

*An Organization Study Report of*  
**CASTROL**

*Submitted by*  
**MR.YALLLAPPA S KAMATGI**  
**(1CR19MBA91)**

*Submitted to*  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfillment of the requirement for the award of the degree of*  
**MASTER OF BUSINESS ADMINISTRATION**

*Under Guidance of*

**MS. PREKSHA**  
Associate Professor  
Department of Management Studies  
CMR Institute of Technology, Bengaluru



**Department of Management Studies and Research Center**  
**CMR Institute of Technology**  
**#132, AECS Layout, Kundalahalli, Bengaluru - 560037**  
**Batch of 2019-21**






103640

No. 132, AECS Layout  
I.T. Park Road  
Bengaluru 560037  
T: +91 80 2852 4466/77  
F: +91 80 2852 4630  
E: info@cmrit.ac.in  
www.cmrit.ac.in

### CERTIFICATE BY THE INSTITUTION

This is to certify that Mr. YALLAPPA SHIVAPPA KAMATAGI bearing USN 1CR19MBA91 is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on CASTROL is prepared by him under the guidance of Mrs. Preksha Yadav, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of the  
Guide

  
Signature of the  
Head of the Department  
HOD  
Department of MBA  
CM IT-PG Studies  
Bangalore-560 037

Sanjay Jain  
Signature of the  
Principal  
Principal  
CMR Institute of Technology  
Bangalore - 560037


#### Viva-voce Examination:

Internal Examiner: \_\_\_\_\_

  
[Signature & Date]

Preksha Yadav, AP, CMRIT  
[Name, Designation & Affiliation]

External Examiner: \_\_\_\_\_

  
[Signature & Date]

Piyali, RC, AP, CMRIT  
[Name, Designation & Affiliation]

Affiliated to Visvesvaraya Technological University, Approved by AICTE New Delhi,  
Accredited by NBA New Delhi, Recognised by Government of Karnataka



## DECLARATION

I, **Mr. YALLAPPA S KAMATAGI**, bearing **USN 1CR19MBA91** hereby declare that the organization study conducted at **CASTROL** Is record of independent work carried out by me under the guidance of **Ms PREKSHA** Faculty of M.B.A Department of CMR Institute of Technology, Bengaluru. I also declare that this report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

### Disclaimer

The enclosed document is the outcome of a student academic assignment, and does not represent the opinions/views of the University or the institution or the department or any other individuals referenced or acknowledged within the document. The data and Information studied and presented in this report have been accessed in good faith from secondary sources/web sources/public domain, including the organisation's website, solely and exclusively for academic purposes, without any consent/permission, express or implied from the organization concerned. The author makes no representation of any kind regarding the accuracy, adequacy, validity, reliability, availability or completeness of any data/information herein contained.

**Place:**

**Signature of the Student**

**Date:**

**USN:1CR19MBA91**



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I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

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I thank my Internal Guide, **MS. PREKSHA** Professor of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant guidance and support throughout the organization study.

**Date:**

**Yallappa Shivappa Kamatagi**

**Place: Bengaluru**

**USN NO:1CR19MBA91**



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## **EXECUTIVE SUMMARY**

The purpose of this project is to study and understand the organization as a whole and to know how exactly the various department functions in an organization. It also stimulates and help to understand the work environment better. The study assesses the performance of the organization and examines the change in environment. The project gives the over view of the service industry i.e. the Oil Industry. It gives a picture about industry structure, and the current scenario of the oil industry around the world and in India.

The project gives a brief over view of the Castrol oil profile. In order to function efficiently and effectively every organization as functional department. It's important to divide departments so that we work can be divided into units and divisions. The various departments of CASTROL OIL INDUSTRY India such as a human resource, finance, marketing, maintenance studied under this project.

The project as few good methodology to study different essentials of the CASTROL OIL INDUSTRY such as SWOT analysis, strength, weakness, opportunity and threats within and outside organization, porter's five forces model and McKenney's 7S.



**Castrol**

<b>Type</b>	Subsidiary
<b>Industry</b>	Oil and Gas
<b>Founded</b>	9 March 1899; 121 years ago
<b>Founder</b>	Charles Wakefield
<b>Headquarters</b>	Castrol Technology Centre, Pangbourne, Berkshire, UK BP Lubricants, Wayne, New Jersey Castrol Industrial North America, Naperville, IL
<b>Key people</b>	Mandhir Singh (CEO, 2016–present)
<b>Products</b>	Oil Petroleum Petrochemical Lubricant
<b>Parent</b>	BP
<b>Website</b>	<a href="http://castrol.com">castrol.com</a>



**CHAPTER -1**  
**INTRODUCTION AND INDUSTRY**  
**PROFILE**





## **INTRODUCTION**

**Castrol India Limited** is an automotive and industrial lubricant manufacturing company. Castrol India is the 2nd largest manufacturer of automotive and industrial lubricants in the Indian lubricant market and owns around 20% market share in the overall Indian lubricant market. Its part of Castrol Limited UK (part of BP Group). It has 5 manufacturing plants that are networked with 270 distributors, serving over 70,000 retail outlets. As of December 2019, there were talks ongoing between Reliance Industries and BP for setting up fuel stations in India where Castrol's products will be sold.

## **CASTROL INDIA - COMPANY INFO**

<u>Chairman &amp; independent director :</u>	R Gopalakrishnan
<u>Nominee :</u>	Sashi Mukundan
<u>Independent director :</u>	Uday Khanna
<u>Whole time director &amp; cfo :</u>	Rashmi Joshi
<u>Company secretary :</u>	Chandana Dhar
<u>Addtnl independent director :</u>	Sangeeta Talwar
<u>Nominee :</u>	Ramchandra Avanavadi Subramaniam
<u>Addtnl independent director :</u>	Rakesh Mahkija
<u>Managing director :</u>	Sandeep Sangwan
<u>Nominee :</u>	Udayan Sen
<u>Auditor :</u>	Deloitte Haskins & Sells LLP
<u>Ind name :</u>	Chemicals
<u>House name :</u>	MNC Associate - Burmah Castrolz

## **BOARD OF DIRECTORS**



**R GOPALAKRISHNAN**  
Chairman



**UDAY KHANNA**  
Independent Director



**SANGEETA TALWAR**



Independent Director



**RAKESH MAKHIJA**  
Independent Director



**SANDEEP SANGWAN**  
Managing Director



**JAYANTA CHATTERJEE**  
Wholetime Director - Supply Chain



**RASHMI JOSHI**  
Chief Financial Officer and Wholetime Director



**SASHI MUKUNDAN**  
Nominee Director



**RAMACHANDER AVANAVADI**  
Nominee Director



**UDAYAN SEN**  
Nominee Director



**CHAPTER – 2**  
**ORGANIZATION PROFILE**



## **CASTROL INDIA LTD. (CASTROLIND) – COMPANY HISTOR**

Castrol India Limited was incorporated in the year May 31st 1979 as a private limited company under the name of Indrol Lubricants and Specialities Pvt. Ltd. The Company is a part of Castrol Limited UK (part of BP Group). BP through its wholly owned subsidiary Castrol Limited UK holds 51% stake in Castrol India. It is engaged in the business of manufacturing & marketing of automotive non- automotive lubricants and related services. It has three manufacturing plants located at Patalganga in Maharashtra Paharpur in West Bengal and Silvassa (Union Territory). The products are distributed through 350 distributors who service over one lakh customers and sub-distributors who reach out to additional outlets in rural markets. Castrol India provides a high performance range of products and services across automotive industrial and marine and energy segments. It is the market leader in the retail automotive lubricant segment providing iconic high performance brands like Castrol EDGE Castrol MAGNATEC and Castrol GTX for passenger cars; Castrol Power1 and Castrol Activ for motorcycles and Castrol CRB Castrol RX and Castrol VECTON for trucks amongst various others including specialty products. The company also offers a complete range of products for industrial applications and is market leader in corrosion preventives and metal cutting fluids segment. In the year 1982 the company was converted into a public limited company. The company set up a modern blending plant and brake fluid plant at Patalganga. In the year 1985 the company commissioned the brake fluid plant and the lube oil blending plant. In June 27 1986 they commissioned the second Phase of lube oil refining plant. In the year 1987 the company formed a subsidiary company in the year under the name of Indtech Specialty Chemicals Ltd. for the manufacture of telephone cable jellies pharmaceuticals jellies and industrial waxes in technical collaboration with Dussek Campbell U.K. On November 1 1990 the name of the company was changed from Indrol Lubricants & Specialities Ltd to Castrol India Ltd. In the year 1992 Indtech Speciality Chemicals a wholly owned subsidiary merged with the company with effect from January 1 1992. In the year 1994 they set up a new plant in Silvassa Union Territory of Dadra/ Nagar Haveli at a cost of Rs 50 crore to the technology for lubricant blending. In the year 1995 the company formulated a satellite-linked management information system (MIS) connecting the vast network and also obtained the ISO 9002 certification. The company introduced the Tractormax and RX Super Plus for the diesel engines. Also they launched two stroke engine oils Jett X and Super TT; both exceed the Japanese Automobile Standards Organisation (JAPO) specifications. The company signed an agreement with Hindustan Powerplus as sole supplier of lubricants for Caterpillar engines. In the year 1997 the company made an agreement with Maruti Udyog India's largest car producer. The deal made to sell high performance Castrol products through Maruti Udyog dealer outlets and authorized service stations. In the year 2000 the company introduced Castrol Active 4T an engine oil for 4 stroke bikes and also the GTX Magnetic for passenger cars accompanied with a print campaign that stresses the molecular attraction of the lubricant allowing it to stick to engine parts even when it is switched off. Also the company made tie up with TELCO and LML for sourcing customised lubricants for various vehicles manufactured by these companies. Also they entered into strategic alliances with several automotive and industrial majors with a view to developing a customise products and services for the Indian market. In





the year 2001 the company launched 'Castrol call-for-a-can' whereby Castrol products including motorcycle scooter and car engine oils coolants and brake fluids will be available to customers over phone. Tata BP Lubricants India Ltd was amalgamated with the company following Tata group's decision to exit the lubricants business in the year 2001 themselves. In the year 2002 the company launched the CRB Turbo special oil for new generation turbocharged vehicles. They launched a slew of integrated marketing plans. In the year 2003 the company made their footprint into motorcycle servicing business with the launch of 'PrimaZona' brand of franchisee workshop. In the year 2004 the company entered into tie-ups with Mahindra & Mahindra Tata Cummins and International Tractors Ltd. In December 2004 they entered into a distribution agreement with Essar Oil Ltd for the sale of Castrol Lubricants through Essar Oil's outlets all over India. In the year 2005 the company strengthened their relationship with two wheeler consumers through the introduction of Castrol Franchised Motorcycle Servicing Centers - Castrol Bike Zones. They also launched Castrol Edge an international quality engine oils for cars. In January 2006 the company unveiled the Castrol EDGE a specially formulated premium quality engine oil engineered to meet the toughest and most demanding performance standards. In October 2007 the company entered into a strategic partnership alliance with Volvo Cars India for supply of high performance lubricants. In May 2008 they launched their flagship Castrol BikeZone at Kukatpally Housing Board in Hyderabad. In the year 2009 the company expanded the installed capacity of Lubricating Oils/Greases/Brake by 47946 KL to 236000 KL. In the year 2010 the company launched advance performance series and protector series range of greases gear oils and coolants across different vehicle segments. In the year 2011 the company launched Castrol Activ Scooter India's first gearless scooter engine oil with unique Scootek technology. They also launched new generation grinding fluids based on the latest generation of EHVI hydrocracked oils and technology performance additives. The company re-launched Castrol Edge fully synthetic oil for high performance with advanced Titanium Fluid Strength Technology. The bp brand was re-launched with a proposition of 'cleaner engine' supported by new 'Cleanguard' technology. In 2012 Castrol India launched Castrol Activ Scooter - India'S First Gearless Scooter Engine Oil.



Castrol Crb Turbo Wins National Awards For Packaging Excellence. Castrol Crb Turbo Relaunched With Durashield' Boosters.



The company launched its new engine oil - Castrol GTX Modern Engine ' especially created for today's new generation petrol cars. In 2013 Castrol Industrial lubricates NASA's wheels of success-began its exciting mission on Mars in early August an innovative Castrol Industrial lubricant called Castrol Braycote 601 EF helped ensure the smooth operation of Curiosity from its wheels to its cameras. In 2014 Castrol India Limited and Triumph Motorcycles signed an agreement for a partnership in India. In 2015 Castrol India Ltd joins the Bloodhound Project for providing high performance lubricants brake and hydraulic fluids for use in the BLOODHOUND Supersonic Car -the 1000 mph. Castrol India won a Bronze Effie Award for being one of the best Digital Campaigns in 2014. On 21 September 2015 Castrol India announced that the company has decided to permanently close its Wadala Mumbai facility. The company performed techno-commercial evaluation of the activities carried out at Wadala and based on the outcome it has been decided to close this facility. The company does not carry out any production/manufacturing activity at Wadala facility. The company's Technology Centre is currently housed at Wadala which provides R&D support to the business and the decision about carrying out R&D activities at different location will be taken in due course after thorough evaluation. On 20 September 2016 BP announced that its wholly owned subsidiary Castrol Limited has sold a further tranche of the shareholding it holds in Castrol India. On 20 September 2016 Castrol Limited sold 8.5% shareholding held in Castrol India to a range of domestic and international investors. The sale followed a similar sale in May 2016 of an 11.5% shareholding in Castrol India. As a result of the two sales BP now holds 51% interest in Castrol India. BP through Castrol Limited intends to continue as the majority shareholder in Castrol India. On 21 September 2016 Tata Motors and Castrol India signed a new Strategic Partnership Agreement which will see the two companies working even closer together going forward. Castrol is a major supplier approved by Tata Motors Passenger Vehicle Division to provide the entire range of lubricants including engine oils gear oils transmission fluids and ancillary products. As part of the ongoing partnership Castrol provides Tata Motors workshops with the high performance Professional series of lubricants including Castrol GTX Professional Diesel Castrol MAGNATEC Professional T5W30 and Castrol EDGE 0W40



engine oils. Through its wide distribution network covering over one-lakh retail outlets across the country Castrol enables Tata Motors workshops and retail customer's access to the complete range of Castrol's pioneering technology lubricants. Both the companies also work closely in the area of safety and skill development in Tata Motors Franchised workshops besides collaborating on joint campaigns and promotional activities to generate further footfalls in workshops. On 4 July 2017 Castrol India announced that it has passed on full benefits of the change in tax rate in its pricing from 1 July 2017 following the introduction of nationwide Goods and Services Tax (GST). The Board of Directors of Castrol India at its meeting held on 7 November 2017 recommended the issue of Bonus Shares in the ratio of 1 (one) bonus equity share for every 1 (one) existing equity share held on record.

### **Brands:**



Castrol® is home to some of the world's leading motor oil brands, including Castrol® EDGE®, Castrol® GTX® and Castrol® GTX® MAGNATEC®.

Whatever car you drive, and whatever the manufacturer's specification, there is a Castrol® motor oil that has been created by our Liquid Engineers to provide the best possible protection. That's a fact whether you want conventional motor oil, semi synthetic or full synthetic. It's also true whether you drive a late model, high performance car from a European manufacturer or a high mileage American classic.



CASTROL EDGE



Modern day engines are smaller but more powerful than ever, operating at more than twice the internal pressure of older engines. Castrol® EDGE® is our strongest motor oil, fully synthetic and liquid engineered with Fluid Titanium Technology to make it strong enough to handle the demands of today's engines at all times.

Find out more



### CASTROL MAGNATEC

Castrol MAGNATEC and its intelligent molecules will protect your car's engine during the critical warm up stage when up to 75% of engine wear occurs. The intelligent molecules in Castrol MAGNATEC are specially formulated to cling to critical engine parts, and dramatically reduce\* engine wear.

Find out more



### CASTROL GTX

Sludge can form in engine oilways, blocking them up to reduce power and engine life. Castrol® GTX® is a premium conventional motor oil that has been helping to extend engine life since 1968. It does so thanks to a double-action formula that cleans away old sludge and prevents new sludge from forming.

## **APPLICATIONS :**

### 1. ON ROAD TRANSPORT

Main Content

ON ROAD TRANSPORT





We understand the vital role that trucks play in moving the economy forward, and the important part your equipment plays in helping you meet important business objectives.

## **DESIGNED TO SUPPORT YOUR ON ROAD BUSINESS**

Keeping your trucks productive means keeping them on the road longer between essential maintenance, using fuel more efficiently and extending the life of engines. These are just some of the factors that inspire our Technology teams to formulate lubricants that deliver real value to your operations.

Castrol's full range of advanced engine oils, transmission fluids, antifreezes and greases can make it easier for you to use the right product for the right application and can help you achieve the best possible performance from your vehicles.

In addition, our product range for commercial vehicle engines includes lubricants designed to:

- Help extend oil drain intervals
- Help improve the fuel efficiency of your trucks
- Help **maintain the cleanliness of your engines**
- **Provide excellent wear protection**
- **Help you stay compliant with emissions legislation**

Contact your Castrol Account Manager to find out more.

- **ENGINE OILS**
  - Our engine oil range is formulated to deliver a high level of engine protection throughout extended service intervals to help you save on maintenance costs, repairs and downtime.
- **DRIVELINE FLUIDS**
  - We have developed high-quality driveline fluids for many years, so you can be sure to find the one to keep your fleet running smoothly.
- **COOLANTS**



- Our antifreeze line offers excellent protection and extended life for commercial vehicle engines, and performs even under extreme conditions.
- GREASES
- Vehicles and equipment that operate in challenging environments need the right grease to protect critical parts. Choose from multi-purpose and special greases for protection in demanding conditions.
- HYDRAULIC FLUIDS
- Castrol understands the importance of choosing the right hydraulic fluid for your fleet. That is why we offer a wide range designed to protect and improve the efficiency of various hydraulic systems.
- DIESEL EXHAUST FLUID (DEF)
- Diesel Exhaust Fluid (DEF) is used as a consumable in vehicles fitted with selective catalytic reduction (SCR) after-treatment device, in order to lower NOx concentration in the exhaust emissions from diesel engines.

### **Nature of Business**

Business is derived from 'busy-ness'. keeping oneself occupied with one or the other work, but it is much more than just being busy.

To have a better understanding of what a business is, we must go through the



following points:

- **Regular Process:** It is an activity which is performed repeatedly to generate profit.
- **Economic Activity:** The whole sole purpose is maximising wealth.
- **Creates Utility:** The goods or service must be such that it creates form utility – conversion of products in a consumable form, time utility – making the goods and services available when needed; and place utility – availability of goods or services wherever required, for the consumers.
- **Capital Requirement:** Any venture requires fund depending on the size and its type.
- **Deals in Goods and Services:** It is related to manufacturing and offering goods for sale or catering services.
- **Risk:** All businesses have a risk factor or uncertainties of failure and loss.
- **Profit Earning Motive:** The initial motive of a businessman is making a profit out of his venture.
- **Satisfaction of Consumer's Need:** It is concerned with the fulfilment of the customer's demands and needs.
- **Involves Buyer and Seller:** There are majorly two parties involved, the customer and the merchandise.
- **Social Obligations:** It has some social responsibilities, like creating job opportunities, dealing with licensed products, etc.



**VISION :**

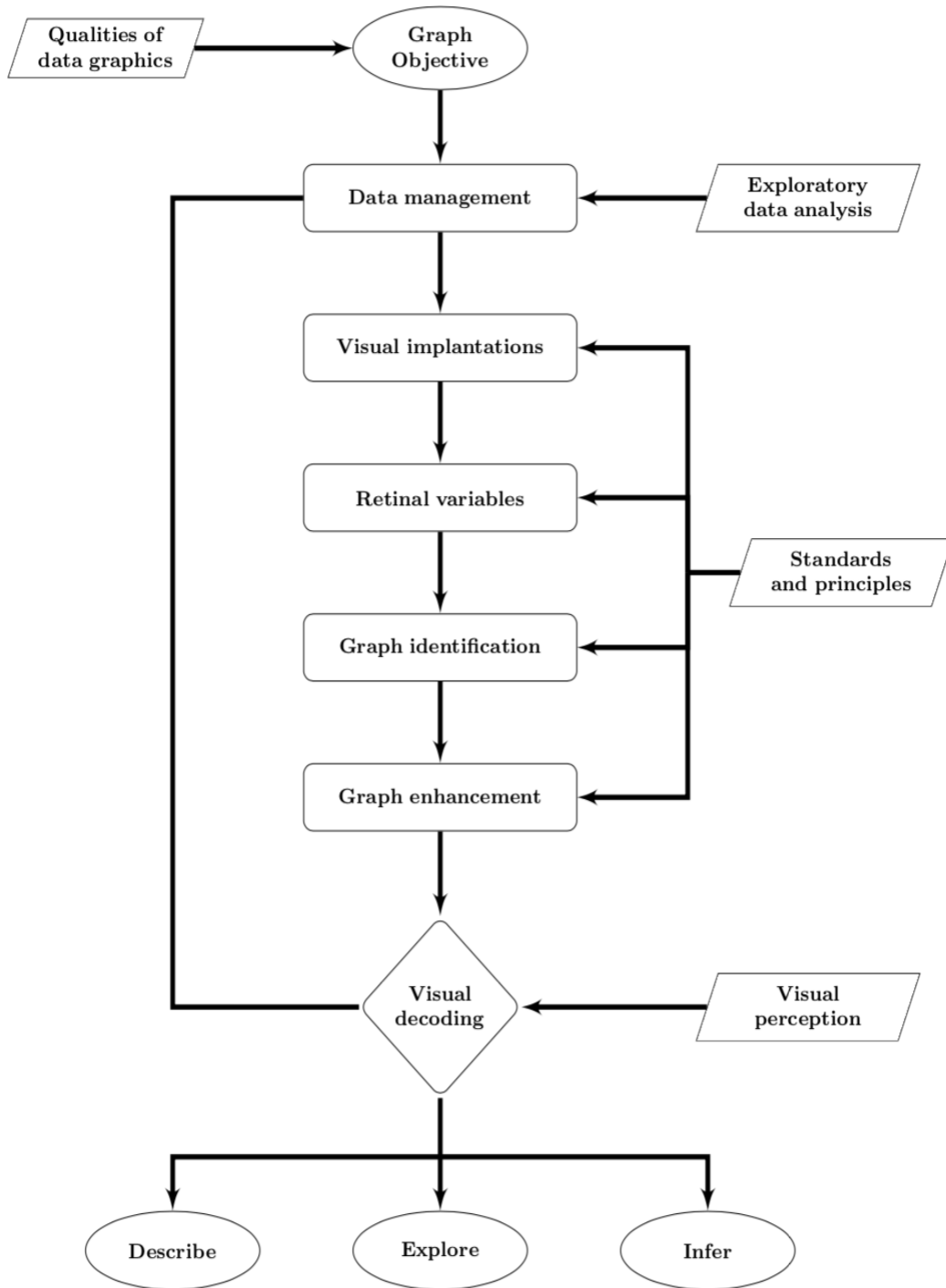
Our Vision to be a globally renowned manufacture of the entire gamut of Castor oil derivative of unmatched quality, continuously striving for excellence in product quality and customers satisfaction. We believe to maintain long term relationship with our clients by providing the best quality product on time delivery and consistent supply. We believe into grow together.

**MISSION:**

Our mission is to provide continuous growth through superior quality products at best prices and services of international standards through pioneering innovations with extreme flexibility in order to meet customers needs. In our journey to the top we ensure to deliver the best value proposition as per global standards in each and every area for the total satisfaction of our customers, vender and partners, investors and stakeholders, thus to contribute nation's growth.



## Workflow model



## Service profile

Castrol was founded by Charles “Cheers” Wakefield under the name of ‘CC Wakefield & Company’. In 1899 Charles left a job at Vacuum Oil to start a new business selling lubricants for trains and heavy machinery.

Early in the new century, Wakefield took a personal interest in two sporty new motorised contraptions – the automobile and the aeroplane. The company started developing lubricants for these new engines, which needed oils that were runny enough to work from cold at start-up and thick enough to keep working at very high temperatures. Wakefield researchers found that adding a measure of castor oil, a vegetable oil made from castor beans, did the trick nicely. They called the new product “Castrol.” In 1919 John Alcock and Arthur Brown choose Castrol to lubricate their engine on the first trans-Atlantic flight.

Having helped pioneer a new kind of motor oil, CC Wakefield pioneered a new method of getting customers to notice the product: sponsorship. The Castrol name appeared on banners and flags at competitive aviation events, auto races and at attempts to break the land speed record.

By 1960, the name of the motor oil had all but eclipsed that of the company’s larger-than-life founder, and so ‘CC Wakefield & Company’ became, simply, Castrol Ltd. In 1966 The Burmah Oil Company bought Castrol and in 2000 Burmah-Castrol was purchased by BP.

As well as having a heritage of passion and speed, the Castrol brand also stands for innovation and performance:

- 2008, Castrol launched its Marine Bio range with improved environmental performance to help protect ocean life
- 2012 NASA's Curiosity rover began its mission on Mars, lubricated by a Castrol grease
- 2015 Castrol launched Nexcel, an oil change system designed to reduce tailpipe emissions, recycle used oil and simplify oil changes
- 2017 Castrol launched its first bio-synthetic engine oil with 25% renewable plant-based oil

Today Castrol is developing and testing new products and business models to adapt to developments in sustainability, mobility and digitisation. Recent developments include:



- Metalworking fluids which enable industry to use less water
- Transmission fluids which are being used in the latest electric cars.
- Investing in joint ventures to develop new digital platforms
- Reducing the cost of running wind turbines by predicting when they will need maintenance;
- Enabling motorists to book car services online with user recommended workshops
- Applying machine learning to cut the fuel used by ships

Castrol's success owes much to the original philosophy of Charles Wakefield. He drew on the help and encouragement of his customers in developing his new Castrol Oils, because he had the foresight to see that working in partnership was the best way to achieve success for both parties. This rationale is as relevant today as it was then.

## **Values**

### **Safety**

Safety is good business. Everything we do relies upon the safety of our workforce and the communities around us. We care about the safe management of the environment. We are committed to safely delivering energy to the world.

### **Respect**

We respect the world in which we operate. It begins with compliance with laws and regulations. We hold ourselves to the highest ethical standards and behave in ways that earn the trust of others. We depend on the relationships we have and respect each other and those we work with. We value diversity of people and thought. We care about the consequences of our decisions, large and small, on those around us.

### **Excellence**

We are in a hazardous business, and are committed to excellence through the systematic and disciplined management of our operations. We follow and uphold the rules and standards we set for our company. We commit to quality outcomes, have a thirst to learn, and to improve. If something is not right, we correct it.

### **Courage**

What we do is rarely easy. Achieving the best outcomes often requires the courage to face difficulty, to speak up and stand by what we believe. We always strive to do the right thing. We



explore new ways of thinking and are unafraid to ask for help. We are honest with ourselves, and actively seek feedback from others. We aim for an enduring legacy, despite the short term priorities of our world.

One team

Whatever the strength of the individual, we will accomplish more together. We put the team ahead of our personal success and commit to building its capability. We trust each other to deliver on our respective obligations.

### **Product /Service profile:**

It's more than just oil. It's liquid engineering. Castrol provides all the oils, fluids and lubricants the world needs, for every driver, every rider and every industry.

### **PRODUCT TYPES:**

- GEAR OILS.
- HYDRAULIC FLUIDS.
- FORMING OILS.
- GREASES.
- COMPRESSOR OILS.
- Chain Oils.

### **GEAR OIL**





## HYDRAULIC FLUIDS.

Common hydraulic fluids are based on mineral oil or water. Examples of equipment that might use hydraulic fluids are excavators and backhoes, hydraulic brakes, power steering systems, transmissions, garbage trucks, aircraft flight control systems, lifts, and industrial machinery.

A hydraulic fluid or hydraulic liquid is the medium by which power is transferred in hydraulic machinery. Common hydraulic fluids are based on mineral oil or water.<sup>[1]</sup> Examples of equipment that might use hydraulic fluids are excavators and backhoes, hydraulic brakes, power steering systems, transmissions, garbage trucks, aircraft flight control systems, lifts, and industrial machinery.

Hydraulic systems like the ones mentioned above will work most efficiently if the hydraulic fluid used has zero compressibility.



### Functions and properties

The primary function of a hydraulic fluid is to convey power. In use, however, there are other important functions of hydraulic fluid such as protection of the hydraulic machine components. The table below lists the major functions of a hydraulic fluid and the properties of a fluid that affect its ability to perform that function



Function	Property
Medium for power transfer and control	<ul style="list-style-type: none"> <li>• Non compressible (high bulk modulus)</li> <li>• Fast air release</li> <li>• Low foaming tendency</li> <li>• Low volatility</li> </ul>
Medium for heat transfer	<ul style="list-style-type: none"> <li>• Good thermal capacity and conductivity</li> </ul>
Sealing Medium	<ul style="list-style-type: none"> <li>• Adequate viscosity and viscosity index</li> <li>• Shear stability</li> </ul>
Lubricant	<ul style="list-style-type: none"> <li>• Viscosity for film maintenance</li> <li>• Low temperature fluidity</li> <li>• Thermal and oxidative stability</li> <li>• Hydrolytic stability / water tolerance</li> <li>• Cleanliness and filterability</li> <li>• Demulsibility</li> <li>• Antiwear characteristics</li> <li>• Corrosion control</li> </ul>
Pump efficiency	<ul style="list-style-type: none"> <li>• Proper viscosity to minimize internal leakage</li> <li>• High viscosity index</li> </ul>
Special function	<ul style="list-style-type: none"> <li>• Fire resistance</li> <li>• Friction modifications</li> <li>• Radiation resistance</li> </ul>
Environmental impact	<ul style="list-style-type: none"> <li>• Low toxicity when new or decomposed</li> <li>• Biodegradability</li> </ul>
Functioning life	<ul style="list-style-type: none"> <li>• Material compatibility</li> </ul>



## FORMING OILS



## GREASES:

**Castrol LM** is a smooth texture, lithium-based, medium-soft **grease**. ... **Castrol LM** also has good low temperature pumpability (easy to dispense) and outstanding water and corrosion resistance. **APPLICATIONS.** **Castrol LM** is a premium quality **grease** primarily designed for wheel bearing **lubrication**.



Model No.	SA80	TA80	VA80
Container Size	180 kgs	180 kgs	180 kgs
Pressure Ratio	45:1	50:1	60:1
Shank Length	826 mm +	826 mm +	826 mm +
Delivery Rate	3.35 kgs/min ●■	2.97 kgs/min ●■	2.25 kgs/min ●■
Shipping N.W.	9.6 kgs	9.6 kgs	9.6 kgs
Shipping G.W.	10.5 kgs	10.5 kgs	10.5 kgs
Shipping Measurement	1.5 cuft	1.5 cuft	1.5 cuft

+ Different length to fit diversity of drums  
 ● In free delivery (no hose, gun), at 6 kg/cm<sup>2</sup>  
 ■ Using NLGI #2 grease at room temperature 25 ° C

### COMPRESSOR OILS.

When choosing an **air compressor oil**, the first thing to consider is **the compressor's oil** viscosity requirements. An SAE 30 weight **oil** is recommended for **compressors** that operate in conditions where **the** temperature ranges from 34° to 100° F. An SAE 20 weight **oil** is **the** better choice for colder conditions



**Chain Oils.****Ownership pattern:**

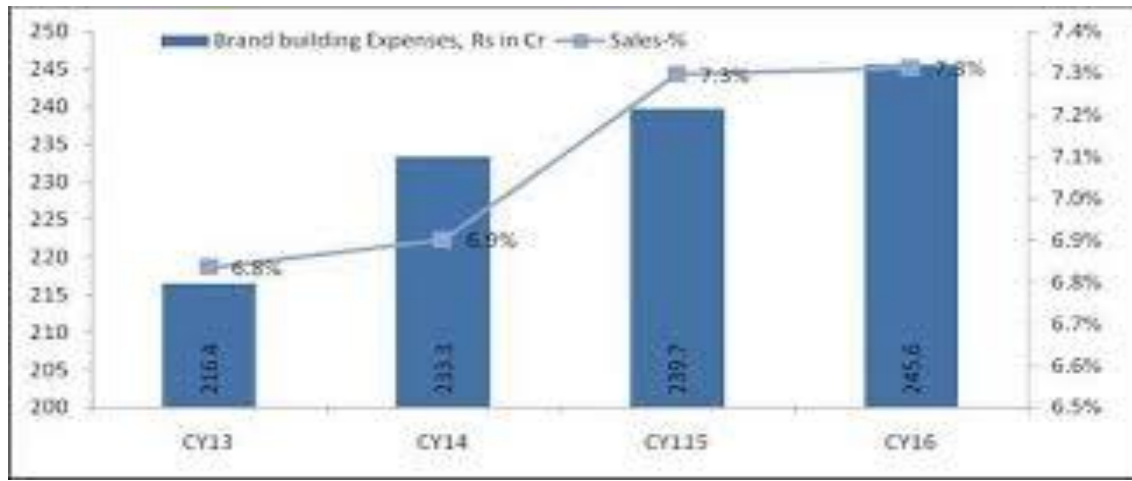
presents the Promoter's holding, FII's holding, DII's Holding, and **Share holding** by general public etc.

PREMARKET.

**Shareholding Pattern - Castrol India Ltd.**

ForeignInstitutions	113399342	11.46%
NBanksMutualFunds	44247884	4.47%
Others	32314806	3.27%
GeneralPublic	154391827	15.61%





### Achievements /Awards:

#### Castrol Indian Cricketer of the Year Award

In the first stage, performances by Indians in Tests and one-day internationals in the Castrol Cricket Year are rated in the following categories: Aggregate - Tests / ODIs; Wickets - Tests / ODIs; Batting average – Tests / ODIs; Bowling average - Tests / ODIs; Catches taken - Tests / ODIs. Points are then allotted to each player in each of the categories in descending order. Thus, the highest scorer in tests gets 10 points, the second-highest gets 9 points, the third-highest gets 8 and so on. Similarly, the highest scorer in one-day internationals gets 10 points, the second highest gets 9 and so on. The same holds for the other categories.<sup>[3]</sup>

At the end of the Castrol Year, the aggregate of the points gained by every player in all ten categories is computed and the players with the top five aggregates are declared the nominees for the Castrol Indian Cricketer of the Year Award.

In the second stage, a 'ballot form' comprising the names of the five nominees and a summary of their performances in tests and one-day internationals (with stats) is sent to all the living cricketers who have represented India in at least one test or five one-day internationals. They are asked to 'vote' for one of the five nominees and the player who receives the highest number of votes is declared the winner. The voting is by secret ballot and is monitored by Professional Management Group.





## Castrol Junior Cricketer of the Year

Performances of under-19 cricketers in under-19 / under-17 / under-15 level tournaments in the CASTROL Year are taken into account, as also performances in the Ranji Trophy by cricketers from this age-group. Maximum weightage is given to cricketers who have represented India in international junior-level tournaments like the Under-19 World Cup / Asia Cup or have been part of the India 'A' team on overseas tours.

Performances are scrutinized and a list of 15 players is sent to a panel of judges who have been associated with junior cricket. They are asked to recommend five nominees for the award and then pick one from among the five whom they feel deserves the award the most.

## Lifetime achievement award

This award is presented to a personality who has brought laurels to Indian cricket with consistent and outstanding performances that earned him the adulation of the countrymen and respect of his opponents.





### **Future growth and Prospects:**

#### **We see growth in conventional vehicles for next 10 years, says MD of Castrol India**

Castrol India, manufacturer of lubricants, sees a volatile second quarter (July-September) as base oil prices and additives, which are used for manufacturing lubricants, are on a rising trend due to rising crude oil prices and a depreciating rupee. Castrol India MD Omer Dormen told FE's Vikas Srivastava that the company took a second price hike on products in July, and doesn't rule out future price hikes but will ensure that volumes are not impacted. Excerpts:

What is your outlook for the second quarter in terms of pricing and the impact of rupee depreciation?





The base oil prices increased by \$100 per tonne in Q1 (April-June). Going ahead, global pressures are likely to keep the crude oil prices high, which will impact the base oil prices as well. We expect the second quarter to be volatile in terms of pricing of base oil and other additives. Besides, headwinds from rupee depreciation will also be felt in the second quarter (July-September). The rupee has depreciated by Rs 4-5 against the dollar, which will impact the base oil imports. The packaging and logistics costs will also add to the overall costs. Although we took the second price hike in July, we will look at maximising the gross profit pool rather than increasing the gross unit margin going ahead. So, while we will go for the price increase, we will see that volumes are not impacted.

What is your capacity expansion plan and how much you plan to invest?

We have three manufacturing plants. One in Patalganga in Navi Mumbai, one is in Silvassa and another in Kolkata, apart from third-party tie-ups to fill some of the products we do not manufacture. All put together, we have around 280 million litres of capacity across different segments. We continue to look at the mix of products that we are selling and how to make relevant capacity additions, which are in line with our future demands. We normally expand the capacity by 15%-20% year on year. We are getting more and more into personal mobility with higher blending cycles and more value-added packs. However, the focus on the commercial segment will continue. We invest around Rs 100 crore to Rs 150 crore every year not just on plant capacities but other capital expenditure as well.

What is your plant utilisation level?

Our utilisation level is around 80% and is based on certain seasonalities. It is not an average demand that we fulfill every month of the year. We keep a utilisation buffer to meet certain demands that may crop up during the agriculture season or during winters. So we have to under-utilise the capacity at times to meet higher demand in certain seasons. Also, the products are blended in-house and given outside to control the quality.

What has been the competitive pressure in terms of pricing of products?

We look at pricing and follow what is happening in the market. But we maintain a premium of 5%-20% on our products based on product carrier, investments that go in them and the product life cycle. They are backed by top-class quality and service. We do not compromise on the quality. Products are manufactured using specific formulations and additives, which cannot be bought in the spot market and have to be sourced from specific refineries based on set



standards. So it is not just the products but our services that deserve a premium. Then there is reliability that goes with it.

What are strategic changes required to mitigate the impact of the shift towards electric vehicles?

As per our global estimates, there has been significant shift towards electric vehicles and is likely to grow over the next 10-15 years, however it is also estimated that internal combustion engine vehicles will double over the next 10 years in absolute terms. As far as India is concerned, we see a similar trend. However, there is no clear policy on how its going to be driven. It is not just about the manufacturers, it is about the whole grid and the network. There are new cars being introduced every year, but I am not sure if they are getting sold. Two-wheelers and three-wheelers can be an easier switch or a fast way forward in current circumstances. Meanwhile, one important thing that is going to happen before EVs is the autonomous driven car and the aggregators, so we are looking at who is going to own the cars, who is the decision maker and who will service it. This is happening even faster, and we are looking at it with keen interest. However, there is not going to be any major shift on the EV side, since we see growth happening in conventional vehicles for the next 10 years.



**CHAPTER-3**  
**McKenny's 7S Framework and porter's five force model**



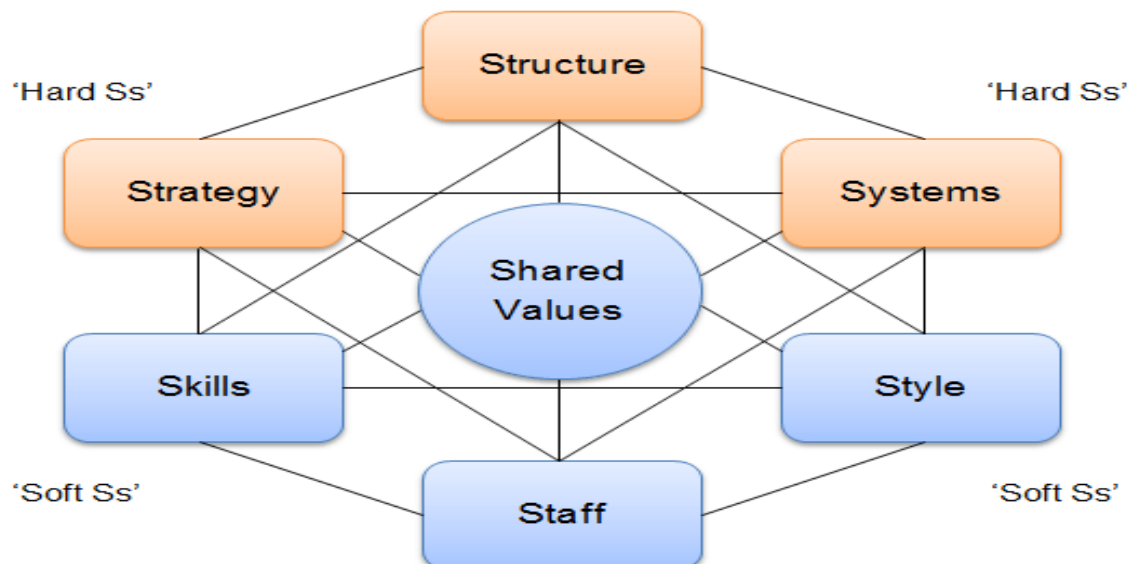
## McKeney's 7S Framework

is a tool that analyses firm's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.

### Understanding the tool

McKinsey 7s model was developed in 1980s by McKinsey consultants Tom Peters, Robert Waterman and Julien Philips with a help from Richard Pascale and Anthony G. Athos. Since the introduction, the model has been widely used by academics and practitioners and remains one of the most popular strategic planning tools. It sought to present an emphasis on human resources (Soft S), rather than the traditional mass production tangibles of capital, infrastructure and equipment, as a key to higher organizational performance. The goal of the model was to show how 7 elements of the company: Structure, Strategy, Skills, Staff, Style, Systems, and Shared values, can be aligned together to achieve effectiveness in a company. The key point of the model is that all the seven areas are interconnected and a change in one area requires change in the rest of a firm for it to function effectively.

Below you can find the McKinsey model, which represents the connections between seven areas and divides them into 'Soft Ss' and 'Hard Ss'. The shape of the model emphasizes interconnectedness of the elements.



The model can be applied to many situations and is a valuable tool when organizational design is at question. The most common uses of the framework are:



- To facilitate organizational change.
- To help implement new strategy.
- To identify how each area may change in a future.
- To facilitate the merger of organizations.

## 7s factors

In McKinsey model, the seven areas of organization are divided into the ‘soft’ and ‘hard’ areas. Strategy, structure and systems are hard elements that are much easier to identify and manage when compared to soft elements. On the other hand, soft areas, although harder to manage, are the foundation of the organization and are more likely to create the sustained competitive advantage.

7s factors	
Hard S	Soft S
Strategy	Style
Structure	Staff
Systems	Skills
	Shared Values

**Strategy** is a plan developed by a firm to achieve sustained competitive advantage and successfully compete in the market. What does a well-aligned strategy mean in 7s McKinsey model? In general, a sound strategy is the one that’s clearly articulated, is long-term, helps to achieve competitive advantage and is reinforced by strong vision, mission and values. But it’s hard to tell if such strategy is well-aligned with other elements when analyzed alone. So the key in 7s model is not to look at your company to find the great strategy, structure, systems and etc. but to look if its aligned with other elements. For example, short-term strategy is



usually a poor choice for a company but if its aligned with other 6 elements, then it may provide strong results.

**Structure** represents the way business divisions and units are organized and includes the information of who is accountable to whom. In other words, structure is the organizational chart of the firm. It is also one of the most visible and easy to change elements of the framework.

**Systems** are the processes and procedures of the company, which reveal business' daily activities and how decisions are made. Systems are the area of the firm that determines how business is done and it should be the main focus for managers during organizational change.

**Skills** are the abilities that firm's employees perform very well. They also include capabilities and competences. During organizational change, the question often arises of what skills the company will really need to reinforce its new strategy or new structure.

**Staff** element is concerned with what type and how many employees an organization will need and how they will be recruited, trained, motivated and rewarded.

**Style** represents the way the company is managed by top-level managers, how they interact, what actions do they take and their symbolic value. In other words, it is the management style of company's leaders.

**Shared Values** are at the core of McKinsey 7s model. They are the norms and standards that guide employee behavior and company actions and thus, are the foundation of every organization.

The authors of the framework emphasize that all elements must be given equal importance to achieve the best results.

## McKinsey 7s Example

		Aligned?
Strategy	Market penetration	Yes
Structure	Simple structure	Yes
Systems	Few formal systems. The systems are mainly concerned with customer support and order processing. There are no or few strategic planning, personnel management and new business generation systems.	Yes



Skills	Few specialized skills and the rest of jobs are undertaken by the management (the founders).	Yes
Staff	Few employees are needed for an organization. They are motivated by successful business growth and rewarded with business shares, of which market value is rising.	Yes
Style	Democratic but often chaotic management style.	Yes
Shared Values	The staff is adventurous, values teamwork and trusts each other.	Yes

### Current position #2

The start-up has grown to become large business with 500+ employees and now maintains 50% market share in a domestic market. Its structure has changed and is now a well-oiled bureaucratic machine. The business expanded its staff, introduced new motivation, reward and control systems. Shared values evolved and now the company values enthusiasm and excellence. Trust and teamwork has disappeared due to so many new employees.

### Alignment

The company expanded and a few problems came with it. First, the company's strategy is no longer viable. The business has a large market share in its domestic market, so the best way for it to grow is either to start introducing new products to the market or to expand to other geographical markets. Therefore, its strategy is not aligned with the rest of company or its goals. The company should have seen this but it lacks strategic planning systems and analytical skills.

Business management style is still chaotic and it is a problem of top managers lacking management skills. The top management is mainly comprised of founders, who don't have the appropriate skills. New skills should be introduced to the company.



## porter's five model forces Castrol:

### Market Profitability Porters 5 Forces Model



*The Porter's Five Forces tool helps assess market profitability by analyzing the forces acting upon it.*



Porter Five (5) Forces Model was proposed by Michael E. Porter in 1979. The purpose was to assess and evaluate the competitive positioning and strengths of business organisations. The model has three horizontal competitive forces (Threat of Substitute Products or services, the threat of new entrants and rivalry among existing firms) and two vertical forces (Bargaining power of buyers and bargaining power of suppliers).

These forces shape the competition within any industry. The overall industry competitiveness declines when these forces reduce profitability. Porter found SWOT analysis lacking in rigour. Many new companies use the Porter Five (5) Forces Model to decide whether it is profitable to enter in a particular industry.

Here is the pictorial presentation of the Porter Five (5) Forces Model:

Castrol India Limited An Innovative Distribution Channel Porter Five (5) Forces Analysis

Application of this model can help Castrol India Limited An Innovative Distribution Channel to determine the industry attractiveness and understand its competitive positioning in the





market. The analysis can also be used to make some strategically wise decisions that could improve the performance of Castrol India Limited An Innovative Distribution Channel and ensure long-term survival.

#### Threats of new entrants

Threat of new entrants reflects how new market players impose threats to the existing market players. If the industry will be profitable and barriers to enter the industry will be low, it will attract more players and hence, the threat of new entrants. will be high.

Here are some factors that reduce the threat of new entrants for Castrol India Limited An Innovative Distribution Channel:

- Entry in the industry requires substantial capital and resource investment. This force also loses the strength if product differentiation is high and customers place high importance to the unique experience.
- Castrol India Limited An Innovative Distribution Channel will face the low threat of new entrants if existing regulatory framework imposes certain challenges to the new firms interested to enter in the market. In this case, new players will be required to fulfil strict, time consuming regulatory requirements, which may discourage some players from entering the market.
- The threat will be low if psychological switching cost for consumers is high and existing brands have established a loyal customer base.
- New entrants will be discouraged if access to the distribution channels is restricted.

Castrol India Limited An Innovative Distribution Channel will be facing high new entrants threat if

- Existing regulations support the entry of new players.
- Consumers can easily switch the brands due to weak/no brand loyalty.
- Initial capital investment is high.
- Building a distribution network is easy for new players.
- Retaliation from the existing market players is not a discouraging factor.

#### **How Castrol India Limited An Innovative Distribution Channel can tackle the Threat of New Entrants?**

- Castrol India Limited An Innovative Distribution Channel can develop brand loyalty by working on customer relationship management. It will raise psychological switching costs.
- It can develop long-term contractual relationships with distributors to widen access to the target market.
- Castrol India Limited An Innovative Distribution Channel can also an investment in research and development activities, get valuable customer data and introduce innovative products/services to set strong differentiation basis.



## Porter 5 force model implications

The application of Porter five (5) forces model in real-world context allows organisations to .make wise strategic decisions. Impact and importance of each of the five forces is context dependent. By using Five Force analysis, Castrol India Limited An Innovative Distribution Channel can determine the industry attractiveness, make effective entry/exit decisions and assess the influence of these forces on their own business and competitors. Moreover, the dynamic analysis of this model can reveal important information. For example, Castrol India Limited An Innovative Distribution Channel can combine the Porter 5 force model with PESTEL framework to determine the industry's potential future attractiveness. In some cases, companies do not have the required information to analyse five forces. In such a scenario, the analysis can be conducted with the help of assumptions. Mostly, consultants consider this model as a starting point, and other frameworks (like PESTEL and Value Chain) are used in conjunction for a better understanding of the external environment.



**CHAPTER:4**  
**SWOT ANALYSIS**



## **SWOT ANALYSIS:**

SWOT Analysis stands for – **Strengths, Weaknesses, Opportunities, and Threats** that Castrol Franchised encounters both internally and in macro environment that it operates in. Strengths and Weaknesses are often restricted to company's internal resources, skills and limitations.

Opportunities and Threats are factors that are analysed in view of the prevalent market forces and other factors such as political, technological, social, health & safety, legal & environment.

According to global executive survey done by Harvard Business Review & Brightline Initiative – Only 20% of the strategic targets set by organizations are realized. Rest 80% of the strategic targets are not achieved because of incomprehensive planning, limited resource allocation, and poor execution.

The successful organizations such as Castrol Franchised are the one who able to predict market trends better than others, provide resources to develop products and services to leverage those trends, able to counter competitors' threats, and meet customers' expected value proposition.

### **Strengths**

The primary strength of Castrol is its global leadership position. On a global basis, the diversified product portfolio has also added to the strength of Castrol in a thorough manner. The Castrol case study reveals that over millions of people use Castrol products across the globe and these products are catered to the myriads of needs of multiple genres of industries. Such a business strategy has also strengthened Castrol's business position. Another primary strength of Castrol is the premium quality of its products. Such quality has appealed to the rationality of different customer segments. Besides, a solid supplier relationship should also be considered as strength of Castrol. In this respect it should be noted that for almost every business, Castrol has a lubricant solution. Furthermore, the Castrol case study reveals that a strong financial position of Castrol is yet another strong point of the lubricant giant. Apart from this, technological innovation should also be considered Castrol's strength.

### **Weakness**

One of the primary weaknesses of Castrol is the higher rate of employee abrasion. Also, a continuous downturn in the commercial vehicle industry has also directly affected the business of Castrol on a global basis. Moreover, the retardation in the sales of commercial and personal vehicle worldwide has also rendered



a negative impact on the business of Castrol, making the same a contributory factor to Castrol's weakness. Furthermore, the hardening of the interest rates in terms of financial environment, has also affected Castrol's business on a global basis.

### **Opportunities**

Opportunities are macro environment factors and developments that Castrol Franchised can leverage either to consolidate existing market position or use them for further expansion. Opportunities can emerge from various factors such as - increase in consumer disposable income, political developments & policy changes, economic growth, changes in consumer preferences, and technological innovations .

### **Threats**

Threats are macro environment factors and developments that can derail business model of Castrol Franchised. Threats can emerge from various factors such as - changes in consumer preferences, political developments & policy changes, economic growth, increase in consumer disposable income, and technological innovations .

Increasing costs component for working in developed market because of environmental regulations – Castrol Franchised has to deal with these costs as governments are trying to levy higher environmental taxes to promote cleaner options. For Castrol Franchised it may result into higher logistics costs and higher packaging costs.



**Chapter-5**  
**Analysis of financial statements**



## DEBT EQUITY RATIO

**0.00***chg.***0.00%**

PEER RANGE

0.00



0.81

## CURRENT RATIO

**0.32***chg.***2.32%**

PEER RANGE

1.31



7.61

## RETURN ON ASSETS

**-24.23***bps***60.53%**

PEER RANGE

4.04



60.53

**Balance Sheet - Castrol India Ltd.**

Rs (in Crores)

Particulars	Dec'19	Dec'18	Dec'17	Dec'16	Dec'15
<b>Liabilities</b>	<b>12 Months</b>	<b>12 Months</b>	<b>12 Months</b>	<b>12 Months</b>	<b>12 Months</b>
Share Capital	494.56	494.56	494.56	247.28	247.28
Reserves & Surplus	872.39	671.10	525.59	348.47	328.33
<b>Net Worth</b>	<b>1366.95</b>	<b>1165.66</b>	<b>1020.15</b>	<b>595.75</b>	<b>575.61</b>
Secured Loan	.00	.00	.00	.00	.00



Unsecured Loan	.00	.00	.00	.00	.00
<b>TOTAL LIABILITIES</b>	<b>1366.95</b>	<b>1165.66</b>	<b>1020.15</b>	<b>595.75</b>	<b>575.61</b>
<b>Assets</b>					
Gross Block	358.09	298.28	215.13	393.04	381.86
(-) Acc. Depreciation	158.39	112.24	76.16	246.06	233.02
<b>Net Block</b>	<b>199.70</b>	<b>186.04</b>	<b>138.97</b>	<b>146.98</b>	<b>148.84</b>
Capital Work in Progress	27.33	35.04	57.27	37.26	36.41
Investments	.00	.00	.00	.00	.00
Inventories	304.72	456.79	319.57	343.88	304.58
Sundry Debtors	482.03	391.80	284.97	255.22	236.46
Cash and Bank	946.00	743.85	784.23	821.88	696.50
Loans and Advances	269.00	293.25	391.94	282.05	238.83
<b>Total Current Assets</b>	<b>2001.75</b>	<b>1885.69</b>	<b>1780.71</b>	<b>1703.03</b>	<b>1476.37</b>
Current Liabilities	812.12	895.07	903.32	820.76	710.19
Provisions	49.71	46.04	53.48	470.76	375.82
<b>Total Current Liabilities</b>	<b>861.83</b>	<b>941.11</b>	<b>956.80</b>	<b>1291.52</b>	<b>1086.01</b>
<b>NET CURRENT ASSETS</b>	<b>1139.92</b>	<b>944.58</b>	<b>823.91</b>	<b>411.51</b>	<b>390.36</b>
Misc. Expenses	.00	.00	.00	.00	.00
<b>TOTAL ASSETS(A+B+C+D+E)</b>	<b>1366.95</b>	<b>1165.66</b>	<b>1020.15</b>	<b>595.75</b>	<b>575.61</b>

Rs (in Crores)





**CHAPTER-6**  
**LEARNING EXPERIENCE**



## **Learning**

During this one month period I have come across many new things and learned many things, which I am sure will be very helpful not only my career but thought my life. This one month learning period was fun indeed. I have not only learned the subject matter related to my studies but also gain out knowledge through this project. Some of few things I have learned throughout this training period are mention below.

- I learned the new project towards the castrol oil industry.
- I learned importance of punctuality.
- I learned many new features in MS office and power point presentations, as I typed my report using it.
- During this situation can't able to see the working environment of industry, will doing the project I felt like that environment.
- I learned the analysis financial statement.

## **BIBILOGRAPHY**

### **Books:**

- [www.castrol.com](http://www.castrol.com)
- [www.wikipedia.com](http://www.wikipedia.com)
- [www.castrolindia.com](http://www.castrolindia.com)



## WEEKLY PROGRESS REPORT

Student Name	<b>YALLAPPA S KAMATAGI</b>
USN	<b>1CR19MBA91</b>
Title of the Study	<b>An organization study report on Castrol</b>
Organization	<b>CASTROL</b>
<b>WEEK-1</b>	
Duration (start date - End date)	<b>6.8.2020 - 12.8.2020</b>
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
<b>WEEK-2</b>	
Duration (start date - End date)	<b>13.8.2020 - 18.8.2020</b>
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
<b>WEEK-3</b>	
Duration (start date - End date)	<b>19.8.2020 - 26.8.2020</b>
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
<b>WEEK-4</b>	
Duration (start date - End date)	<b>27.8.2020 - 30.8.2020</b>
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography

**Signature of the Student**

**Signature of the Guide**



