

February 6th, 2014

State of the art German quality standards and OEM approvals now available in the Indian market

BIZOLGRENVO new product line premiered at Auto Expo Components

- ◆ BIZOLGRENVO launches its co-brand for the Indian market
- ◆ BIZOLGRENVO launches its www.bizolgrenvo.com website for the Indian market
- ◆ Distribution for the **lubricant segment** will be established starting in North India
- ◆ BIZOLGRENVO is exhibiting for the first time at Auto Expo Components 2014 in the German Pavilion in **Hall 1-A** at **Booth 1A 14** with its new lubricant product line for the Indian car and truck segments

New Delhi. BIZOLGRENVO launches its co-branded premium motor oils and lubricants created between BIZOL, the technical fluids brand created 15 years ago by physicist Boris Tatievski, and GRENVO the lubricant marketing and distribution company with more than 30 years of experience in the Indian market.

New Indian lubricant brand

At Auto Expo Components 2014, BIZOLGRENVO is launching its new website www.bizolgrenvo.com where new products for the Indian market will be showcased.

“We are excited to launch the BIZOLGRENVO new product line. We will bring to the Indian consumer, premium German technology standards.” says Siddharth Sachdeva, the CEO of GRENVO. Specific motor oils are being launched for different types of car and truck drivers. “Each of the BIZOLGRENVO subbrands will offer different Indian drivers specific benefits based on state of the art lubricant German standards” say Boris Tatievski BIZOL CEO.

BIZOL Green Oil Provides Motor Safety in City Traffic

At Auto Expo, as part of the agreement between BIZOL and GRENVO, BIZOL’s Green Oil will be exhibited, motor oil specifically developed for cars operated in heavy city traffic. By 2025, 2 billion people or 25% of the global population will live in 600 cities. Every year 65 million people move from the countryside to a city. The number of vehicles on the road will double from 1 to 2 billion. City traffic is increasing, affecting human, economic and quality of life factors. Many cities in India have already experienced an increase of city traffic.

With increasing urbanization, city traffic will also increase and a greater number of vehicles will be operated predominantly in heavy traffic and traffic jams. On average, motors operated in city traffic are 30% more idle, aggravating the rate of motor oil deterioration and therefore increasing the probability of failure with regard to various motor components. BIZOL Green Oil’s innovative additive package combats motor oil degradation and viscosity breakdown which can occur while motors are idle in city traffic by offering maximum wear protec-

BIZOLGRENVO
Plot No. 13, Sector 3
122 050, Gurgaon, Haryana. India

e-mail press@bizolgrenvo.com
phone +91 - 9560067719
fax +91 -124 - 4564444

DS Arora
Public Relations
www.bizolgrenvo.com

tion against these particularly difficult conditions. Thus BIZOL Green Oil maintains the driver's safety – technically, financially and emotionally.

In 2013 BIZOL Green Oil was already sold in 5 continents and demand for this specific motor oil is growing steadily.

Exhibition Highlights: New lubricants for the Indian market

Visitors at Auto Expo 2014 will be received in the German Pavilion at **1A.14**. BIZOLGRENVO is presenting three new motor oils aimed at the Indian Car and Truck segments:

BIZOL Green Oil 5W-40 API SN/CF

Motor Oil which improves personal safety in city traffic

This high-tech synthesis oil enhances safety by providing excellent corrosion protection and lubrication even under extreme conditions in city traffic.

Benefits:

- unique additive formula
- provides motor safety in city traffic
- perfect engine protection

BIZOL Truck New Generation 15W-40 API CI 4+

Motor Oil for endurance with an outstanding fuel saving formula

This premium truck motor oil meets the highest professional requirements and can be used all year round.

Benefits:

- outstanding modern base oils and additives
- outstanding fuel saving formula
- reduces maintenance costs

BIZOL GRENVO Pro Grease, 30,000 Km, 50,000 Km, and 100,000 Km

Motor Greases for endurance and extended engine life

This premium range of greases meets the highest standards.

Benefits:

- best base oils
- best bearing protection formula
- best for extending the bearing lifetime

PRESS RELEASE



About BIZOL

BIZOL is a new kind of technical fluids company. The BIZOL brand stands for consistent German production quality in six global market segments: passenger cars, buses and trucks, motorcycles, boats, home power tools and industrial applications. During the past few years BIZOL has expanded its global distribution network considerably; soon BIZOL will be present in over 100 markets. BIZOL partners with Exclusive Market Distributors offering them personalized sales and marketing support, tailored products for their specific markets, and responding to customers` needs with a flexible user innovation model. With all of its products, BIZOL improves personal safety by taking on global traffic challenges.

BIZOL was established in 1998 in Berlin, Germany as an international entity of talented people thriving for success and growth, who continue to share the founder`s passion and the BIZOL winning culture. The BIZOL brand is wholly owned by Mr. Boris Tatievski, the founder of BIZOL, and is managed by the Holding Company Bitra Trading GmbH.

BIZOL`s Company Overview is also available online at:

Videos about BIZOL products can be watched on YouTube at <http://www.youtube.com/user/BIZOLOils>

About GRENVO

GRENVO based in Gurgaon, India has extensive experience in marketing, distribution and channel management know-how in the Indian lubricant industry. GRENVO`s mission is to contribute to raise the Indian lubricant standards by partnering with leading German lubricant brands.

Contact person for press inquiries

BIZOL
DS Arora
Country Head (Sales and Marketing)

phone +92 - 124-4564402
mobile +91 - 9560067719
fax +91 - 124-456444
e-mail dsarora@bizolgrenvo.com

BIZOLGRENVO
Plot No. 13, Sector 3
122 050, Gurgaon, Haryana. India

e-mail press@bizolgrenvo.com
phone +91 - 9560067719
fax +91 -124 - 4564444

DS Arora
Public Relations
www.bizolgrenvo.com