

## BHARAT PETROLEUM CORPORATION LTD (BPCL) LAUNCHES NEW PACKAGING FOR THEIR LUBRICANTS BRAND – MAK LUBRICANTS



Global Fortune 500 and Indian Maharatna company, Bharat Petroleum Corporation Ltd, launched a completely new packaging range for their flagship brand – MAK Lubricants. The launch function on 16<sup>th</sup> June 2018 at Kathmandu was presided over by their Chairman & Managing Director, Shri. D. Rajkumar and other senior company officials. Shri Siddhartha SJB Rana, Executive Chairman, Sipradi Trading Pvt.Ltd., BPCL's exclusive lubricant distributor in Nepal, along with other senior Sipradi officials was also present. Also present at the glittering launch function were dealers, customers and

other business associates.

Embracing a new future, MAK Lubricants launched an all new range of packs that seamlessly amalgamate functionality with innovative designs. Inspired by Technology and Performance, the new pack has a futuristic Gen-X profile which is sure to stand out on the shelf. While designing the pack, key features that have been kept in mind are:

1. Tamper Evident cap -  
For building the consumer's trust and ensuring genuine and authentic product delivery
2. Two handle grip -  
Top handle for easy carrying and side bottom handle for easy pouring
3. Unique texture around handle grips  
A manifestation of technology through an innovative treatment on the pack design
4. Curved profile in front for ergonomic gripping  
To ensuring comfortable and secure gripping while pouring
5. Anti- gurgle feature at the neck  
For a consistent and smooth flow of oil while pouring, ensuring a delightful experience Designed by M/s Tata Elxsi, amongst the best industrial design agencies worldwide, the new packs have been launched after a series of field trials. The packs come in 4 contemporary colours, and are categorized as follows :

Red – For petrol engine segment

Gold – For premium segment (petrol / diesel)

BlueGrey – For diesel, gear oil, specialties segments

Green – For Agri and Eco-Friendly segments

With labels designed represent a flow of technology and energy around an engine part, with a layout that effectively communicates about the product and its specifications, the complete new package is unique in its presentation and overall look.

In brief, keeping the customer in mind, the package design is user convenient, premium in terms of materials and build quality, assures genuiness, and comes with a distinct look, colour and finish.

“Our new pack truly represents the BPCL values of innovation, care and reliability”, Shri.V.Anand, Executive Director (Lubes) BPCL states. “Providing value to our stakeholders in terms of innovative product and service offerings have always been of utmost importance to us, and we are committed to delivering only the best to our customers.” “The very first launch of our new pack in Nepal signifies our long and fulfilling association, both with this amazing country as well as our oldest overseas distributor M/s Sipradi Trading Pvt.Ltd” he added.

MAK Lubricants is currently the market leader and No 1 brand in the Nepal market.

#### **About Bharat Petroleum Corporation Ltd :**

BPCL marks its strong presence as a totally integrated company across the entire petroleum value chain. Refining and Marketing of petroleum products have been core areas of activity and more recently, important forays have been made in Exploration and Production. BPCL has a pan India operation and offers quality products and services to its wide array of customers. From those residing modern cities to the ones tucked away in rural India, BPCL has always pioneered solutions for customer’s convenience. The seven key businesses or SBU’s (Strategic Business Units) of BPC are – Refining, Aviation, Lubricants, Retail, LPG and Industrial, Gas & Commercial (I&C). Some of the popular BPC brands developed successfully over the last few years include “Speed”, Hi Speed Diesel, MAK, “Pure for Sure” and “PetroCard”. Some other brands of the BPCL portfolio are ‘Bharatgas’, ‘Beyond LPG’, BMCG, GHAR, ‘In & Out’, ‘Smartfleet card’ etc.

Poised for a quantum leap, refining capacity is already in excess of the 30 million metric tonnes per annum (MMTPA) mark and plans to substantially enhance this are underway. Marketing infrastructure is being consolidated and augmented, and discoveries of oil and gas in blocks off Brazil and Mozambique have given great impetus to the company’s initiative in Exploration and Production. The company recorded a net profit of Rs. 7919.34 crores in 2017-18, with the market capitalization exceeding the Rs. 1 lakh crore mark, touching a peak of Rs. 1.2 lakh core in October 2017. BPCL is committed to its vision of being the most admired global energy company leveraging its core strengths of talent and technology.

#### **About Sipradi Trading Private Ltd.:**

Sipradi a major player in automotive & allied business and is one of the largest and most prestigious brands in Nepal. 34 years down the line, Sipradi has exceeded USD 350 million annual revenue and is growing rapidly in automotive, energy, lubricant, financial services, and equipment businesses. It has 750 employees and 650 support staff working to a common goal – to deliver quality products and services while adding synergy to the growth of overall brand value.

An ISO 9001:2008 certified company, Siprodi Trading Private Ltd (STPL) has been the exclusive distributor of BPCL's MAK Lubricants brand in Nepal since 2002.