Gulf Oil International is one of the world’s leading producers of lubricants and currently operating in over 80 countries across the globe. We have been serving the needs of the vehicle owners and industries for more than a century, since 1901. Today, as an integral part of the renowned Hinduja Group, India’s 1st transnational conglomerate, Gulf operations & products are successfully meeting the needs of individual & institutional customers across automotive, agricultural, industrial & marine segments.

Gulf operations encompass lubricants, retail fuel station networks, allied products like filters, car care products & merchandising. Operating internationally with a business structure consisting of wholly owned entities, joint ventures, licensees, distributors and fuel retail licensees the global operations are growing rapidly.

Gulf Retail Stations (in the picture – Belgium, Netherlands & UK)
Our Pioneering Efforts

Gulf has always been in the forefront of customer service & innovation. Gulf has redefined the way in which the world shops for oil. This long tradition of adopting breakthrough technology, coming up with innovative service concepts & offering products of the highest quality started in the early days, the key milestones for Gulf have been:

1901 – Gulf sets-up the world’s first high volume oil well at Spindle top in the U.S.A. to mark a the beginning of a new age for the petroleum industry.

1910 – Gulf launches the worlds first over water drilling operation.

1913 – Gulf redefines customer service & becomes a champion of the consumer by opening the world’s first ever drive through gas station in Pittsburgh.

1918 – Gulf develops the world’s first commercial catalytic cracking process that revolutionized the world petroleum refining and also led the invention of Polyalphaolefin (PAO), the synthetic lubricant molecule.

Our firsts in India:

In India, continuing the long tradition of firsts - The introduction of India’s First Long Drain Diesel Engine Oil* in 2006 (*Super Fleet LE Max 15W-40 with Ashok Leyland with a drain interval of 36,000 km) is seen as a landmark & has gone on to become a major benchmark of performance standard for the lubricant industry in India to follow. We also have in our product portfolio a dedicated 4 Stroke Motor cycle oil capable of achieving up to 10,000 kms drain interval, again a first in India. We are also one of the first to launch in India a four stroke motorcycle engine oil offering fuel economy benefits, Gulf Pride 4T Plus 10W-30.
Gulf – An Iconic Brand

The Gulf Orange Disc logo is one of the most widely recognised oil company trademarks. The Gulf brand has been evolving for more than a hundred years. It is a unique brand that has become an integral part of communities and popular culture in many parts of the world. However, it retains the basic ingredients of its original design and remains a unique symbol in the automotive world.

Gulf & Motor Sports

The legendary exploits of the powder blue and orange racing cars that not only dominated sports car racing for many years but have given instant brand recognition to a wider audience.

Recently Gulf has tied up with the famous Aston Martin Racing for the Le Mans-24 hours race – which is one of the world’s foremost endurance race & emerged victorious in the 2008 event. India also got a taste of the Gulf liveried Aston Martin DBR9’s when the car touched the Indian shores for the first time in April 2008.

In India also, we have been associated with motor racing with the Dirt track racing championship for bikes, which is an annual event held across India.
Our Values

More than a hundred years later Gulf remains committed to those same ideals of quality, innovation and attention to the needs of the markets & customers it serves. These values remain at the core of everything for which the Gulf’s famous Orange Disc brand stands for. The brand values of endurance, courage, care, youth & inspiration manifests itself in all that we do & stand for.

Partnering For Growth

The key to Gulf’s advancement is the forging and nurturing of partnerships at all levels—with our affiliates, our suppliers and our customers alike. This allows us to cultivate a wide product range as well as develop retail operations in many countries throughout the world. Gulf has the strengths typical of major oil companies but can offer the personal attention so often lacking in such vast organisations. This manifests itself in Our Philosophy - Your Local Global Brand

This ensures that Gulf entities worldwide deliver the benefits associated with the world’s biggest oil companies but avoid the downside that comes with being so large that the company loses touch with its customer. Service is one of the key areas of value that we offer to our customers & this sets us apart from our competition.

As a major industry player we will continue to develop and initiate change to ensure that our customers and partners always obtain the very best service. Through an ongoing process of development and constant refinement we will continue to pioneer new techniques and products to meet the present and future requirements of our partners and customers alike.

Service distinguishes Gulf from other oil companies and is encapsulated in its “Your local global brand” corporate motto

Gulf Oil has recently established a new company Gulf Oil Marine Limited (GOM) to cater to the lubrication requirements of International shipping industry. GOM, headquartered in Hong Kong, along with Sealub Alliance operates in major ports across the world. The organization plans to offer lubricants and services in over 450 ports in 45 countries by end of 2009.
Setting the Highest Technology & Quality Standards

Gulf has a long history of bringing technically proven, quality products to market. Our current portfolio offers one of the widest range of lubricants. Gulf is committed to ensuring that its products meet the demands of its market and continuously upgrades them to ensure that they meet the latest manufacturer specifications and industry requirements. The global product technology team, based in India liaises with leading global OEMs & technology partners on regular basis to update trends & product approvals for the global Gulf product portfolio.

The Global R&D centre of Gulf Oil is located at Silvassa, India and is manned by a team with extensive expertise. The R&D centre is equipped to carry out product development activities for High performance automotive engine oils and gear oils, Synthetic engine and gear oils, New generation hydraulic fluids, high performance industrial lubricants, Metal Working Fluids and other high performance automotive & industrial lubricants and specialties. The R&D laboratory is recognised by The Department of Science & Technology, Govt. of India.

Gulf has a network ISO 9000 accredited blending plants across the globe. The blending plants located at Argentina, Benelux, China, Ecuador, India, Italy, Mexico, Philippines, UAE and Saudi Arabia has extensive test facilities for oil analysis.
Technology Partners

In a fast changing world, it is essential to keep pace with the latest technological developments by assimilating the technical advances. Gulf works together with all the leading global additive technology providers for new product development, product upgradation and OEM validation & approvals to help provide its customers with new generation products which meet the current and future technological requirements.

OEM Approvals

Gulf products carry the approval of the major international Automotive and Industrial OEMs viz. Cummins, Daimler, DDC, Mack, MAN, MTU, Scania, Volvo, ZF, BMW, Ford, GM, Volkswagen, Ashok Leyland & Tata Motors, Cincinnati Machines, Denison, Alstom, Siemens etc. They are also approved by International Institutions like API, JASO etc.

Gulf – India Operations

Gulf as a brand has been in India since the early 1920’s. Today, the brand is well recognised and popular occupying a premium position amongst the leading lubricant brands in the private sector.

Gulf Oil Corporation Ltd. (GOCL) is a public limited, listed company engaged in the business of lubricants, explosives, mining contracts and speciality chemicals. The Lubricants Division is one among the top five private sector players in the lubricants business in India and is head quartered in Mumbai. The Explosives Division (erstwhile IDL Industries Ltd) is a leader in commercial explosives and initiating devices with several manufacturing locations across India. The Mining Contracts Division is the only corporate operating in this sector. The Speciality Chemicals Division operates a start up Active Pharmaceutical Ingredient (API) business. The combined entity currently has an annual turnover of over Rs. 700 Crores.
Gulf’s product range covers the entire spectrum of Automotive and Industrial Lubricants and Specialties. Apart from lubricants, Gulf markets a range of automotive filters, car care & maintenance products, and automotive batteries. Gulf is also a distributor in India for the renowned Graco lubrication and garage equipment.

Gulf products in India are manufactured at state of the art, PLC controlled and ISO 9001: 2000 certified blending plant located at Silvassa, about 200 kms from Mumbai, requiring minimum human intervention. The plant also boasts of a full-fledged laboratory to comprehensively analyse fresh & used oil samples for customer support apart from conducting routine analysis for quality control and is among the best in the country. The laboratory also participates in ASTM round robin correlation program to benchmark itself with other leading global laboratories.

The plant being located in the Union Territory of Dadra and Nagar Haveli enjoys tax concessions and the products billed from the plant are exempt from Sales Tax against Form C.

The Gulf network consisting of 4 Regional Offices at New Delhi, Kolkata, Mumbai & Bangalore, 32 Sales Offices and Depots, 282 Distributors and above 30,000 Retailers ensures widespread nationwide availability of its products and services. Our 32 depots across India are managed by the company personnel directly to ensure superior logistics support that ensure our customers get the products as required. A dedicated team of over 175 sales and technical services personnel guarantees the continuous availability of the product and ensures prompt after-sales support.

Gulf has a network of 32 depots and close to 300 distributors to ensure availability at every nook and corner of the country.
Major OEM Customers

Over the years Gulf has been associated with leading OEMs across Automotive & Industrial segments. We are one of the leading players in the Indian lubricants market with vast experience in doing business with leading OEMs. Currently, we are factory fill suppliers to various OEMs and also have commercial tie-ups with leading OEMs for the service fill requirements. The technological edge we have, our extensive network, customised & flexible supply chain/distribution models & dedicated Gulf team involvement has been able to deliver solutions with superior value to our customers. This can be seen from the continued business relationships we have with the following:

- Ashok Leyland :
  - Exclusive supplier of Co-branded automotive lubricants
  - Exclusive factory fill suppliers of automotive lubricants
  - Exclusive supplier of ‘LEYPOWER’ Diesel Engine Oil & Radiator Coolant for LEYPOWER gensets
- Volvo India Pvt. Ltd. : Exclusive supplier of Volvo Penta Diesel Engine Oil
- Larsen & Toubro Ltd: Service Fill supplier to Scania trucks being marketed in India by Larsen & Toubro Ltd.
- Others : Factory fill suppliers to Eicher Motors, Tata Motors, MAN Force Trucks & New Holland Tractors
- Until recently: Supplier of ape Power Genuine oil to Piaggio & Factory fill suppliers to TVS Motor Company

Since its inception, Gulf has been associated with leading OEMs across Automotive & Industrial segments for Factory Fill requirements, Co-branded products, genuine oils or service fill requirements.
Other Major Customers

Gulf has been associated in various ways as partners to our diverse customers for taking care of their lubricant requirements. Over the years, we have been servicing the lubricant requirements of:

- Various State Transport Undertakings (STUs) viz. Maharashtra State Road Transport Corporation (MSRTC), U.P. State Road Transport Corporation (UPSRTC), Tamilnadu State Transport Corporation (TNSTC) and other major STUs
- Medium & Large sized Industries like Essar, Sterlite, Hindalco, Siemens etc
- Large Government Institutions/ Public Sector Undertakings like Railways, Defence, DRDO, Coal India Ltd., KRIBHCO
- Leading fleet operators - Large, Medium & Small across the country
- Major Construction companies viz. L&T – ECC, Som Datt Builders, Sadbhav Engineering etc.

In summary, Gulf offers you

- An extensive product range of the highest performance/ quality levels to meet the lubrication requirements of a wide range of equipment.
- World Class Technology, backed with approvals from major Global OEMs
- The presence of our Global R&D resources/centre in India for quicker response on product development/technical support.
- Proven experience in catering to lubricant requirements of diverse customers across segments
- Excellent logistics support through a well integrated, company managed All-India distribution network which is flexible
- Stronger Commitment to work closer with our customers that differentiates us from other global players & full involvement/personal attention from our management & Key Account Managers to develop the business
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