

## **Gulf Oil chose Mahindra Logistics to strengthen its supply chain**

*Logistics*

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**Chennai, February 11, 2019:** Gulf Oil Lubricants India Limited (Gulf Oil), a leading lubricant manufacturing and marketing company in India announced its association with Mahindra Logistics Ltd. (MLL), one of India's largest 3PL solution providers, to strengthen its supply chain and to implement its post GST supply chain consolidation strategy which is focused on achieving efficiencies in total cost.

As part of this association, a Central Distribution Center (CDC) has been set up in Chennai with state-of-art Warehouse Management Systems (WMS) to serve the entire product portfolio of Gulf Oil. MLL is the first 3PL company to work with Gulf Oil and will handle this fully compliant warehouse, the first CDC of its kind for them. Gulf Oil has plans to open similar large format warehouses, across the country soon.

**Mr. Pirojshaw Sarkari, CEO - Mahindra Logistics,** said, "We are happy to be part of Gulf Oil's expansion and growth story. Technology-driven, unrivaled logistics solutions is what this association is about. We are certain that our unparalleled dedication and efforts will add value to Gulf Oil and will enable them to achieve the desired cost efficiency and more importantly, for their products to reach the end-user, on time."

**Mr. Ravi Chawla, Managing Director, Gulf Oil Lubricants** said, "Logistics is a key service differentiator for efficient and on-time delivery, in a cost-effective manner to end users. The main objective of this partnership is to ensure a robust yet compact distribution system, which will give operational advantage and meet customer demand in totality. Through this partnership, we will be able to save on warehousing costs, minimize stocks, free up the working capital and save on freight cost. Mahindra Logistics' proven expertise and flexibility to meet future growth objectives at optimal cost will help us serve our customers in an efficient and timely manner."

### **About GOLIL**

Gulf Oil Lubricants India Limited (GOLIL), part of Hinduja Group, is an established player in Indian lubricant market. It markets a wide range of automotive and industrial lubricants, greases, 2-wheeler batteries, etc. Today, the Gulf brand is present in more than 100 countries across five continents with values of 'Quality, Endurance & Passion' as its core attributes. The Gulf Oil International Group's core business is manufacturing and marketing an extensive range consisting over 400 performance lubricants and associated products for all market segments.

To know more about GOLIL visit us at [www.gulfoilindia.com](http://www.gulfoilindia.com)

### **About Mahindra Logistics**

Mahindra Logistics Limited (MLL) is a portfolio company of Mahindra Partners, the USD 1 billion private equity division of the USD 20.7 billion Mahindra Group. MLL is an integrated third-party logistics (3PL) service provider, specializing in supply chain management and people transport solutions. Founded more than a decade ago, MLL serves over 350 corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an "asset-light"

business model, providing customised and technology enabled solutions that span across the supply chain and people transport operations.

For more information, visit [www.mahindralogistics.com](http://www.mahindralogistics.com)

### **About Mahindra Partners**

Mahindra Partners is the 1 billion USD Incubation, Private Equity & Venture Capital division of the Mahindra Group. Its mission is to accelerate value creation through a diversified global portfolio of emergent businesses. The portfolio spans across multiple industries like logistics, steel processing, renewable energy, conveyor systems, retail, infrastructure consulting and skill building, luxury boat manufacturing and media. It has recently expanded operations in U.S. by investing in the IoT and shared mobility space.

For more information, visit [www.mahindrapartners.com](http://www.mahindrapartners.com)

### **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 has 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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