

# Forward with Castrol

## Investor Presentation

July 2024



# Castrol Global

125-year young organization



## Castrol on Mars



## Our Strength

**5,000**  
employees

**>160**  
countries where Castrol  
markets products

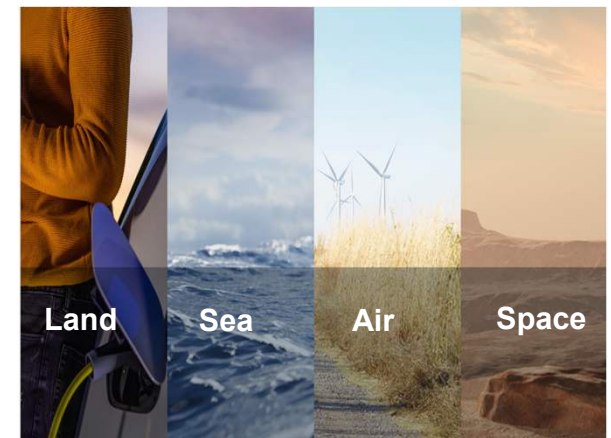
**200m**  
Customer  
touchpoints

**7**  
technology  
centres

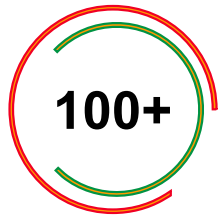
**23**  
blending plants

across automotive,  
industrial, marine and  
energy

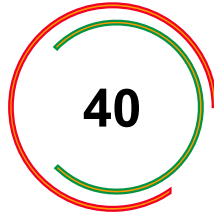
## Our Presence



# Castrol India - Overview



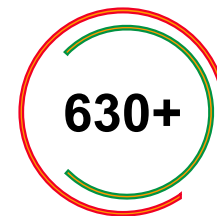
Years in India



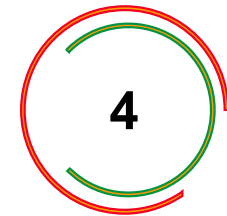
Years as listed entity



Market Cap (in INR)



Employees



Regional Offices

\* As of 30th July 2024



R. Gopalakrishnan  
Chairman



Uday Khanna  
Independent Director



Sangeeta Talwar  
Independent Director



Rakesh Makhija  
Independent Director



Sandeep Sangwan  
Managing Director



Deepesh Baxi  
CFO & Wholetime Director



Saugata Basuray  
Wholetime Director



Kartikeya Dube  
Nominee Director



Udayan Sen  
Nominee Director



Sashi Mukundan  
Nominee Director

## Board of Directors

- 40% Independent Directors on Board
- 5 Board Committees

# Key Personnels



**Mr. R. Gopalakrishnan**

## Chairman & Independent Director

- Studied Physics at St. Xavier's College, Kolkata, Engineering from the Indian Institute of Technology, Kharagpur and completed an Advanced Management Program at the Harvard Business School, USA
- Corporate experience of nearly 57 years - 31 years with Hindustan Unilever and 18 years with the Tata Group
- Also, a prolific management writer, authored 19 books and penned several newspaper columns



**Mr. Sandeep Sangwan**

## Managing Director

- Alumnus of the Indian Institute of Management (IIM), Lucknow and Regional Engineering College (NIT), Kurukshetra
- Joined bp Plc in 2012 as Customer Lead in Castrol InnoVentures, and since then has held various national and international leadership roles for key markets in Europe, Asia and Africa
- He has extensive experience in business transformation, sales and marketing
- Prior to bp, worked with Gillette and P&G for over 20 years in India, the Middle East, China, and Europe



**Mr. Deepesh Baxi**

## CFO & Wholtime Director

- Chartered Accountant, alumnus of Indian Institute of Management Ahmedabad and Certified Internal Auditor from Institute of Internal Auditors, USA
- Finance professional with 25+ years of industry experience, 18 years at bp Plc
- Works closely with the Castrol India business to develop and deliver long term strategy and maintain robust accounting, control & compliance environment
- Awarded Leading CFO of the Year 2022 in Auto & Auto Components by CII and Inspiring CFO 2023 by ET Edge



# Management Team

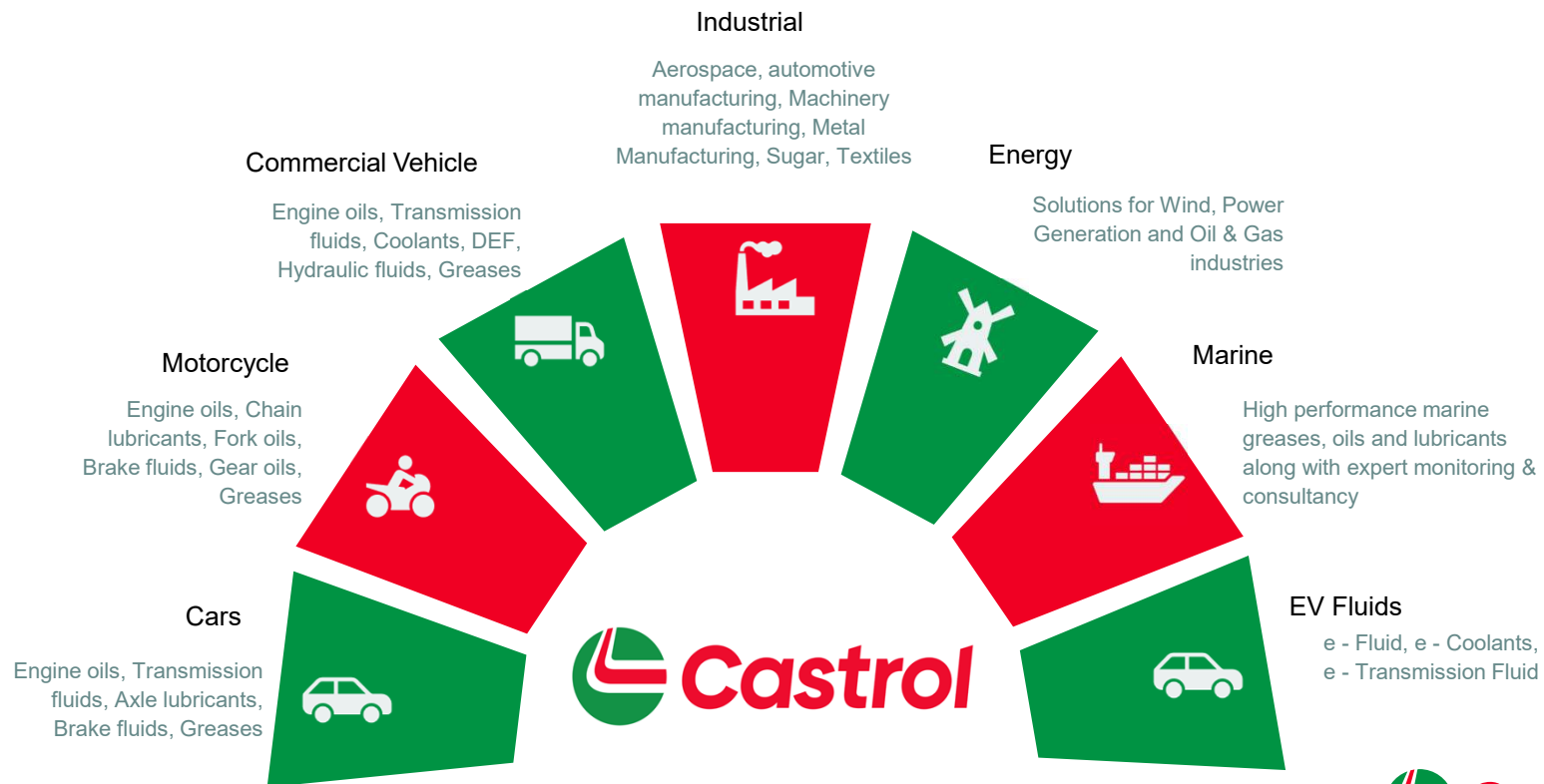


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# Wide applications backed by...

## Applications



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# ...Strong product portfolio

## Leading Brands



 **Castrol**  
*EDGE*



 **Castrol**  
*POWER1*



 **Castrol**  
*CRB*  
TURBOMAX



 **Castrol**  
Tribol

 **Castrol**  
*MAGNATEC*

 **Castrol**  
*Activ*

 **Castrol**  
*CRB*  
MULTI

 **Castrol**  
Optigear

 **Castrol**  
*GTX*

 **Castrol**  
*Activ*  
ESSENTIAL

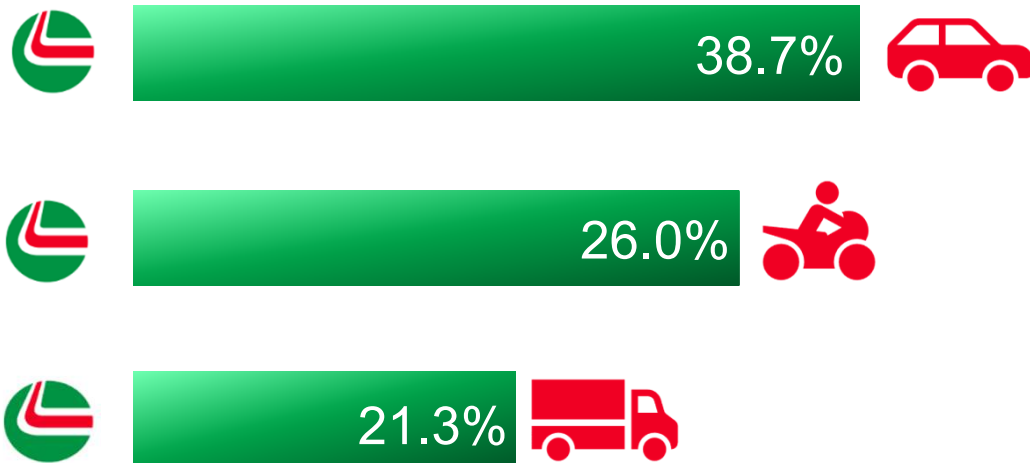
 **Castrol**  
*CRB*  
ESSENTIAL

 **Castrol**  
Alusol XBB

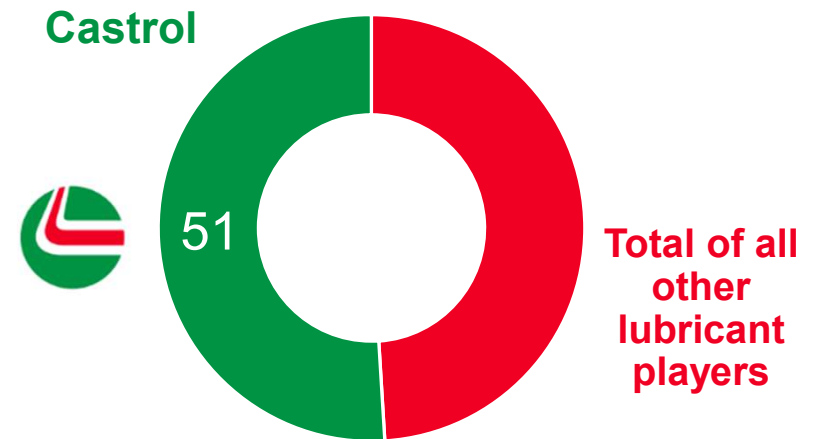
 **Castrol**

# Market share and brand power

## Leading market share across segments\*



## Brand Power#



**>7 litres of Castrol lubricants sold every second**  
**35M+ Car, Bike and Truck owners trust Castrol for their vehicle**

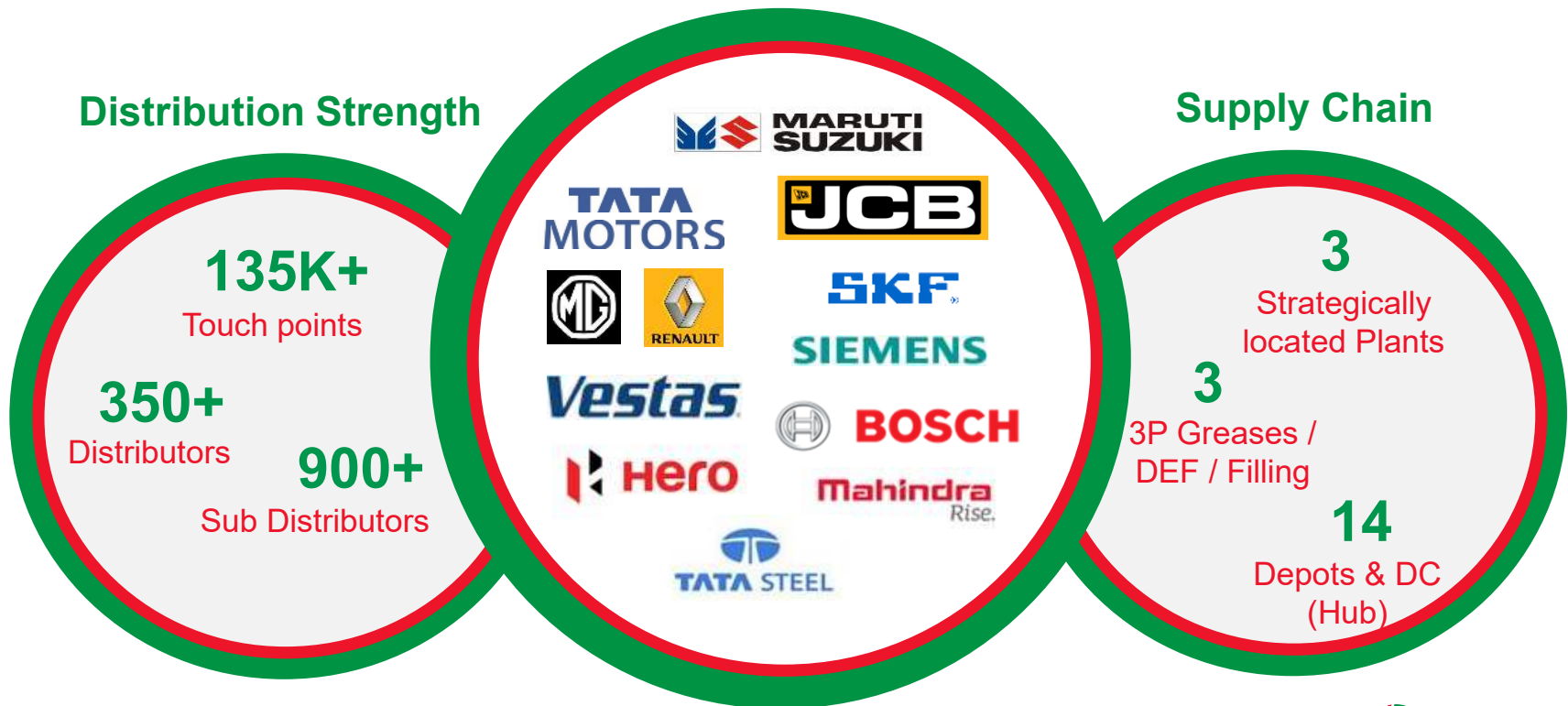
\* Retail Volume share for Qtr ended May 2024 as per Nielsen  
# Kantar Brand Power study 2022 – Score for Master Brand in MCO space





# Distribution reach, supply chain & relationships

Strong global and local  
OEM relationships



# Optimised manufacturing footprint & distribution network

Silvassa



- Installed capacity – 95 Mn Itrs
- OEM plant - Servicing ~40 OEMs, only lubricant plant in India with Ford Q1 certification
- Apex Safety Award for Safety & Quality Performance

- Installed capacity – 125 Mn Itrs
- 8 years of Days away from work free operations\*
- Safety Performance Award by Directorate – Industrial Safety Health for accident-free years

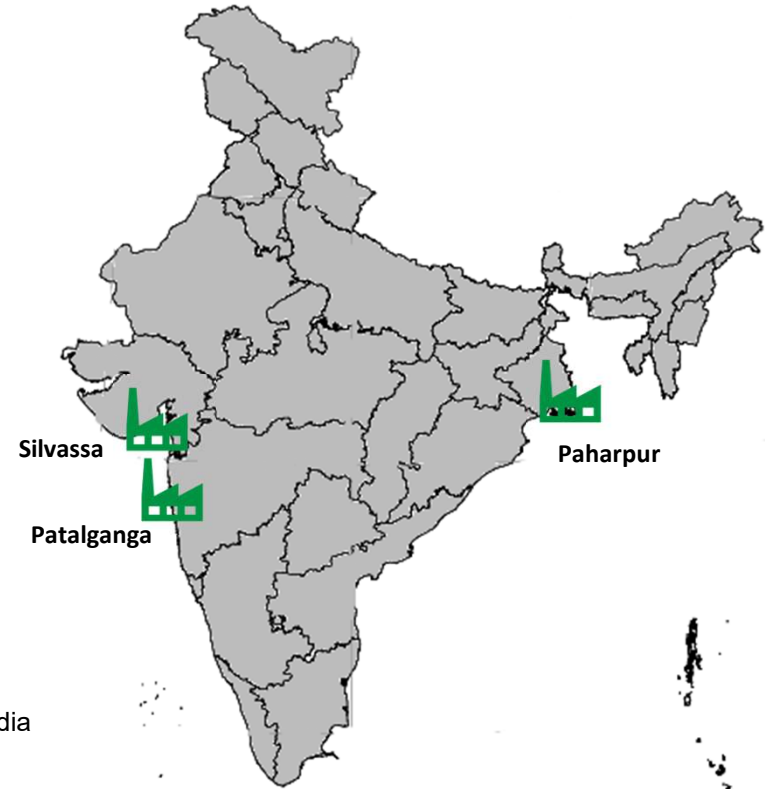


Patalganga

Paharpur



- Installed Capacity – 62 Mn Itrs
- 7 years of Days away from work free operations
- 'Gold Award' for Plant Efficiency category by Apex India Foundation.
- 100% renewable electricity through International Renewable Energy Certificate (IREC) which will reduce 80% of overall carbon emission from plant.



\* Until May 2023| Map as per Survey of India

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# Strong digital backbone enabling the business

**Castrol**  
**SMART**

For Sales Reps

**100K+ customer  
geocodes**

**Castrol**  
**FASTSCAN**

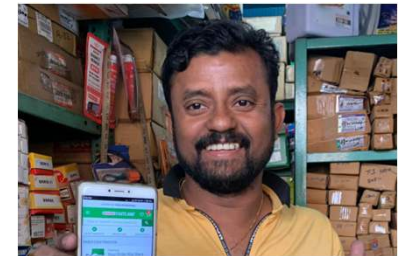
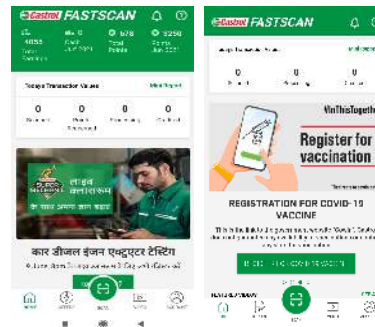
For Mechanics

**500K mechanics  
& retailers**

**Castrol**  
**FASTLANE**

For Indirect Customers

**3K orders every  
month**



**Castrol**

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# Marketing Campaigns



**Castrol EDGE Launch with SRK campaign**



**MI Association and Activ IPL campaign**



**India's Ultimate Motostar for enthusiast bikers with MTV & Moto GP**



**KTM Cup sponsorship with Castrol Power1**

Consistent & effective brand building campaigns across categories

- a. #BadhteRahoAage for Truckers
- b. #CompromiseMehngaPadeega for Castrol Activ
- c. India's Ultimate Moto star on MTV
- d. Official Performance Partner for Mumbai Indians
- e. Signed up SRK as our Brand Ambassador

Effective Advertisements resulting in mass appeal of brands across all segments and geographies.





# We have a refreshed identity

## Onward, Upward, Forward

Accelerating our customers' progress

**Onward:** Powering growth in mobility  
Helping people and goods move better



**Upward:** Boosting industrial performance  
Helping machines perform better



**Forward:** Diversifying our future  
Opening up new opportunities as customers' needs evolve



together #wemoveforward



As a global leader in our industry, we are constantly evolving to stay ahead in a changing category.

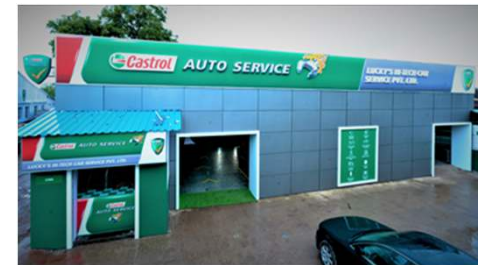


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# Growing beyond lubricants



A service first offer for rural markets with **Castrol Express**



530 **Castrol Auto Service** workshops



Express oil change services on Jio bp fuel courts



7% stake in India's largest O2O service platform



Moving into **auto care** with premium range of products



# Switch ON the rEVolution

2 OUT OF 3 OF THE WORLD'S MAJOR CAR MANUFACTURERS  
USE OUR ELECTRIC VEHICLE FLUIDS\*



Collaboration between Castrol ON and Jaguar TCS Racing to take lessons from the racetrack and apply them to the road



GO FURTHER



CHARGE FASTER



LAST LONGER

\*Castrol EV Fluids benefits are demonstrated in bespoke testing and development. Go further<sup>1</sup>, charge faster<sup>2</sup> and last longer<sup>3</sup>. <sup>1</sup> vs mass market EV factory fill fluid. <sup>2</sup> vs indirect cooled battery system. <sup>3</sup> vs standard EV transmission fluid.

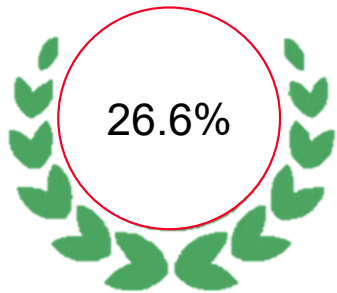
\*Based on LMCA data for top 20 selling OEMs (total new car sales) in 2021. Used by these OEMs as a part of EV factory fill



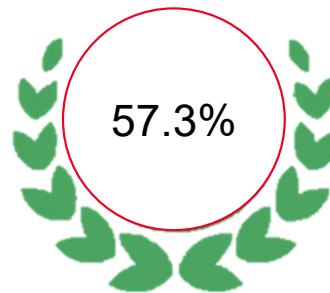


# Financial Performance

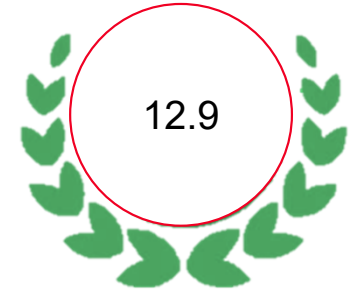
Focus on Shareholder Wealth Creation



3yr Avg – Return on Assets



3yr Avg – Return on Capital Employed

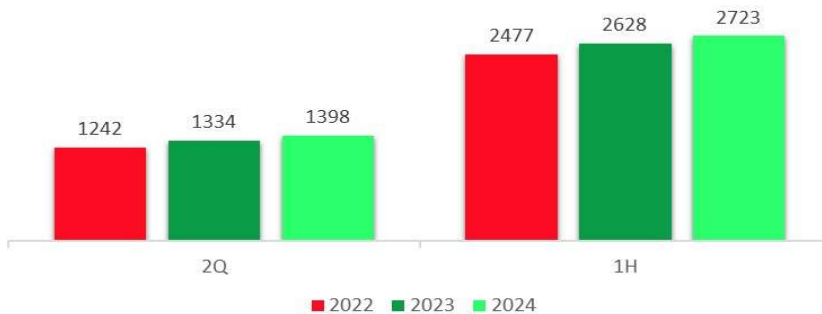


EV per EBITDA Ratio

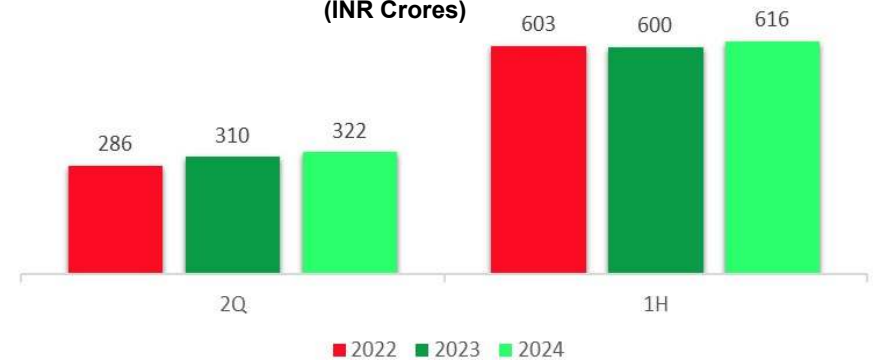
\* Trendlyne screener results for period ended 31 Dec 2023

## Quarterly Financial Highlights

Revenue from operations\*  
(INR Crores)



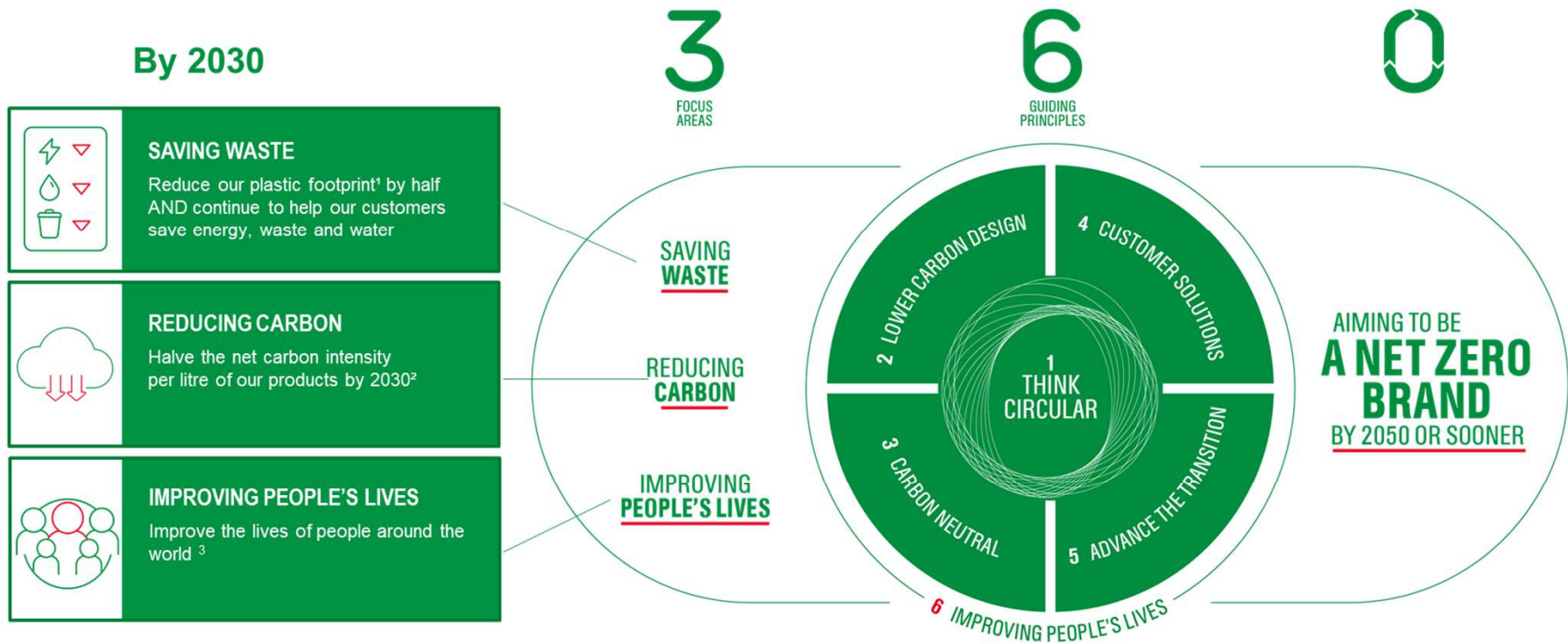
EBITDA  
(INR Crores)



\*Excludes other income

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# Sustainability at Castrol: Path360



<sup>1</sup> To promote the responsible design and management of plastic packaging along its lifecycle, Castrol defines its plastic footprint as the amount of virgin plastic included in our packaging per litre that isn't recycled. Our aim to halve it is from our 2019 baseline. See [www.info/CastrolPATH360](http://www.info/CastrolPATH360) for more information.

<sup>2</sup>vs Castrol's net carbon intensity per litre of our products sold in 2019. See [www.info/CastrolPATH360](http://www.info/CastrolPATH360) for more information.

<sup>3</sup>Through co-benefits from the offsetting undertaken as part of Castrol's carbon neutral programme see [www.info/CastrolPATH360](http://www.info/CastrolPATH360) for more information.



# Positively impacting communities around us



A programme for holistic development of truck drivers in India



~ 2.4 lac truck drivers trained



A program for upskilling of independent auto mechanics in the unorganised sector



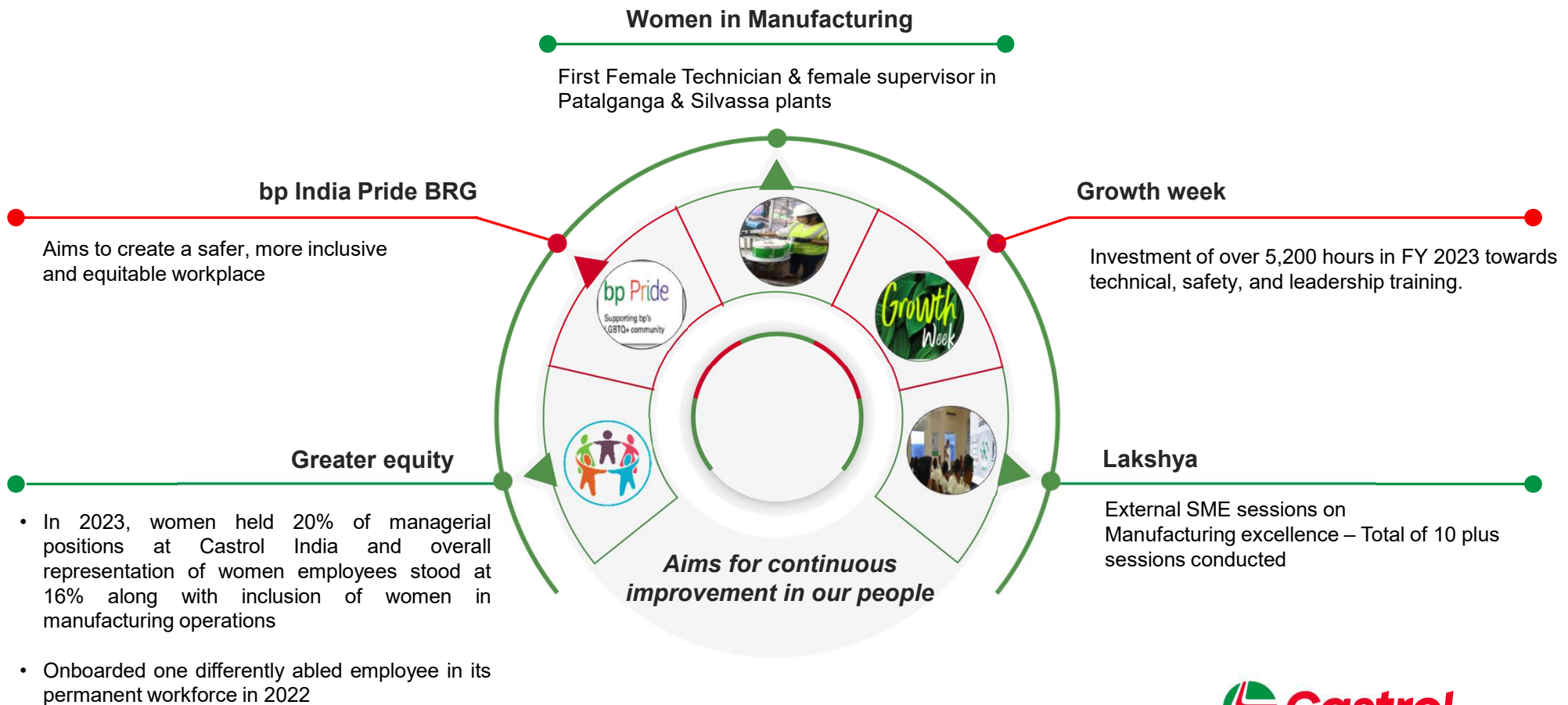
450 students across 4 schools in Silvassa



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# Focus on Diversity, equity & people development



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# Awards Gallery



**Confederation of Indian Industry (CII) recognised Deepesh Baxi as a leading CFO under the Auto & Auto Components category.**



**Patalganga plant was honoured with the Golden Peacock and NSC recognition in 2023**



**Silvassa plant was awarded Platinum in Quality Excellence & Gold in OHS by Apex India.**



**Paharpur plant was awarded Gold for Plant Efficiency and Safety Excellence.**



**Adjudged by Institute of Supply Chain Management as the 'Top Ten Chemical Supply Chain Company of the Year'.**



**Castrol received the prestigious INDIASTAR award, the highest recognition for excellence in packaging.** Confidential



**Recognized for outstanding CSR contributions by Honorable CM of Maharashtra, Mr. Eknath Shinde.**



Thank You



We accelerate progress through game changing technologies, superior products and distinctive experiences

As a global leader in our industry, we are constantly evolving to stay ahead in a changing category.

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