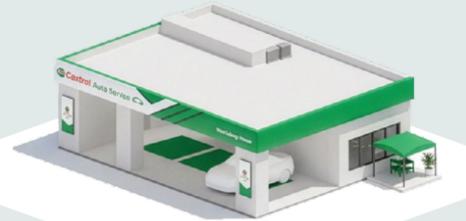


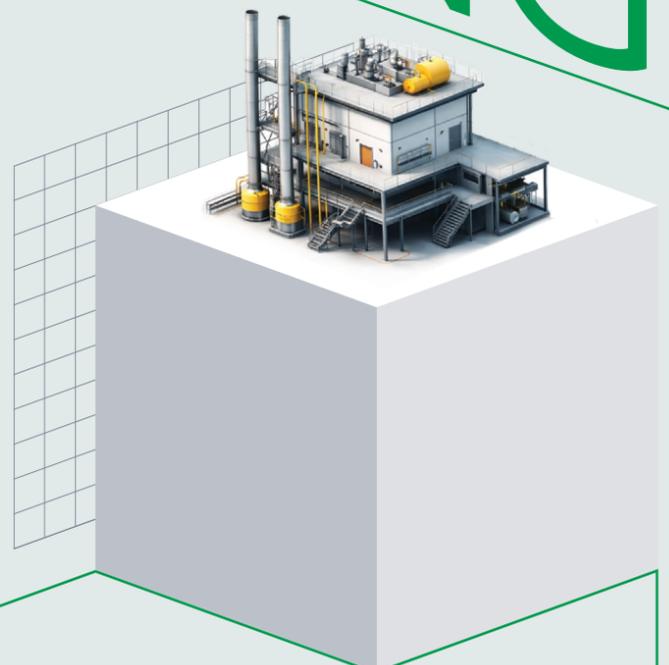
GROWING

with

Strong fundamentals, consistent performance, and strategic discipline continue to power our performance.

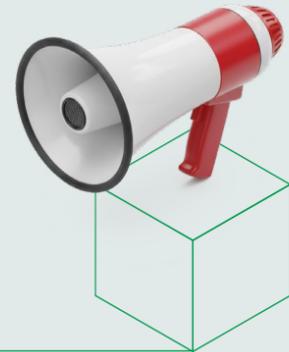


DISCIPLINE



Brand outreach

REACHING **the** AUDIENCE **with** CONSISTENCY **and** PURPOSE



A year of integrated brand, trade and digital engagement delivered at scale, reaching ~300 million consumers

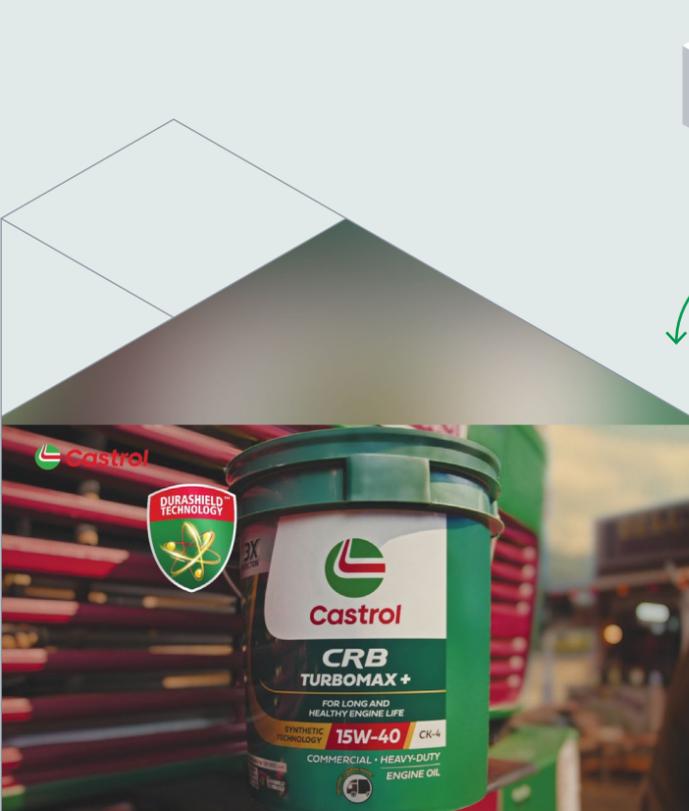
Our **#GarmiMeinBhi3xProtection** campaign for Castrol Activ reached **~258 million consumers** through **10 languages** and multiple channels, featuring Shah Rukh Khan.



← **Castrol POWER1 connected ~5 million biking enthusiasts** through city-level activations in key markets and maintained a focused experiential presence at MotoGP, in partnership with Honda HRC and select KOLs.

Castrol EDGE engaged **~6 million motorsports enthusiasts** through performance-led platforms including the **'300 kmph Club', 'NATRAX', and 'Valley Run'**, while **25,000+ consumer trials were enabled** through SuperDrive activations across India.

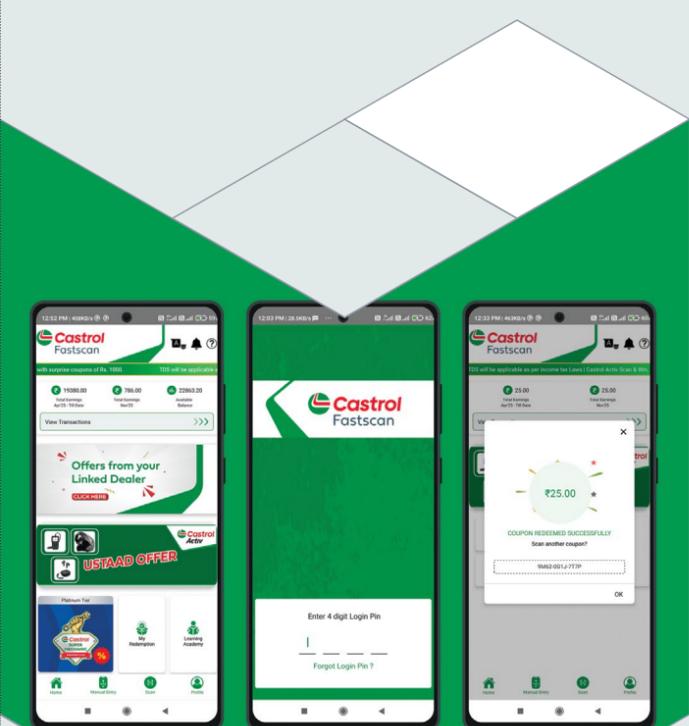




Within the commercial vehicle segment, **CRB TURBOMAX+** engaged with **~8 million truckers digitally**, supported by **120,000 km of endurance testing**, and the **'Best Oil. Guaranteed.'** campaign.



Scan the code to view the campaign



← **Mechanic engagements continued to scale through FastScan**, with **~1 million mechanics onboarded** and **200,000+ daily transactions**.

In rural markets, **Castrol's first WhatsApp outreach** reached **~500,000 farmers**, combined with on-ground activations that enabled **37,000 tractor trials**.



The industrial portfolio was **showcased** on multiple industry platforms, reinforcing Castrol's focus on **application-led growth**.



Stronger connections

ASSOCIATIONS BUILT on TRUST and CONSISTENT PERFORMANCE

Our associations are grounded in engineering credibility and long-term reliability, enabling us to provide customised solutions to our customers.



Entered into an MoU with **VinFast Auto India** to provide reliable EV after-sales support through select Castrol Auto Service workshops.



Signed a supply agreement with **Triumph Motorcycles** for Castrol POWER1, a full synthetic two-wheeler engine oil for high-performance motorcycles.



Launched India's first-of-its-kind engine oil blended with locally-sourced **re-refined base oil**, advancing circularity within automotive lubricants.



Introduced a new engine oil for **CEV-V compliant JCB machines**, supporting regulatory transitions with consistent performance delivery.

Research & Innovation

IDEAS that DRIVE EFFICIENCY

Innovation for us is simple: stay close to our customers, understand what they need next, and build solutions that make their experience better every day.

Product: Research-led formulation for real-world operating conditions

Our R&D efforts are focused on strengthening product performance while supporting customers with technical guidance that enables engines and equipment to operate more efficiently. We do this through product upgrades, new product introductions and localisation.

Fluid, TRANSMAX TRANS 80W and Alusol 5505. In parallel, our High-Performance Lubricants (HPL) range continued to gain momentum.

Through localisation, we take our understanding of Indian driving conditions, operating environment and usage patterns to ensure that our products deliver consistent performance in real-world conditions.

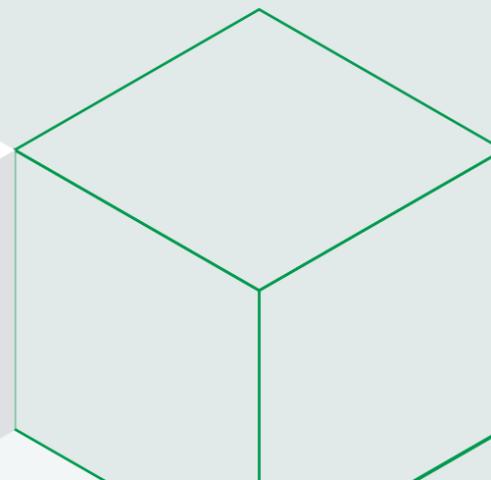
In 2025, we introduced targeted upgrades across our portfolio, including enhancements to Castrol Activ and Castrol MAGNATEC and launched new products like Spheerol SM 00, RADICOOL pink coolant, Power Steering

Technology: Facilitating uniform interaction and execution

Our approach to innovation ensures the creation of systems that improve every interaction between mechanics, retailers, workshops, and customers. We are improving customer experience, reaching a wider audience, and speeding up operational turnaround times—all made possible by digitalisation.

170+
Workshops organised for pickup-and-drop service under CASTROL CONNECT

40%
Improvement in claims turnaround time



Key developments



Yukti: A first-of-its-kind generative AI WhatsApp chatbot that offers customers, mechanics, and dealers 24/7 support.

43,000+
Users on YUKTI



Castrol Elevate launched to enable seamless user experience. The dashboard was rolled out on mobile, making every day conversations between distributors and distributor managers more efficient and transparent.



To help frontline teams choose the best portfolio for each outlet, **SMART 3.0** introduced machine learning-based SKU recommendations with insights ranging from outlet-specific cross-sell opportunities to must-sell priorities.

Key enablers



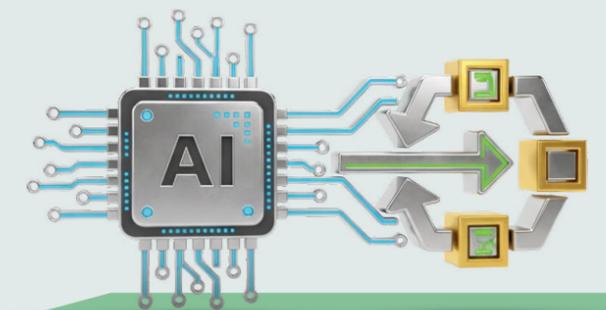
Project D.R.I.V.E accumulated insights to support expansion planning through a detailed mapping of urban and rural markets across the country.



We implemented straightforward, timely nudges through **FastScan**, like welcoming newly verified mechanics, tier-jump alerts, daily scan incentives, reminders after periods of inactivity, and thrilling **'Scan & Win'** prompts.

2,00,000
Single-day scan count

8%
Inactive users converted through FastScan and Scan & Win



AI: Leading decision intelligence, building for scale

Artificial intelligence supports decision making across supply chain operations. Through **Decision Intelligence in Supply Chain (DISC)**, we are moving from manual, data-intensive processes to automated, insight-led decision-making.



With Kinaxis, we are utilising AI capabilities to elevate customer service through synchronised and real-time planning.