

Shell introduces revolution in Indian lubricant industry

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Introduces Gas-To-Liquid technology: Offers customers Shell Helix Ultra with PurePlus Technology made from natural gas

Mumbai, September 10, 2014: Shell Lubricants, the global market share leader in finished lubricants, today announced the launch of a next generation motor oil in India, Shell Helix Ultra with Shell PurePlus Technology - the company's most advanced motor oil ever, featuring a base oil designed from natural gas.

Pioneering an entirely new way to produce premium motor oils, Shell Helix Ultra PurePlus Technology is manufactured through a revolutionary Gas-to-Liquid (GTL) process that converts natural gas into a crystal-clear base oil with virtually none of the impurities which are found in crude oil. The result is Shell's most advanced synthetic motor oil to date.

Speaking at the launch,

We are proud to bring the revolutionary Gas-to-Liquid (GTL) technology to India. Developed through decades of research and development at Shell's laboratories all over the world, the technology harnesses the power of gas to produce the next generation motor oils. In India, where the market is fast evolving towards synthetic products, we believe the time is right to introduce this innovation through our motor oils.

Nitin Prasad, Managing Director, Shell Lubricants India

All of our motor oils undergo rigorous testing to ensure they meet all major international industry and vehicle manufacturer standards. We strongly believe that a hero product needs to be - distinctive, differentiated and defensible. We believe the PurePlus technology will add credibility to a brilliant story waiting to be told. It will redefine the premium synthetic category

Leo Kin Mun, Lubricants Technology Manager, Shell Global Solutions.

More and more engine makers are now recommending fully synthetic motor oil because it provides better cleansing and engine protection through a wider range of conditions. In addition to enhanced cleansing, Shell Helix Ultra provides superior wear and corrosion protection which can help to extend engine life and reduce maintenance costs. With Shell PurePlus Technology, we are confident that no other engine oil can keep engine closer to factory clean

Akhil Jha, Vice President, Technical (Lubricants), Shell India Markets Pvt Ltd.

Shell PurePlus Technology is a revolutionary process to design pure, synthetic base oil which delivers higher levels of cleansing and protection. It is produced at the Pearl Plant in Qatar; a partnership between Shell and Qatar Petroleum.

It begins with the extraction of natural gas from Qatar's North Field - the world's largest natural gas field. In a gasifier, methane reacts with pure oxygen to produce synthesis gas. The synthesis gas then enters one of 24 reactors at the plant, where chains of hydrocarbons are rearranged and transformed into a liquid base oil virtually free of all the impurities found in crude oil.

Shell Helix Ultra with PurePlus Technology represents a major shift for the Shell Helix brand, placing a new strategic focus on gas-to-liquids technology for its top-tier motor oils, as opposed to traditional crude oil refining.

Shell Helix Ultra with PurePlus Technology is designed to clean and protect the engine and to help keep it closer to factory clean for longer. We are thrilled to bring this revolutionary technology to India which has put us on the frontier of lubricants innovation. We have received OEM approvals from Maruti Suzuki, Hyundai, Ford, Nissan and General Motors (Chrysler included) in India for this product that makes it even more credible for our customers, while for our consumers, this means they can enjoy the very best performance from their vehicle

Mansi Tripathy, Chief Marketing Officer, Shell Lubricants India.

The new Shell Helix Ultra with PurePlus Technology range is currently being rolled out to markets worldwide.

For more information on Shell Helix Ultra with PurePlus Technology, please visit: <http://pureplus.shell.com/en/>

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 with nearly US\$1 billion invested. 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 an 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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The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this presentation "Shell", "Shell group" and "Royal Dutch Shell" are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general.

Likewise, the words "we", "us" and "our" are also used to refer to subsidiaries in general or to those who work for them. 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.

This presentation contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. 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.

Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions.

These forward-looking statements are identified by their use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “goals”, “intend”, “may”, “objectives”, “outlook”, “plan”, “probably”, “project”, “risks”, “schedule”, “seek”, “should”, “target”, “will” and similar terms and phrases. There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this presentation, including (without limitation):

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- (b) changes in demand for Shell’s products;
- (c) currency fluctuations;
- (d) drilling and production results;
- (e) reserves estimates;
- (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.

All forward-looking statements contained in this presentation are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional risk factors that may affect future results are contained in Royal Dutch Shell’s 20-F for the year ended December 31, 2012 (available at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward looking statements contained in this presentation and should be considered by the reader.

Each forward-looking statement speaks only as of the date of this presentation, [September 10th]. Neither Royal Dutch Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this presentation.

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