

# Journey to **BRILLIANCE**

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







Each individual is committed to putting in one hundred percent of effort, pushing themselves to their limit every day, reaching deep within to achieve their full potential and complementing each other, thereby further strengthening the team effort.





# JOURNEY TO BRILLIANCE



Dear shareholders,

*"The strength of each team is the individual member. The strength of each member is the team."*

- Phil Jackson

In 2015, Castrol India launched its 'Shining Vision' – declaring an extraordinary intent to take the Company to a new level of prosperity and brilliance for all its stakeholders – customers, consumers, employees, partners, shareholders and indeed everyone associated with the Company.

The first two years have seen us well on course on our journey towards this vision. So we pushed ourselves even further and in 2017, embarked upon a Journey to Brilliance – challenging ourselves to focus even more on three key priorities – safety and compliance, profitable volume growth and providing a premium brand experience to all our stakeholders at every touch point.

In 2017, we saw a great start to this Journey to Brilliance despite an extremely challenging environment, especially in the first half. The lingering effect of demonetization and the uncertainty around GST, saw a disappointing performance in the first half. But the team came back strongly in the second half, delivering volume growth for the second consecutive year driven by double-digit growth in personal mobility and premium brands, to finish the year on a high.

It was also pleasing that we ended the year with an exceptional safety record and were awarded the Golden Peacock Special Commendation for Excellence in Corporate Governance. This performance in the second half of the year has given us the confidence for an even stronger delivery in 2018.

The challenges of the previous year have shown that there is immense power within the team. Each individual is committed to putting in one hundred percent of effort, pushing themselves to their limit every day, reaching deep within to achieve their full potential and complementing each other, thereby further strengthening the team effort.

With this power of the individual and the strength of the team, we are confident we will be able to make great strides in our Journey to Brilliance!

Omer Dormen  
Managing Director

# CORPORATE INFORMATION

## BOARD OF DIRECTORS

S M Datta  
*Chairman*

Uday Khanna  
*Independent Director*

R Gopalakrishnan  
*Independent Director*

Sashi Mukundan  
*Nominee Director*

Shiva McMahon  
*Nominee Director (w.e.f. 11 May 2017)*

Peter Weidner  
*Nominee Director*

Jayanta Chatterjee  
*Wholtime Director - Supply Chain*

Rashmi Joshi  
*Chief Financial Officer & Wholtime Director*

Omer Dorman  
*Managing Director*

Chandana Dhar  
*Company Secretary & Compliance Officer (w.e.f. 12 January 2017)*

## AUDITORS

Deloitte Haskins & Sells LLP.  
*Chartered Accountants*

## BANKERS

Deutsche Bank

HDFC Bank Ltd.

The Hong Kong & Shanghai Banking Corporation Ltd.

State Bank of India

Citibank N.A.

DBS Bank Ltd.

J P Morgan Chase Bank N.A.

## REGISTERED OFFICE

Technopolis Knowledge Park,  
Mahakali Caves Road,  
Andheri (East),  
Mumbai 400 093, India.

CIN: L23200MH1979PLC021359  
Telephone: 022-6698 4100  
Website: [www.castrol.co.in](http://www.castrol.co.in)

## REGISTRAR AND TRANSFER AGENT

*(w.e.f. March 2018)*

Link Intime India Private Limited  
C-101, 247 Park,  
LBS Marg, Vikhroli West,  
Mumbai 400 011, India.

Telephone: 022-4918 6000  
Fax: 022-4918 6060  
Toll-free number: 1800 1020 878  
Website: [www.linkintime.co.in](http://www.linkintime.co.in)  
Email: [rnt.helpdesk@linkintime.co.in](mailto:rnt.helpdesk@linkintime.co.in)

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*Nominee Director*



**Jayanta Chatterjee**  
*Wholtime Director - Supply Chain*



**Rashmi Joshi**  
*Chief Financial Officer &  
Wholtime Director*



**Omer Dorman**  
*Managing Director*

# LEADERSHIP TEAM



From left

First row

- M A Mubeenuddin, *Vice President – Indirect Sales*
- Simon Edwards, *Technology Manager*
- Maria P Valles, *Vice President – Human Resources*
- Sagar Vira, *Vice President – Customer Excellence & Operations*

Second row

- Rajeev Govil, *Vice President – Workshop & OEM Sales*
- Kedar Apte, *Vice President – Marketing*
- Omer Dormen, *Managing Director*
- Rashmi Joshi, *Chief Financial Officer & Wholetime Director*

Third row

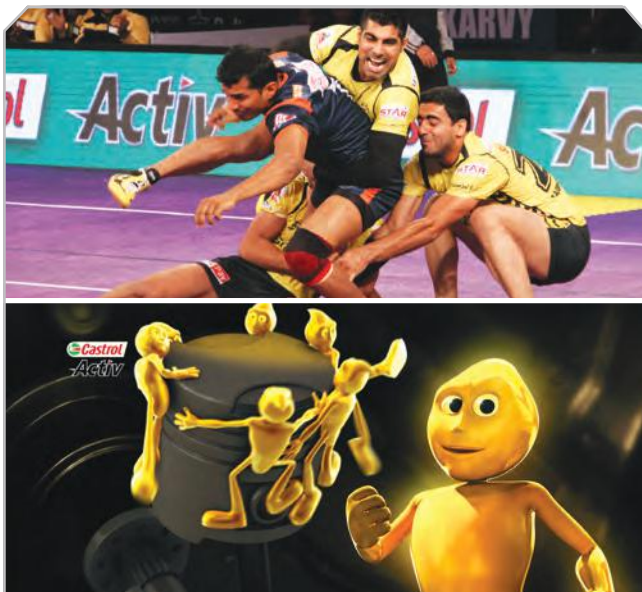
- Dilnaz Anklesaria, *Associate Vice President – Corporate Communications*
- Vikram Garga, *Vice President – Industrial & Heavy Duty*
- Jayanta Chatterjee, *Wholetime Director – Supply Chain*
- Siddharth Shetty, *Managing Counsel*

Fourth row

- Ramesh Srinivasan, *HSSE Manager (Interim)*



## STRONG BRANDS



Castrol Activ launched a thematic TV commercial during the Pro Kabaddi League strengthening its association with the sport and driving the brand proposition of 'Cling On'



Castrol POWER1 CRUISE was launched for cruiser bikes with 'Power Sustain' technology delivering 'On-Demand Acceleration'



New Castrol Activ was launched which is fortified with improved Actibond® molecules which cling on to critical engine parts providing 50% better\* protection

\*than standard lubricants for motorcycle segment in India



Ace cricketer Ravindra Jadeja unveiled the Castrol Super Mechanic Trophy for the Castrol Super Mechanic contest - a platform to develop and showcase skills for mechanics (top)

The contest was won by a mechanic trio from Rajasthan who were also featured on the Castrol Activ packs (bottom)



# STRONG BRANDS



'Girl in the City' Season 2 web series sponsored by Castrol Activ SCOOTER garnered a staggering reach of over 57 million views. An innovative content strategy including a contest promoting women entrepreneurs and an in-episode gratification for the winners led to its success



Castrol GTX ESSENTIAL was relaunched with wider application across vehicle categories enabling a stronger offering in passenger car oils



Castrol MAGNATEC WAH USTAAD technical training campaign was initiated to update channel partners with the latest technology in the automotive domain



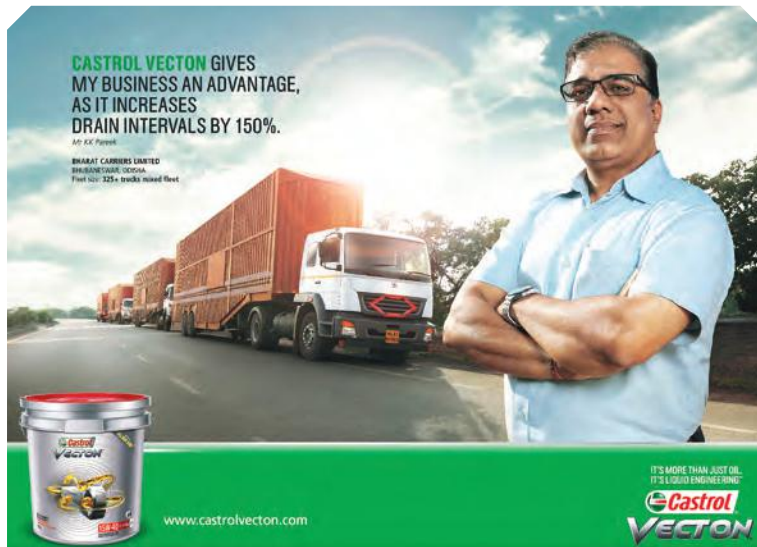
Castrol branded mobile units engaged with over 26,000 car mechanics educating them about lubricants technology and communicating the brand proposition of Castrol passenger car oils



'De-Stress Your Drive', a 360 degree media activation, was rolled out to drive brand advantage for Castrol MAGNATEC STOP-START which is designed to protect engines during driving in congested traffic conditions



# STRONG BRANDS



**CASTROL VECTON GIVES MY BUSINESS AN ADVANTAGE, AS IT INCREASES DRAIN INTERVALS BY 150%.**

Mr. K.K. Purohit  
BHARAT CARRIERS LIMITED  
BANGALORE, INDIA  
Fleet size: 125+ trucks mixed fleet

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

**Castrol VECTON**

[www.castrolvecton.com](http://www.castrolvecton.com)

Customer testimonial for Castrol VECTON with System 5 Technology calling out its unique benefits for owners of mixed fleets to help maximize engine performance



Engaged with tractor owners as part of the agri-activation to communicate the launch of new and improved Castrol CRB Plus with the promise of '400 hours of protection'



**Castrol**

Here is a list of five great tips that will help you **maintain your machine better**

Heavy machinery such as road building equipment in sectors such as Mining, Farming, Excavators needs constant maintenance so that it stays in perfect operating order. On the other hand, poorly maintained large machines... [Read more >>](#)

Click on the images below to know more



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

A digital marketing campaign was rolled out to industrial customers highlighting Castrol's key brands in industrial lubricants



VECTON on Wheels, a state-of-the-art mobile activation unit which communicated the brand advantage to fleet owners in key transport hubs



Castrol Hysol SL 35 XBB, an environment-friendly high performance metal working fluid, which is boron and biocide free, was introduced for industrial customers



# ENDURING PARTNERSHIPS



Piaggio Vehicles Private Limited entered into a partnership with Castrol India Limited for lubricant supply for Piaggio's two-wheeler brands, Vespa and Aprilia, in India



Essar Oil Limited and Castrol India Limited signed an agreement for sale of Castrol lubricants through Essar fuel stations



Franchise workshop customers and Castrol India employees experienced Castrol hospitality at the F1 Singapore Grand Prix



Volkswagen Group NSC and Castrol India Limited agreed to a strategic co-operation and supply agreement of Castrol engine oil products in the Volkswagen Group after-sales service network in India



Activations at Maruti Suzuki car franchise workshops to build the Castrol EDGE Professional brand proposition with end consumers



The partnership of Maruti Suzuki India Limited and Castrol India Limited extended to the Maruti Suzuki Nexa channel as Castrol was selected as a partner of choice for Suzuki Ecstar brand