Mahindra Signs Strategic Partnership Agreement with Castrol India

Farm

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Set to endorse a range of tractor fluids from Castrol under the brand "Mileage ka Master"

Mumbai, October 11, 2018: Mahindra & Mahindra, part of the USD 20.7 billion Mahindra Group and Castrol India, the leading automotive and industrial lubricant manufacturing company in the country, today announced the signing of a new strategic partnership agreement between the two companies. Under the aegis of this agreement, Mahindra will endorse a range of Castrol products which include aftermarket engine oils and transmission fluids for Mahindra tractors under the brand, **"Mileage Ka Master" (MKM).**

The agreement was signed by Mr. Hemant Sikka, President & Chief Purchase Officer, Powerol & Spares Business, Mahindra & Mahindra Limited and Omer Dormen, Managing Director, Castrol India Limited at a ceremony held in Mumbai.

Commenting on the partnership at the signing event, **Hemant Sikka President & Chief Purchase Officer, Powerol & Spares Business, Mahindra & Mahindra Limited** said: "We are pleased to join hands with Castrol, the leading lubricants brand in India. Both the companies are considered market leaders in their respective sectors - having constantly delivered innovative and pioneering technology to provide unique and differentiated offerings to customers and consumers. We look forward to partnering with Castrol and benefitting from their strong reputation, high quality products and wide-spread distribution network pan India through its over 1 lakh strong retail outlets." Objective is to capture unmet need of customers to use recommended fluids by OEMs"

Omer Dormen, Managing Director, Castrol India Limited added, "We are very honoured to be recommended by Mahindra, the largest tractor manufacturer globally. We are pleased with the opportunity to offer Mahindra customers with our latest technology products and with the best-in-class service. Both the organisations share similar values thriving on world-class technology, innovation and sustainability for the future. We look forward to an enduring partnership while jointly leveraging exciting growth opportunities."

Based on formulation exclusively developed by Mahindra, for use in their tractors specifically for engine and wet-brake applications, Castrol will supply these products through its wide distribution network across India. The

agreement will commence with immediate effect.

About Castrol

Castrol, one of the world's leading lubricant brands, has a proud heritage of innovation and fueling the dreams of pioneers. Our passion for performance, combined with a philosophy of working in partnership with manufacturers, has enabled Castrol to develop lubricants and greases that have been at the heart of numerous technological feats on land, air, sea and space for over 100 years. Castrol is part of the BP group and serves customers and consumers in over 140 countries in the automotive, marine, industrial and energy production sectors. Our branded products are recognized globally for innovation and high performance through our commitment to premium quality and cutting-edge technology.

Website: www.castrol.co.in

Tw handle: @Castrol_India

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense,

logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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Tags :

Mileage Ka Master Partnership	Mahindra & Mahindra Ltd	Hemant Sikka	Omer Dormen