

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



Castrol India Limited
Annual Report 2012



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

S. M. Datta

Directors

R. Gopalakrishnan

R. Hewins

U. Khanna

S. Mukundan

P. Weidner

A. Moore – *Alternate to R. Hewins*

Executive Directors**Chief Operating Officer**

R. Kirpalani

Directors

S. Vaidya

B. Kamath

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.

J P Morgan Chase Bank N.A.

Solicitors & Advocates

Crawford Bayley & Co.

Dhru & Co.

Udwadia Udeshi & Argus Partners

Auditors

S. R. Batliboi & Co.

Registered Office

Technopolis Knowledge Park

Mahakali Caves Road, Andheri (East)

Mumbai 400 093.

Share Department

TSR Darashaw Private Limited

Unit: Castrol India Limited

6-10, Haji Moosa Patrawala Industrial Estate,

20, Dr. E. Moses Road,

Mahalaxmi, Mumbai 400 011.

STRONG BRANDS



Castrol Power1 supported rider from San Carlo Honda Gresini team, Alvaro Bautista, was in India, to promote the Castrol Power1 'Ride to MotoGP' campaign



Castrol Activ was relaunched with unique Actibond™ molecules that provide continuous protection even when the engine is off



Castrol Power1 supported Grand Indian Road Trip (GIR) reached out to bikers across the country. Seen in the picture are the GIR bikers along with Castrol Power1 brand ambassador John Abraham (third from right)

STRONG BRANDS



Castrol Magnatec was relaunched with a refreshed brand proposition of 'Instant protection from the moment you turn the key'



A unique mobile mechanic training unit incorporating multimedia technology was launched to engage with car mechanics and showcase the superior technology of Castrol Magnatec



All cars in the prestigious Volkswagen R Polo Cup, are powered by Castrol EDGE - our strongest oil ever. Seen in the picture (from left to right) are Ramesh Kannan, Key Account Manager and Anupam Shome, Senior Manager, both from Castrol India, with one of the participants



GTX Suraksha Ke Saath Jeet Pakki

WIN A MOTORCYCLE

WIN A LAPTOP

WIN A MOBILE

WIN CASH

Assured cash coupon up to Rs. 50/- • 350 Exciting Gifts to be won!

- Maximum Offer apply table on select packs of GTX, High-50, GTX, Modern Engine and GTX Group
- Coupon under the hood, inside the pack
- Offer available till stock lasts

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

'Win with GTX', a mechanic offer, was launched through market activation and mechanic meets

STRONG BRANDS



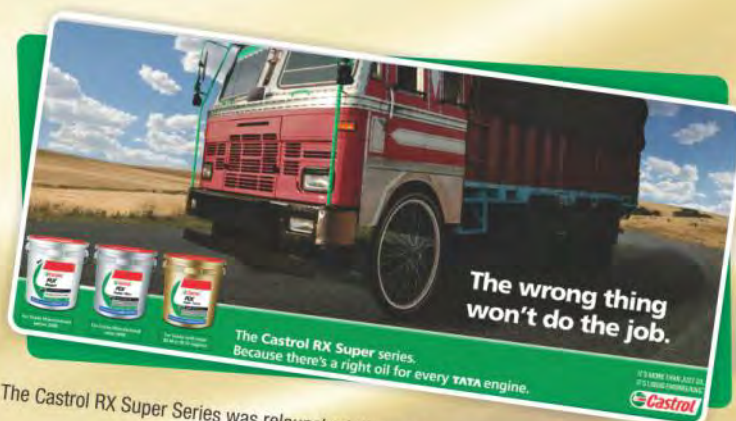
Castrol CRB Turbo was relaunched with Durashield™ Boosters, delivering up to two times longer engine life



Castrol CRB Plus was relaunched through a 360 degree campaign reaching out to tractor owners and mechanics across key agriculture markets



BP Vanellus Turbo with 'Cleanguard' technology was aggressively promoted and was well received by consumers



The Castrol RX Super Series was relaunched through below the line market activation

REACHING OUT



Over 6,000 non-franchised motorcycle workshops have been enrolled as Castrol Bike Points across India, offering customers access to advanced lubricant technology and world-class products



Castrol has made a strong foray into the rural market by setting up Castrol Sub-distributors (CSDs) to ensure easier availability and closer connect with rural consumers



Castrol Pitstop, Express Car Maintenance centres, have been set up for discerning consumers looking for quick, value for money and trustworthy maintenance



Castrol Points, exclusive outlets selling Castrol and BP branded lubricants, have been set up across the country



Castrol products are available across the country through over 90,000 retail outlets

ENDURING PARTNERSHIPS



Castrol conducted a technology day for Ford engineers to showcase the pioneering Castrol technology. Picture on left shows Ravi Kirpalani, Automotive Director & COO, Castrol India (on left) and Tom Chackalackal, Executive Director - Manufacturing, Ford India, inaugurating the Ford Technology Day. Picture above shows the Castrol team that delivered the event



Castrol Professional was introduced at the Audi Twin Cup, a contest for Audi's service and technical personnel. Picture shows (left to right) Gaurav Kapoor, Key Account Manager, OEM business, Castrol India; Gurpreet Bhatia, VP - B2B, Castrol India; Michael Perschke, Head, Audi India; Dietmar Hildebrandt, Director Group Service - Volkswagen and Anupam Shome, Senior Manager, OEM business, Castrol India



Tata Motors and Castrol India signed a Safety MOU to jointly work on safety initiatives. Picture shows (left to right) Sanjeev Garg, Global Head - Customer support, CVBU, Tata Motors; Gurpreet Bhatia, VP - B2B, Castrol India; Ravi Pisharody, Executive Director, CVBU, Tata Motors and Karl Slyn, MD, Tata Motors

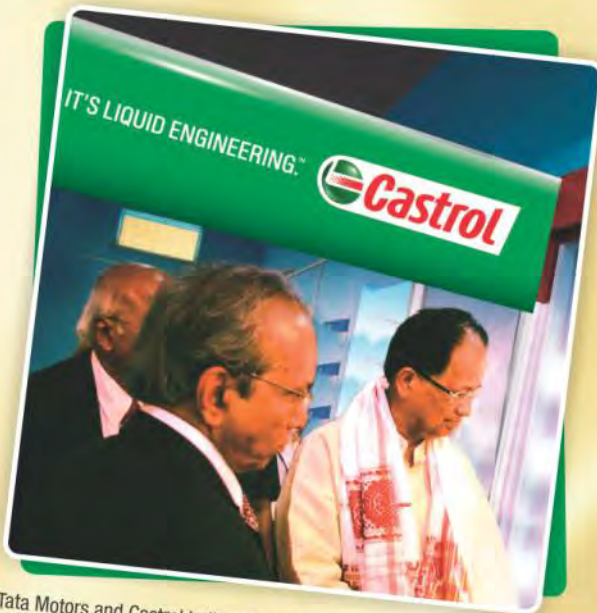


Charles Stroud, Head of After Sales, Skoda India (extreme right); C Prasanth, General Manager, Workshop, Castrol India (centre) and Anupam Shome, Senior Manager, OEM business, Castrol India showcasing the support material designed by Castrol India for Skoda workshops

ENDURING PARTNERSHIPS



Maruti Suzuki completed a successful audit of Castrol's Silvassa plant. Picture shows Maruti Suzuki and Castrol team members who participated in the audit



Tata Motors and Castrol India set up a Castrol Learning Centre at the Industrial Training Institute at ITI Nagaon, Assam, to impart training in lubricants. Picture shows Shri Tarun Gagoi, Hon'ble Chief Minister of Assam (on right) and SP Joshi, the then Head, Customer Services, Tata Motors



Gerhard Pretorius, Head After Sales, Audi India (on right) and Gurpreet Bhatia, VP - B2B, Castrol India, at the Volkswagen training academy, where Castrol help set up the interactive technology demonstration kits



Castrol EDGE and Jaguar joined hands to create a grand cricket experience for Jaguar customers in Mumbai. Picture shows (from left to right) Gurpreet Bhatia, VP - B2B, Castrol India; Rohit Suri, VP, Premier Car Division, Tata JLR India; Alistair Cook, Captain of England cricket team; Jenny Smith, Sponsorship Manager, Jaguar; Graeme Swann, English international cricketer; Sourav Ganguly, ex-Indian cricket captain; Ravi Kirpalani, Automotive Director & COO, Castrol India and Simon Meehan, Global OEM Brand Director, Castrol



Castrol's Industrial team and ACE Micromatic Machine tools renewed their strategic alliance. Picture shows TK Ramesh, CEO, ACE Micromatic (fourth from right) and M Hariprakash, Castrol Industrial Sales Director, India & Thailand (fifth from left) along with their colleagues

PIONEERING TECHNOLOGY



Castrol's R&D centre in Mumbai is now the Global Product Development centre for two-wheeler oils. Picture shows the technology team with Ravi Kirpalani, Automotive Director & COO, Castrol India (front row, third from left) and Charles Cameron, Head of Technology, Refining & Marketing, BP Group (front row, fourth from left)



WINNING WITH CRICKET



As the official performance partner of 2012 ICC Twenty20 World Cup, Castrol engaged audiences through exciting events and match viewing experiences. Picture on right shows Mr. S.M. Datta, Chairman, Board of Directors, Castrol India (extreme right) and Mrs. Datta, with cricketer Muttiah Muralitharan. Picture below shows cricketer VVS Laxman felicitating Castrol dealer



Winners of Castrol Ke Anmol Ratn Jai Ho ICC T20 Campaign contest had the opportunity to interact with Sachin Tendulkar at an exclusive event in Mumbai



The Castrol Awards for Cricketing Excellence were given away at a star studded ceremony held in Bengaluru. Picture shows award winners with Ravi Kirpalani, Automotive Director & COO, Castrol India (fourth from right)