

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



Castrol India Limited Annual Report 2013

MAINTAIN MOMENTUM  GO FOR GROWTH 



Board of Directors**Chairman**

Mr. S. M. Datta

Managing Director

Mr. Ravi Kirpalani

Non-Executive Directors

Mr. R. Gopalakrishnan

Mr. Uday Khanna

Mr. Ralph Hewins

Mr. Peter Weidner

Mr. Sashi Mukundan

Director - Finance

Ms. Rashmi Joshi

Company Secretary

Mr. Sandeep Deshmukh

AuditorsM/s. S. R. Batliboi & Co. 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,

Chakala, Andheri (East),

Mumbai 400 093, INDIA.

Telephone: 022-66984100

Registrar & Share Transfer Agents

TSR Darashaw Private Limited

Unit: Castrol India Limited

6-10, Haji Moosa Patrawala Industrial Estate,

20, Dr. E. Moses Road, Mahalaxmi,

Mumbai 400 011, INDIA.

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STRONG BRANDS



Castrol Activ with unique Actibond molecules is a high performance motorcycle engine oil. 'Live' Actibonds interact with fans during the ICC Champions Trophy, England and Wales 2013



Castrol Biking, a community of passionate bikers on Facebook, reached a milestone of over a million fans



Unveiling of new Castrol Power1 pack by Castrol brand ambassador, Bollywood actor and avid biker, John Abraham



Substantial growth in the two-wheeler engine oil category came from Castrol Bike Points, independent workshops exclusively using Castrol products



Soma Ghosh - VP Marketing, Castrol India, addressing the audience

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STRONG BRANDS



Driving visibility of Castrol Magnatec in key cities through outdoor campaign



Over 8000 mechanics were trained on the benefits of Castrol Magnatec technology through a mobile marketing unit. This unique programme was recognized globally as a marketing best practice within BP and won the Group's Beacon Award



Innovative market activation through street plays to promote Castrol GTX with 'sludgebusters'



Castrol CRB Prima with 'permastick' molecules provides non-stop protection during peak agriculture season



Focusing on Micro LCV users through Castrol CRB Turbo with Durashield™ Boosters which delivers up to two times longer engine life

PIONEERING TECHNOLOGY



Castrol Magnatec Diesel combines dedicated diesel technology with intelligent molecules for an extra layer of protection, reducing wear during critical warm-up period



Stop-Start city driving can lead to increased wear and tear in the engine. Castrol Magnatec Stop-Start engine oil for cars has smart molecules that cling to engine parts and form a self-healing layer, protecting the engine and providing instant protection from the moment you start, every time you start



Castrol RX Super Max Fuel Saver, co-engineered by Castrol India and Tata Motors, provides 1.5% fuel efficiency in Tata trucks, saving substantial amount of diesel as well as operating costs



Castrol Activ Scooter with 'ZipBoosters'® is a specialist scooter engine oil which provides protection from high temperature deposit build up and lowers friction

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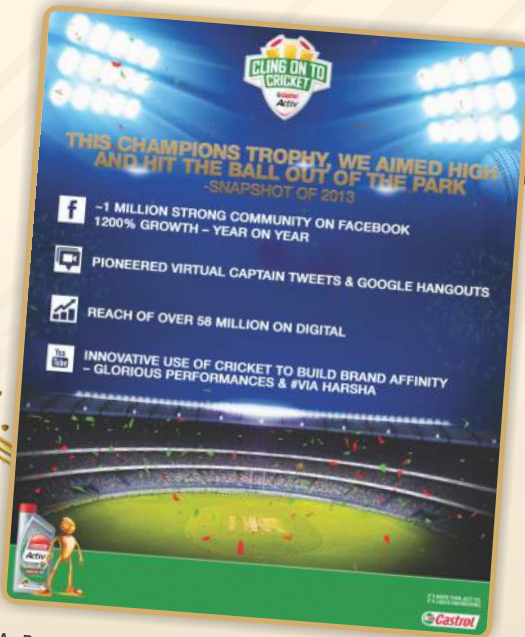
WINNING WITH CRICKET



Leveraging the star power of cricket experts Rahul Dravid and Harsha Bhogle to launch Castrol Activ Scooter Zip Factor, a new statistical formula to evaluate performances in T20 cricket



Live Castrol Actibonds welcome Uday Khanna (Independent Director on the Board of Castrol India) and his wife at the ICC Champions Trophy, England & Wales, 2013



As Performance Partners of the ICC, Castrol combined cricket with social media to deliver a winning campaign reaching out to millions of consumers



The 'Legacy of 100 Glorious Performances of Indian Cricket' - an innovative Facebook App, engaged youth digitally through Castrol Cricket Facebook page and its one million fan base



Castrol pioneered display of fan tweets on perimeter boards during the ICC Champions Trophy, England & Wales, 2013 - the first time ever in a live cricket match

ENDURING PARTNERSHIPS



As Performance Partners of the ICC, Castrol had the opportunity to do a trophy tour of the prestigious World Twenty20 trophy for its key partners and customers. Picture on left shows from left to right: Gurpreet Bhatia - VP, B2B, Castrol India; Dietmar Hilder Brandt - Director, Group Services, Volkswagen; Nalin Jain - Finance Director, Volkswagen; Harsha Bhogle - Cricket Expert. Picture on right shows: Sanjeev Handa - GM Marketing, Maruti Suzuki (on left) with Anupam Shome - Key Account Manager, OEM Business, Castrol India



Ravi Pisharody - Executive Director, Tata Motors (on right) and Ravi Kirpalani - Managing Director, Castrol India, at the launch of Castrol RX Super Max Fuel Saver



Pawan Sabharwal - Area Director, Industrial Business, Castrol India, planting a tree at the Bosch India factory (one of our key customers) on World Environment Day

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ENDURING PARTNERSHIPS



Castrol Anmol Ratn Dealers had the opportunity to visit Castrol's state-of-the-art lubricant manufacturing plant at Silvassa



Tata Motors and Castrol collaborated to conduct SkillFest, a national skill contest for Tata Motors Workshop Service Advisors. From left to right: Sanjeev Garg - Global Head, Customer Care, Tata Motors, CVBU; Ravi Pisharody - Executive Director, Tata Motors, CVBU; Sunil Dalai - Winner of the contest; Ravi Kirpalani - Managing Director, Castrol India; Sanjeev Kaul - Regional OEM Director, BP Lubricants, Asia & Pacific Region and Gurpreet Bhatia - VP, B2B, Castrol India



Mechanics are a key stakeholder group for Castrol and the company has strong relationships with them. Picture on left shows Castrol's Eklavya CSR Programme in action. Under this programme Castrol has provided basic maintenance training to over 150,000 independent two-wheeler mechanics over the last four years. Picture on right shows a mechanic connect marketing programme where mechanics are kept informed about the latest products and services offered by Castrol



Over 30,000 mechanics have enrolled for the Castrol Engine Experts Club, a mechanic loyalty programme

SAFETY



Castrol and Tata Motors jointly developed a Safety Manual to raise Safety Awareness and implement Safety Standards at Tata Motors workshops. From left to right: Gurpreet Bhatia - VP, B2B, Castrol India; Ravi Kirpalani - Managing Director, Castrol India; Late Mr. Karl Slyn - (then Managing Director) Tata Motors; Ravi Pisharody - Executive Director, Tata Motors



Castrol's internal Star Club Award for displaying Safety value was won by Team North, which suggested formation of 'Club Zero' to identify and recognize Castrol employees with zero driving safety deviations



Members of Castrol's Patalganga Plant Leadership Team with various safety awards won by the Plant



Castrol reached out to truck drivers and their families through a Family Connect programme aimed at promoting safe driving amongst truckers. Pictures show truckers taking a safety pledge and family members engaging with the organizers



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