

GP PETROLEUMS

The CALL of duty - Customer centricity, Agility, Lube management through Life cycle - fires the salvo at this heritage brand!



Prashanth Achar,
CEO

India contributes over five percent of the enormous global Industrial lubricants market and is expected to outpace the rest of the world due to heightened economic activities. Currently, headwinds are too strong due to the 5Cs – Covid, Commodity escalation, Conflicts, Chip shortages, and Container disruptions. Irrespective of these short-term interruptions, the Indian market is expected to hit the peak by 2035, and then likely to plateau.

The automotive industry accounts for nearly half of the manufacturing GDP. No wonder, when it rains in Automobile industry, Lubricant industry shivers! GP Petroleums, through their 'eXcelerate strategy' is flattening the cyclical fluctuations by diversifying into several industrial segments. GPPL has defied the recent socio-economic challenges and demonstrated growth by increasing top-line and bottom-line by 18% and 12% respectively in FY 22.

Our brand promise is 'Right Quality at Right Price'. The economy is mimicking stagflation, and in adverse situations, customers opt for GP Petroleums due to the fair sticker price. Then the CALL takes over and a partnership is cemented. This approach followed to take over other players in the market can be summarized in 'CALL', denoting **Customer Centricity, Agility, and Lube Management support over the Life Cycle of the equipment**. Customer Centricity is at the core of what we do. Unique to us, we operate depots ourselves to ensure prompt service. 24 company depots operate 24x7, when needed. An example of agility –Our speed to market is one of the fastest – we have examples of 'concept to product-in-market' in six days straight!, asserts Prashanth Achar, CEO, GP Petroleums Ltd.

ONE-STOP SOLUTION PROVIDER

Based out of Mumbai, GP Petroleums Ltd. is an Oil & Energy company manufacturing and marketing Automotive & Industrial Lubricants. IPOL brand, established in 1973, has a rare distinction of being present in the country prior to liberalization.

GP Petroleums has an efficient blend plant at Vasai having a capacity of 80,000 KL, which caters to the Pan-India and export requirements. The R&D facility is housed within the plant premises. Base oil storage is one of the largest in the industry at 15,000 KL. Blending and storage capacity is one of the key strengths that has helped the company to maintain steady supplies.

On the strength of five decades of heritage, GP Petroleums is consolidating its position in high-performing lubricant segments such as rust preventives, semi-synthetic coolants, specialty neat cutting oils, water-soluble cleaners, quenching oils and more.

GPPL assists its customer's through-out the equipment's life cycle by providing training on usage, handling, and operational cost reduction. The firm has developed segment-



IPOL, THE HERITAGE BRAND, ENJOYS STRONG ASSOCIATION AND TRUST AMONG MACHINE TOOL OEMS FOR NEARLY 50 YEARS! IPOL IS THE PREFERRED CHOICE FOR MACHINE LIFE ENHANCEMENT AND HENCE IS HIGHLY RECOMMENDED BY THE INDUSTRY

specific solutions for Industrial customers, such as unique aluminum complex greases for the Sugar industry, Specialty Rust Preventives for steel tube mills, Deep-hole drilling and Broaching oil with Ester-based technology, Specialty Textile oil, and Semi-Synthetic cutting coolants with better rust prevention property, High-speed gear grinding & gear cutting oils, specialty calcium sulphonate grease for steel Industries. The cutting oil offer 'IPOL Aqua cut 125' with in-house developed additive packages is with inverse micelles technology and has a cult status amongst the customers.

"In the Industrial segment, GPPL holds a rare distinction as a 'one-stop solution provider' with an entire range of quality portfolio. We anticipate customers' challenges and offer solutions before they could state their problem. One instance is of Coolant Management Systems. We convinced our partner-customers to offload their burden of running the coolant systems to us, the experts. At over 20 sites we have set up shop-in-workshop concept, wherein our team supervises entire gamut of coolant management. The customers have benefited through cost savings and are happy to refocus their energy on their core business", says Prashanth

GP Petroleums enjoys a strong association with various major Machine Tool OEMs. Company has a network strength comprising over 200 vintage distributors & 1000 industrial direct customers in the B2B vertical & over 20,000 Industrial secondary customers and is well supported with an expert team of 50 salespeople and five technical service personnel.

GPPL's technology team has developed future-ready bespoke solutions for the changing ecosystem by collaborating with additive manufacturers. GPPL pioneered low Polycyclic Aromatic (PCA) oils with supply positions to most tyre companies. GPPL's ARTEC series of Rubber Process Oils, are non-carcinogenic, and much sought after.

Complexity is challenging yet it could be rewarding if managed well. GPPL's automotive portfolio with twin Brands – IPOL and Repsol – comprises of 29 products and 197 SKUs! With a diversified portfolio, there are products for the entire range of vehicles, and at multiple price points. Repsol is well known across the globe as the unbeaten MotoGP champions' choice, and the craze for Repsol lubricants amongst motorcycle enthusiast is unparalleled. We introduced Honda Repsol Co-branded oils, formulated with unique premium YUBASE oils.

SPREADING ITS WINGS

GP Petroleums is partnering with all the leading tyre manufacturers for rubber process oil, and is well poised to be a significant player. IPOL rubber process oil goes in the manufacture of one in every 15 tyres. GPPL wants to further strengthen its No.1 position among the private players, supporting the buoyant Indian Tyre Industry by introducing environment-friendly products.

GP Petroleums has plans to upgrade the Metal-working oil segment through bespoke semi-synthetic products and high performance pure synthetic coolants. The firm is working on advanced technology vegetable & ester-based oils to perform in the high-speed cutting machines and is ready with a new range of polymer quenchants and fire-resistant hydraulic fluids for reducing the carbon footprints in the Industrial heat treatment and die-casting Industries.

We have an ambitious target of 30 percent business contribution from new Industrial segments. "We want to augment our position as "The Growing 'Made in India' company", which is Vocal for Local and want to exemplify the essence of our values and be true to our motto 'Passion for Growth", signs off Prashanth. [📄](#)