

CELEBRATING PURPOSEFUL AND INNOVATIVE BRAND EXCELLENCE BS MARKETING INITIATIVE

MODERNISING ENGAGEMENT FOR SUSTAINED FUTURE GROWTH

> HP Lubricants' efforts to deepen relationship with key stakeholders is a cornerstone of its sustained success

At HP Lubricants, we view mechanics not just as service providers but as technical partners critical to the automotive ecosystem. A cornerstone of this partnership is our "Racer Station" initiative, which transforms independent workshops into authorized, professional service points. By providing standardized infrastructure and branding, we elevate their business stature and customer trust. Crucially, this program goes beyond physical branding to offer graded social security benefits, ensuring that as a mechanic's relationship with us deepens, their family's long-term welfare and stability are secured.

To keep pace with changing technology, we have introduced "Tool se Taal," a unique engagement program built on three pillars: Engagement, Education, and Entertainment. Recognizing the hard work mechanics put in daily, this initiative centers on musical evenings that blend entertainment with education. Through these fun, interactive sessions, we impart critical knowledge about general lubrication and HP Lubricants' specific technologies, ensuring learning happens in a relaxed, memorable environment.



Customers visiting our vast network of Retail Outlets can access our full range of premium lubricants, backed by a trained workforce. These skilled professionals are on hand to provide expert advice, check oil levels, and perform quick changes, ensuring that customers receive the right product and service seamlessly during their refueling stops.

On the digital front, we have streamlined financial empowerment through Hungama 3.0, our loyalty platform, and the HP Pay app. These tools ensure instant reward redemption and seamless digital payments, creating a transparent, tech-enabled ecosystem that supports our partners' financial growth alongside their technical evolution.

Futur-X: Ultra-Synthetic Performance for the Modern Era

Is your high-performance vehicle truly delivering the thrill it was built for, or is hidden friction silently robbing you of power and efficiency?

In the world of modern motoring, "good enough" is no longer acceptable. Today's engines—whether in turbocharged sedans, high-revving superbikes, or heavy-duty trucks—are marvels of engineering that demand equally advanced protection. Using standard lubricants in these machines is like putting low-grade fuel in a rocket; you compromise the very performance you paid for.

Enter HP Lubricants Futur-X, the definitive range of Ultra Synthetic Premium Engine Oils designed to unlock your engine's true potential. Futur-X is not just about lubrication; it is about preservation and power.

Formulated with cutting-edge synthetic technology, it creates an impenetrable shield against heat and wear, ensuring that every drop of fuel translates into raw performance.

We understand that every driver seeks a different kind of joy. That's why Futur-X offers specialized precision:

- **HP Neosynth Futur-X** for premium cars, delivering whisper-quiet power and rapid start-up protection.
- **HP Racer Futur-X** for motorcycles, ensuring high-RPM agility and shear stability.
- **HP Milcy Futur-X** for commercial vehicles, providing rugged durability for the long haul.

At HPCL, our philosophy of 'Delivering Happiness' is rooted in the reliability of your journey. Happiness is a smooth drive, a responsive engine, and the peace of mind that comes from superior protection. Don't compromise on your drive. Visit your nearest HP Retail Outlet or authorized distributor today, and experience the future of engine performance.



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