

Press Release

Lumax Auto Technologies Aftermarket Division Enters Lubricant and Coolants Market

Highlights:

- **Launched for all vehicle segments – PV, 2/3-wheelers, CV, FES**
- **BSVI Compliant range of Lubricants**
- **100% Recycled Plastic used for Packaging Containers**

New Delhi, 23rd May 2023 - Lumax Auto Technologies Limited (“LATL”), a leading Tier-1 diversified automotive systems and components manufacturer, has launched its range of **Lubricants** and **Coolants** for all vehicle segments in the domestic aftermarket.

Owing to the automotive industry’s significant growth, there is a rapid potential and demand that is witnessed for High performance and energy-efficient Lubricants and Coolants in the Indian automotive market. Addressing this emerging need, the Company launched its range of Lubricants and Coolants that fulfil the need to enhance engine performance and protection in diverse climatic conditions as that in India. The BSVI compliant range of Lubricants are in line with company’s focus to offer more reliable, affordable and cleaner solutions, lending credence to the brand promise **‘Performance in Every Drop’** and supporting India reach its Net Zero targets.

The all-weather Coolants will be sold under the **'Smart Cool,' 'Ultra Cool,'** and antifreeze **'Supreme Cool'** range. While Smart Cool is suitable for tropical weather conditions, Ultra Cool is suitable for all weather conditions and Supreme Cool is especially made for extremely cold weather conditions.

The range of Coolants for passenger vehicles, is specially formulated to provide excellent engine protection that enhances the vehicle performance and life.

The two variants of Engine Oil range are the **'Ultra'** range, which uses mineral base oil and is designed to enhance power, performance and pick up with a superior Group 2 base oil blend; and the **'Supreme'** range, which uses synthetic oil blended with superior Group 3 base oil and high-tech additives imported from the US. The Grade 2 and 3 mineral oils reduce exhaust emission levels and enhance engine life. The company offers an extensive range of Lubricants comprising of **2W & 4W Engine Oil, 4W Gear Oil, Transmission Oil and Greases**. These diverse options cater to the specific needs of divergent vehicle types and engines.

These will be available across the 25000 retail partners and distributed through a strong market network of over 340 Channel Partners of the After Market Division (AMD) of LATL. The aftermarket division of Lumax-DK Jain group is targeting to double its turnover through continuous product expansion, this introduction is in line with this strategic intent.

Speaking on the occasion **Mr. Sanjay Bhagat, Sr. EVP - Head Aftermarket Division - Lumax Auto Technologies** said, “The After Market Division is delighted to debut in the vertical of Lubricants and Coolants. Positive market sentiment has given us the impetus to invest in future to deliver best-in-class products. With a long-standing relationship and strong presence in the Indian market, we are committed to strengthening the B2C offering to our customers and Lubricants and Coolants were obvious choices.”

About Lumax-DK Jain Group: Lumax-DK Jain Group a leading player in the Indian Automotive industry is a provider of a wide range of automotive solutions (Lighting Module, Frame Chassis, Integrated Plastic Modules, Gear Shift Lever, Shift Tower, Power Window Switches, Oxygen Sensors, Intake systems, Seat Frames, Urea Tank, etc.). With market leadership in Automotive Lighting solutions and Gear Shift levers, Lumax has been the preferred supplier to almost all the leading OEMs in India. The group has 11 Partnerships with leading companies in the global automotive industry, having 15 entities spread across 37 locations across the country and 12 Product Lines. For more information about the Group and its businesses, please visit our website www.lumaxworld.in

About Lumax Auto Technologies Limited:

Lumax Auto Technologies Ltd. through its wholly owned subsidiaries and joint ventures, has been a manufacturer of wide range of products (Integrated Plastic Modules, 2/3-Wheeler Lighting, Chassis, Gear Shift Lever, Emission Systems, Seat Frames, Oxygen Sensors, etc). We are market leaders in Design, Testing and Manufacturing of Gear Shift levers in India. The Company has a robust pan-India distribution network India in all major Auto clusters. Our key customers include Bajaj Auto, Honda Motorcycles and Scooters, Mahindra & Mahindra, Maruti Suzuki, Tata Motors and Toyota. For more information about the Group and its businesses, please visit our website:
<http://www.lumaxworld.in/lumaxautotech.com/>