

Shell Lubricants India launches India's first 'Lifetime Engine Warranty' for Consumers

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'First of its kind' offering by a lubricant manufacturer warranting your car's engine for up to 15 years

Mumbai, June 18, 2015: Shell Lubricants, the global leader in finished lubricants, today announced the launch of another industry first - '**Shell Helix Ultra Lifetime Engine Warranty**'. Shell Helix Ultra with PurePlus Technology, the first motor oil made from natural gas was launched in India last year. On Shell Helix Ultra, this year, Shell is unveiling a first-of-its-kind engine warranty programme to motorists for up to 15 years/100,000kms, which makes for the average lifespan¹ of a car.

This lifetime engine warranty will be available exclusively for Indian-registered cars using Shell Helix Ultra with PurePlus Technology and will cover lubricant-related engine failures. In addition, a limited period warranty of 5 years is also offered to consumers using Shell Helix HX7. Car owners using Shell Helix Ultra or Shell Helix HX7 across India can avail this Engine Warranty program free of cost by registering on the Shell Lubricants' official [Lifetime Engine Warranty website](#).

Speaking at the launch, **Nitin Prasad, Managing Director, Shell Lubricants India** said, "We are proud to be the first and only lubricant manufacturer in India to launch a Lifetime Engine Warranty for our consumers. Following the launch of Shell Helix Ultra with PurePlus Technology, we are so confident of the performance of our motor oil to protect against motor oil-related engine failure that we decided to offer consumers this warranty proposition.

This offers you added peace of mind, and lets you drive without worry, at no extra cost. With innovation at the heart of what we do, Shell has invested millions of dollars for over 40 years on research and development to create these next generation motor oils. Our motor oil delivers high levels of cleansing and protection for today's engines. With this programme, we aim to deliver the highest level of confidence and customer satisfaction and be the most trusted lubricant supplier."

Shell's latest innovation in lubricant technology - motor oils made from natural gas - was made possible by Shell PurePlus Technology. This is a revolutionary Gas-to-Liquid (GTL) process that converts natural gas into a crystal-clear base oil with virtually none of the impurities found in crude oil. This enables Shell Helix Ultra to provide superior wear² and corrosion protection³, deliver up to 3% fuel economy⁴, offer superior resistance to oil degradation⁵, and reduced oil consumption⁵ because of better lower volatility properties. No other motor oil keeps your engine closer to factory clean⁶

"Furthering Shell's formidable track record as a technology leader, we are excited to launch the Shell Helix Ultra Lifetime Engine Warranty in India which would serve as a testimony to the quality of our product. Shell Helix Ultra provides the consumer with optimal protection and performance for their car's engine. The engine is the heart of the car and ensuring a healthy engine is the mark of a smart driver.

All of our motor oils undergo rigorous testing to ensure they meet all major international industry and vehicle manufacturer standards. Shell Helix Ultra with PurePlus Technology provides superior resistance to oil degradation⁶ so the motor oil stays stronger for longer in exceptional high temperatures. Shell Helix Ultra also offers superior wear protection to help extend engine life by protecting surfaces from wear beyond latest industry standards⁷." said **Akhil Jha, Vice President, Technical, Shell Lubricants India**

"We at Shell Lubricants believe that technology breakthroughs and innovation hold the key to bettering our consumers' driving experiences. The warranty programme backed by Shell PurePlus technology is another such breakthrough. We will engage in an extensive media/activation outreach over the next few months to optimise awareness amongst our target consumers and different stakeholders.

The campaign would aim at sensitising them of the importance of the engine, its maintenance, the role of the right lubricant and our warranty offering. We're confident that more and more consumers will sign on for this unique offering and avail it to their best benefit," said **Mansi Tripathy, Chief Marketing Officer, Shell Lubricants India.**

The Warranty starts 30 days or 1000 Km run (whichever is later) after enrolment at www.shell.com/warranty; the enrolment has to take place within 60 days from the purchase date (as documented by transaction receipt) of Shell Helix Ultra/Shell Helix HX7 engine oil and engine oil change. The Lifetime Engine Warranty will cover 13 engine parts.

For more details and T&C, please visit www.shell.com/warranty.

¹Fifteen years is in line with the registration certificate for a vehicle in India

²Based on Sequence IVA wear test

³Based on sequence VIII engine test

⁴Depending on the viscosity grades, Based on ACEA M 111 fuel economy results compared with the industry reference oil

⁵Compared with API SN specification and based on Sequence IIIG oxidation and deposit tests carried out at an independent laboratory

⁶Compared with API SN specification and based on Sequence IIIG oxidation test

⁷Compared with API SN specification and based on Sequence IVA engine test carried out at an independent laboratory

About Shell Lubricants

The term "Shell Lubricants" collectively refers to Shell Group companies engaged in the lubricants business. Shell sells a wide variety of lubricants to meet customer needs across a range of applications. These include consumer motoring, heavy-duty transport, mining, power generation and general engineering. Shell's portfolio of lubricant brands includes Shell Helix, Pennzoil, Quaker State, Shell Rotella, Shell Tellus and Shell Rimula. We are active across the full lubricant supply chain. We manufacture base oils in eight plants. Blend base oils with additives to make lubricants in over 50 plants, distribute, market and sell lubricants in over 100 countries.

We also provide technical and business support to customers. We offer lubricant-related services in addition to our product range. These include: Shell LubeMatch –the market leading product on-line recommendation tool, Shell LubeAdvisor - helps customers to select the right lubricant through highly trained Shell technical staff as well as online tools, and Shell LubeAnalyst - an early warning system that enables customers to monitor the condition of their equipment and lubricant, helping to save money on maintenance and avoid potential lost business through equipment failure.

Shell's world-class technology works to deliver value to our customers. Innovation, product application and technical collaboration are at the heart of Shell lubricants. We have lubricants research centres in China, Germany, Japan (in a joint venture with Showa Shell), and the USA. We invest significantly in technology and work closely with our customers to develop innovative lubricants.

We have a patent portfolio with 150 + patent series for lubricants, base oils and greases; more than 200 scientists and lubricants engineers dedicated to lubricants research and development. Customer benefits

include lower maintenance costs, longer equipment life and reduced energy consumption. One of the ways we push the boundaries of lubricant technology is by working closely with top motor racing teams such as Scuderia Ferrari. These technical partnerships enable us to expand our knowledge of lubrication science and transfer cutting-edge technology from the racetrack to our commercial products.

About Shell Lubricants India

Shell is one of the most diversified international oil company in India's energy sector. It is a major private sector supplier of crude products and chemicals to India. With over 3000 staff in the country, Shell has a significant technology center, a financial business services center and operates a joint venture LNG

receiving and re-gasification terminal. It also has a downstream business marketing fuels, lubricants and Specialty products. Shell Lubricants' India operation is part of Shell's long-term commitment to India and its support for the country's increasing energy needs. Shell Lubricants' customers in India include Wartsila, Maruti Suzuki, Hyundai, Ford and Thermax.

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These expressions are also used where no useful purpose is served by identifying the particular company or companies. "Subsidiaries", "Shell subsidiaries" and "Shell companies" as used in this presentation refer to companies over which Royal Dutch Shell plc either directly or indirectly has control. Companies over which Shell has joint control are generally referred to "joint ventures" and companies over which Shell has significant influence but neither control nor joint control are referred to as "associates".

In this presentation, joint ventures and associates may also be referred to as "equity-accounted investments". The term "Shell interest" is used for convenience to indicate the direct and/or indirect ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

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Forward-looking statements are statements of future expectations that are based on management's current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements.

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(f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions;

(j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions.

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