

# Gulf Today

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I am extremely pleased to have been given the opportunity to write a short introduction to this edition of Gulf Today.

Our new financial year has already been one of huge significance to Gulf with the announcement of the deal done with Quaker Chemicals and Houghton International – and it has only just started.

While something of this scale is not going to be an everyday occurrence, it does set the tone, right at the outset, for what is going to be a year of extraordinary importance for Gulf businesses everywhere and, I

believe, will be an extraordinary year for the brand as a whole.

Our path towards our Mission and Vision 2020 continues apace and, as Group stakeholders, we remain committed to putting in place whatever is required to achieve this. I think we have a very exciting year in prospect and I look forward to sharing our ongoing journey together with you.

Wishing you good business in 2017/18

## Sanjay Hinduja

Chairman  
Gulf Oil International Group



# A WALK IN THE PARK

Here in Europe Spring is arriving and there is evidence of growth everywhere. We are fortunate that our London offices are very close to some of the British Capital's most beautiful Royal Parks and it was passing through one of these recently that triggered my thought process about Business Development.

Many people think that doing business and growing a business is like a walk in the park – but everyone who thinks this is somewhat mistaken. As the old saying goes: "If it were that simple everyone would be doing it!" So let's be realistic, it's not easy at all and we've seen that in the last year – and at the start of this, our new business year.

With Spring, however, comes the arrival of beautiful new flowers and at Gulf we have some great new

arrivals, such as the Gulf Entities in Poland, in Italy and in South East Asia, new distributors in Australia and new Fuel Licensees in the Kingdom of Saudi Arabia – things that clearly show that we are going to have a blossoming future.

Parks also have some very strong trees – and with Gulf we have some extremely solid businesses, giving very, very good results – of course, first and foremost, India, but also GOMEL, China, Europe, not forgetting Bangladesh, Indonesia and the Philippines - being prime examples of these. It is excellent, therefore, to see the fruit of their long and hard good work.

There are also things going on below the surface – the new buds and shoots that you can't quite see yet, because we are only at the beginning of Spring and they are still hidden. The company - like the season – has been developing rapidly and continues to be in the midst of some fundamental changes in order to evolve. New seeds have been - and are being – planted, but they have yet to show. We are aware they are there and, of course, we also know that it will be fantastic to see these new things surfacing and growing towards maturity.

I know that this coming year is going to be a pretty exciting and, I believe, spectacular one, with a number of really big developments happening within the Gulf brand and its businesses as has already been shown with last week's deal being announced about the coming together of Group Company, Houghton International with Quaker Chemicals.

From a London in bloom,

**Frank**

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For and on behalf of Gulf Oil International Ltd

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# BIENVENUTO GULF OIL ITALY!

The latest Gulf Oil business to launch – Gulf Oil Italy – kicked off in earnest in March, with a two-day event in and around Milan.

Gulf's VP Europe, Camille Nehme, and Vice President of Marketing, Vicki Kipling, joined the head of Gulf Oil Italy, Miki Basso, to present Gulf and the new Italian operating company to a selected number of invited media on day one, choosing one of Milan's hottest new hotels, the Palazzo Parigi as the venue. For the greater part of the day, trade and consumer media from Lubricant through Business to specialist Car and Motorcycle magazines were given a general introduction to Gulf before interviewing the Gulf personnel in a relaxed and informal atmosphere to learn about Gulf's vision for Italy.

On Day two, fifty invitees – comprising the majority of Italy's key distributors and their resellers – were treated to a series of presentations on all aspects of the Gulf offer at the Grand Hotel Majestic on the

shores of the beautiful Lake Maggiore - exclusively hired by Gulf for the occasion.

Guests were joined by Manchester United Legend, Nemanja Vidic. The former United Captain braved an interview with Miki Basso, before taking on all-comers at the Gulf Zig-Zag football challenge and joining all of the invitees for dinner.

Reaction to the launch was incredibly positive with Gulf's approach being described by many as a breath of fresh air in the market.

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# CHENNAI PLANT CONSTRUCTION MAKING GOOD PROGRESS

The new Gulf blending plant in Chennai continues to progress towards its scheduled opening.

The plant will have a 50,000 kl / annum capacity, which will be upgradable to 90,000 kl / annum, when the need arises.

80% of the civil work has been completed as has 60% of the structural work, and various other works – such as the tank and pipe fabrication – are well underway. A technical tie-up with ABB France has been signed for the plant's blending and material distribution system and the finished plant will be a truly world class lube oil blending facility, featuring a completely automated material storage and retrieval

system (ASRS) that will be provided by Gorej-Efacec.

The plant is expected to be completed on schedule, later this year.



# SOUTH AFRICA PROGRESSES TOWARDS FIRST FUEL STATION

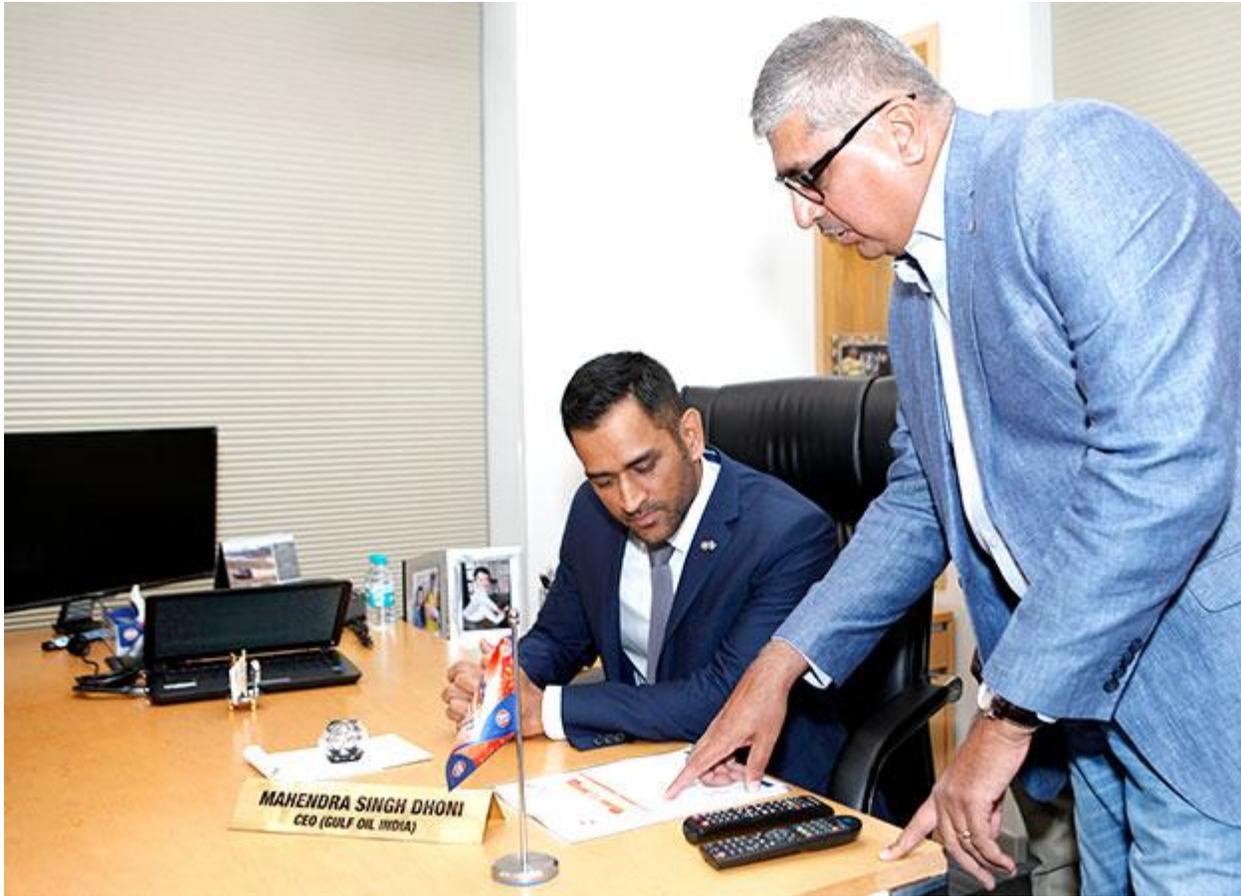
The first Gulf fuel station in South Africa is growing ever closer to opening. Aadil Adamjee of licensees, Capital Lounge, reports that the tanks are now in the ground and the site is making good progress with an expected opening at the beginning of June.

The company, which is using Gulf official fuel station fitting partner, Opeco, to help the build of its stations, is also looking to start work on its second Gulf station at around the same time.

In anticipation of its opening, the first major lubricant order has been placed with Gulf Oil Middle East and the task of brand building in the country has already begun with the company majoring on the Le Mans Passion competition to create consumer awareness.

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# MS DHONI BECOMES GOLIL CEO ... FOR A DAY!

Gulf Oil India Lubricants Ltd (GOLIL) had a landmark start to the new Financial Year. The very first working day, Monday – 3rd April 2017, saw their Brand Ambassador and former India Cricket Captain, MS Dhoni, come in as CEO for a Day for an Indian TV programme.

The event, named 'CEO's D-Day' (Dhoni Day), was designed to unleash the power of Brand Dhoni, to motivate the employees and for them to get first hand insights on the cricketing legend's experiences on teamwork, passion & leadership.

D Day began on a high note with loud cheering as the new CEO greeted all the employees across all the locations in India with words of encouragement. After a quick Management team meeting to get an

understanding of the business, a Townhall ensued, where MS Dhoni spoke in depth about Gulf's Vision and just as he was a part of GOLIL's growth journey so far, he pledged to be an integral part of the company to achieve their Top 2 in Two Years (T2I2) Vision. The agenda also included web-based video calls to some of their top customers.

Later in the day MS Dhoni was joined by Hinduja Group management and met CEOs and top bosses of India's most powerful Investor Houses with interests in GOLIL.

Such was the public interest that, by the evening, news of MS Dhoni apparently becoming full time CEO of Gulf had gone viral on Indian Social Media.





# GULF'S FORMULA FOR A HEALTHY LIFE

Gulf Oil Argentina staged its long awaited Formula Human at the beginning of April. The event took place at the Autodromo Buenos Aires race circuit and gave runners the choice of entering a 5km “fun run” or a 10km event for more serious athletes.

Thousands of runners turned up to take part in the event and Gulf partnered up with a number of blue chip companies – as well as the City itself - to ensure the needs of the runners and the promotion and execution of the event were all given optimum attention.

With entrants divided into different categories, the run attracted runners of all standards. The winning men and women in each category received cash prizes and every entrant was put into a draw to win a trip to see one of the Gulf Teams race in Europe this year.

Contestants all received Gulf goodie bags for entering and, as can be seen from the images, the event was truly spectacular.

Gulf Oil Argentina would love to see others using the Formula Human concept and are happy to help and advise any other Gulf businesses interested in putting on such an event.

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# PAUL MENEZES JOINS GULF'S GLOBAL MARKETING TEAM

In a further strengthening of Gulf's global marketing function, Paul Menezes has become part of the Gulf Oil International marketing team and will be looking after global merchandise sourcing and distribution, ticketing for Manchester United and Gulf's involvement with the "I Love United" and "The Winning Team" events.

Paul has been at Gulf Oil Lubricants India Ltd for 3 years and will continue to be based in Mumbai. He is a huge Manchester United fan, which means he really understands the game and has a passion for football, and he also has experience of having been involved in ticketing for the IPL for Rising Pune Supergiant.

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# GULF SPORTING DIARY FOR APRIL



## ENGLISH PREMIER LEAGUE

**Manchester United vs Chelsea** - Old Trafford - **April 16th**

**Burnley vs Manchester United** - Turf Moor - **April 23rd**

**Manchester City vs Manchester United** - Etihad Stadium - **April 27th**

**Manchester United vs Swansea City** - Old Trafford - **April 30th**



## EUROPA LEAGUE

**RSC Anderlecht vs Manchester United** - Constant Vanden Stock Stadium - **April 13th**

**Manchester United vs RSC Anderlecht** - Old Trafford - **April 20th**



## WORLD SUPERBIKE CHAMPIONSHIP

**Milwaukee Aprilia and Althea BMW**

**Round 4** - Assen, Netherlands - **April 29th - 30th**



## WORLD ENDURANCE CHAMPIONSHIP

**Gulf Racing Porsche**

**Round 1** - 6 Hours of Silverstone, UK - **April 13th - 14th**

# CONGRATULATIONS TO:



**Gulf Oil Philippines** on the launch of the third Gulf fuel station in the country at Dinalupihan. As can be seen, business was brisk as soon it opened!



Gulf Group company, **Houghton International** – the world's leading force in metalworking fluids - on reaching an agreement with to combine together, moving forward, with **Quaker Chemical** - a leading global provider of process fluids, chemical specialties, and technical expertise to a wide range of industries, including steel, aluminum, automotive, mining, aerospace, tube and pipe, cans, and other industries.

## Industry Latest...

**North Sea Brent Crude Oil prices were at \$55.24 a barrel at close of trading on April 7th** • Lubes N Greases reports that sales of motorcycles, scooters and mopeds in India have increased by 40% over the

past five years, driven by rising disposable income, demand in rural markets and access to financing • **18 months after the revelations first came to light, Volkswagen said it has so far fixed fewer than half of the 1.2 million cars affected by the diesel emissions scandal in Britain** • Gulf Oil Lubricants India Ltd share price (NSE) 716.55 Rupees (\$11.09) at the end of day's trading on April 10th



Quality Endurance Passion

