing Manager Indirect Material, SKF, India (on left) with Charudatta Joshi, General Manager Direct Sales, Castrol India and R Manohar, Director Demand Chain, SKF, India (extreme right)



Castrol's Heavy Duty Mining team offered its first Lubenet service to L&T at their customer's mining site. Castrol provides Total Lube Management service, oil condition monitoring and training on safe practices at the site

SAFETY



Castrol's Patalganga plant has a strong safety track record which has been recognized externally and internally. Picture shows Soren Malekar, Director Supply Chain, Castrol India (on left), receiving a safety award from Peter McConnon, VP Global Supply Chain, BP Lubricants. Picture on right shows the Patalganga Plant leadership team with various safety awards received during the year



Road safety is a key focus area for Castrol India. The company runs various safety programs for staff as well as third party transport operators. Picture above shows winners of Castrol Road Safety Awards along with members of the leadership team

H.S. Gill, Deputy Sales Manager, Retail Sales (on left) and Arulprakasam, Deputy Sales Manager, Rural (on right), receiving Road Safety Awards for three years of incident free driving from Ravi Kirpalani, Automotive Director & COO, Castrol India

FORCE FOR GOOD

एकद्वय



Castrol's ongoing Ekdavya Social Investment initiative provides training to independent two-wheeler mechanics to ensure that they remain competitive in a fast changing technical landscape. Over 50000 mechanics have been trained under this program over the last two and a half years



Over 150 Castrol employees ran the Mumbai Marathon this year to raise funds for the girl child, supporting two NGOs - Nanhli Kail and Project Crayon. Picture shows some of the staff members who participated in the event



Castrol staff with children at Udaan Ghar (Project Crayon)

