



Strategic Brand Announcement



Greetings from GS Caltex India!

It gives me great pleasure to inform you all that we have roped in a well-known Indian cricketer and ace batsman Shikhar Dhawan into our fold as GS Caltex India's brand ambassador. As part of the association, Shikhar Dhawan will be the face of GS Caltex India for the company's lubricants range and new business initiatives.

GS Caltex has been at the forefront of providing world class products and services to all its customers and Shikhar joining the GS Caltex family is a great way to increase significant brand consideration by establishing superior-performance and premium quality of our lubricants. It has been our endeavour to offer smart solutions to our customers and in a short duration of time we could establish our products known for premium quality and consistent performance, traits that are embodied by Shikhar on the cricket field.



Shikhar is an aggressive and flamboyant player and his success as a cricketer in both the international and domestic circuits mirrors the qualities of our premium performance oriented product offerings. With his explosive and power packed performances on the cricket field, we believe Shikhar personifies our core value proposition of Smart Technology for Smart Performance.

We are delighted to welcome Shikhar to the GS Caltex family and hope to maintain a long and significant relationship with him. We are sure that our association with Shikhar would further enhance our engagement with our consumers across the country.

Warm Regards,
Rajesh Nagar
MD & CEO, GS Caltex India