



2010 Shell India Press Releases

Shell IN

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1. WINNER ANNOUNCED FOR THE SHELL-PARTNERED “DEBATING MATTERS” CHAMPIONSHIP BY BRITISH COUNCIL

Jan 16, 2010

Delhi Public School Megacity Kolkata wins the “Debating Matters” championship

The winners of Debating Matters India competition are Delhi Public School Megacity, Kolkata. They competed against Symbiosis society of arts and commerce, Pune who were runners-up at the National Finals. The two teams debated on the motion “Alternative medicine should be embraced as an essential part of healthcare in India”

Debating Matters is a debate competition for high school students in India. The competition consists of three stages; the online elimination test, the regional finals and the national finals. It is open to students of Class XI and XII of Indian Schools.

Debating Matters is very different from traditional schools’ debate competitions in India. The emphasis is entirely on content of the argument rather than style and diction. The format aims to engage students in debating the complexities of real world issues, like free speech, clinical trials, role of pluralism and diversity in India.

2. SHELL FOUNDATION – CREATING NEW SUPPLY CHAINS IN THE MARKET

Mar 20, 2010

Shell Foundation's Trading Up programme unlocks markets for developing country producers by providing seed capital, business mentoring and strategic partnerships with major retailers to create sustainable supply-chains

Intending to link the small and marginal cotton farmers in India directly with the international retail brands, Shell Foundation is looking to create an ethical agent who will act as a bridge between the poor farmers and multinational retailers.

The foundation conducted a joint report with Marks & Spencer called "Fresh : Creating New Pathways to Ethical Sourcing" based on which it concluded that it was possible to create new supply chains in the market, according to Anuradha Bhavnani, Programme Director, India, Shell Foundation (SF).

FOCUS : INDIA

This commercial intermediary, by bridging the gap between the producers and retailers, would be able to reduce poverty at the farm level and deliver commercial returns to retailers, she said.

The focus of this new organization would initially be India.

Last year, the foundation conducted a market research gauging the response and feedback of more than 25 leading retailers globally. The demand of organic cotton was found to be far more than the supply, with visible gaps in the market. "Retailer demand is there, especially for innovative products or those with ethical and green credentials. Retailers, however, often lack the ability to reliably source the quality products at the scale they require," she said. The ethical agent would not be a charitable institute but an enterprise-based on delivering the triple bottom-line of social, environmental and financial sustenance.

"Shell Foundation's Trading Up programme unlocks markets for developing country producers by providing see capital, business mentoring and strategic partnerships with major retailers to create sustainable supply-chains. The idea of an ethical agent is sustainable, self-financing and replicable over time.

In India SF has been partnering Agrocél and has converted 50,000 farmers from chemical intensive to more sustainable and organic farming. Marks & Spencer became the first high street retailer to sell Fair-trade cotton garments sourced from Agrocél.

With a total investment of \$10 million in India, the SF is present in 10 states. It often uses the resource, knowledge, brand and infrastructure

(As printed in the Hindu Business Line)

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Shell Foundation in India

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3. SHELL LUBRICANTS REITERATES FOCUS IN EASTERN INDIA

Sep 09, 2010

Hosts Global Technology Forum in Kolkata

Shell Lubricants will host its First Technology Forum for Industrials in Kolkata on September 10, 2010 to showcase its Lubricant Technology Expertise. As the global market share leader in finished lubricants, Shell lubricants sees great market potential in East India. This is because of the diverse business opportunities the region provides for a wide portfolio of lubricants across fast-growing industries like general manufacturing, construction, metals, mining, power and automobile sectors.

According to Mr. Donald Anderson, Country Head – Lubricants, Shell India Markets Pvt. Ltd., “India is one of the largest lubricant markets in the world with approximate market size of 1.7 billion litres (according to various industry sources). With economy back on track and being driven by a renewed focus on infrastructure, Shell Lubricants is keen to capitalise on this growth. There is also a huge untapped, emerging market, especially in the Eastern states of India, which is of great interest to Shell Lubricants.”

According to a CII McKinsey Report titled “Turning the minerals and metals potential of eastern India into a gold mine”, the eastern states of India like West Bengal, Chhattisgarh, Jharkhand and Orissa have the potential to unleash an unprecedented economic boom with metals and minerals contributing nearly 46% of the growth.

Shell recognizes the importance of cutting-edge technology in helping industries reduce downtime and maintenance costs while improving fuel and energy efficiency. The Shell Group invested over \$1.1 billion globally in research and development in 2009. The company’s commitment to research and development reflects that it is well placed to introduce the next generation of world-leading lubricants. Shell’s range of lubricants includes hydraulic oils, industrial gear oils, greases, air compressor oil, heavy duty diesel engine and gear oils, passenger car motor oils, motorcycle oils and others.

“Our commitment to technology and innovation continues to be at the core of our global strategy. We believe our technologies and global technical expertise will be critical growth drivers for our business. Hosting Shell Lubricants Technology Forum in Kolkata this year, is aimed at strengthening our association with different industries in this region,” added Mr. Donald Anderson, Country Head – Lubricants, Shell India Markets Pvt. Ltd.

Shell Lubricants works with original equipment manufacturers to draw upon its technical knowledge and expertise to deliver a range of heavy duty lubricant products, business services and maintenance solutions that can add real value to businesses. Shell Lubricants supplies lubricants to some leading automotive and industrial companies like Hyundai, Maruti Suzuki, Ford, Wartsila, Mitsubishi Heavy Industries, Flender, Eaton, Bosch, Delphi, Hitachi and others.

Mr. David Curro, Group Manager East - Lubricants Technology, Shell Lubricants said, “Lubricants play a vital role in every industry for efficient manufacturing and trouble-free operation. Through this technology forum we hope to demonstrate the tremendous impact lubricants technology has in optimising business performance across sectors. For instance, many mining operations have the potential to cut costs by improving maintenance practices. At a platinum mine, one company reports saving \$1.4 million in a year by using the Shell LubeAnalyst oil and equipment condition monitoring service.

The service is helping the company to focus on continual improvement of its maintenance practices. Even in the construction sector, on-time and within budget delivery of critical projects demands maximising availability of construction equipment that are operating to the best performance levels. This is exactly where Shell Lubricants helps”.

According to Kline & Company,(use same info as in the note below, we cannot say a study by) Shell Lubricants secured the top spot as the global market share leader, supplying 13% of all finished lubricants in 2008. Shell Lubricant has a rapidly expanding business in India with a state-of-the-art blending plant in Taloja outside Mumbai and distribution facilities across India