Preface

The dynamic nature of lubricants market in the country has been facing increased competition in the segment along with increased awareness amongst consumers about lubricant quality; become the Indian lube market was regulated till 1993, with the market dominated by the four public sector undertakings including IOCL, BPCL, HPCL & IBP, the only notable private player was Castrol. Deregulation had a severe impact on the structure of the Indian Lube market. It encouraged foreign majors to set shop in India.

The Number of players increased overnight to over 25, with the entry of MNCs like Shell, Exxon, Mobil, Caltex, Elf, etc.

Following liberalization, the major policy initiatives taken were:-

Decanalization of base oil: before 1993 base oil, the key raw material was imported by IOCL, to sole canalizing agent.

Pricing: Under APM, the lube oil pricing was regulated. This was deregulated in a phased manner and new base oil pricing in market determined.

Quantitative Restrictions: Base oil stock was allotted to the users on a quota basis, which become irrelevant after decanalization.

- Reduction in duties: Custom Duty on base oil was reduced from a peak of 85% to current label of 35%
- Lack of availability of key raw material and high import duties deterred MNCs to set shop in India. Deregulation had a severe impact in the structure of the Indian lubricant market, competition has become increasing day by day/

So in such circumstances lubricant market is rapidly changing in following manner:

- Increased competition
- Market governed price
- Foreign technologies
- Foreign investment
- Increasing consumers awareness
- Reduced custom duty
These changes necessitates the formulation of new marketing strategy by marketers based upon end users requirements and expectation as well as feedback on the consumers awareness & satisfaction levels regarding existing conditions.

Thus this research work is aimed at finding the current market situation so that the firms could shape the new marketing strategy to excel the performance of the lubricant industries.

The Characterisation of the Theses is as follows:

Chapter I - This chapter introduce the topic and provides an overview of lubricant oil, its history and market in India and the introduction of various lube producing and marketing organizations.

Chapter II - In this chapter we include the methodology used in the research work i.e. sampling area, Sampling unit, Data collection methods, and the way of analysing the collected data etc.

Chapter III - In this chapter we explain the pricing system applying in lubricant industry and the distribution network using by various companies.

Chapter IV - In this chapter we conducted the financial analysis of various lubricants organizations by using past financial data. i.e. Balance sheet, P & L A/c, last five years performances of various companies.

Chapter V - In this chapter we focuses on the interpretation and analysis of various collected data. We analyses the data on the various marketing issues like market share, brand loyalty brand image etc.

Chapter VI - This chapter proceed along the same line as chapter five. In this chapter we deals with the finding and conclusions of this reach work which is based on the analysis of data. These are the outcomes of research work and we mentioned it separately for customers, dealers / distributors and companies.

Chapter VII - This chapter follows directly from the sixth, on the basis of conclusions & finding or this research work we recommend some suggestions for dealers/ distributors, customers & for companies separately. If they followed properly would be the milestone in lubricant industry.