



# PRODUCTS TIERING



**ADVANCE AX STAR**  
VALUE FOR MONEY



**ADVANCE AX3**  
RELIABLE PROTECTION



**ADVANCE AX5**  
EXTENDED ENGINE LIFE



**ADVANCE AX7**  
SUPERIOR ACCELERATION



**ADVANCE FUEL SAVE**  
EXPERTLY ENGINEERED TO GIVE EXTRA MILEAGE



**ADVANCE ULTRA**  
SUPERIOR ACCELERATION

# SHELL ADVANCE PRODUCT PORTFOLIO

GOOD		BETTER			BEST				
PRODUCT	AX STAR	AX3	AX5	AX5 SCOOTER	AX7 SCOOTER	AX7	ADVANCE FUEL SAVE SCOOTER	ADVANCE FUEL SAVE	ADVANCE ULTRA
BENEFIT	Value for Money	Good wear protection	Extended engine Life	Reduced noise & vibration	Smoother ride and longer engine life	Superior Acceleration with slightest touch	Enhanced Fuel economy	Expertly Engineered to give extra mileage	Power and Performance to outride anything
OIL TYPE	Mineral	Mineral	Premium Mineral	Premium Mineral	Semi-Synthetic	Semi-Synthetic	Fully Synthetic	Fully Synthetic	Fully Synthetic
VISCOSITY	20W40	20W40	10W30, 20W40, 20W50	10W30	10W30	10W40, 15W50	10W30	10W30	10W40,15W50
SPECIFICATION	API SL*, JASO MA	API SL*, JASO MA	API SL, JASO MA2	API SL, JASO MB	API SM, JASO MB	API SM, JASO MA2	API SN, JASO MB	API SN, JASO MA2	API SN, JASO MA2
BS6 READY	NA	NA	✓	✓	✓	✓	✓	✓	✓

# SHELL ADVANCE SARAL POINTS



**ADVANCE ULTRA**



**CONSUMER CONCERN**

High performance bikes loose power and efficiency over time.



**AX7**

Not using a dedicated engine oil can lead to sluggish engine performance and poor acceleration



**AX5**

Deposits build up in bikes can result in reduced engine life



**AX5 SCOOTER**

Stop Start City traffic results into poor engine performance



**AX7 SCOOTER**

Scooter engines operate at high temp & stressful conditions



**FEATURE**

PurePlus Technology gives crystal clear base oil that pushes engine performance to highest standards giving long lasting protection.

Active Cleansing Technology keeps engine cleaner and make them responsive

Active Cleansing Technology gives cleaner, smoother and quieter engines

Active Cleansing Technology helps to prevent dirt particles sticking together to form deposits.

Active Cleansing Technology helps to prevent dirt particles sticking together to form deposits.



**BENEFIT**

Power and Performance to outride anything

Superior Acceleration with slightest touch

Cleaner engines lead to longer engine life

Reduced noise & Vibration

Smoother Ride & Longer Engine Life

# SHELL HELIX PRODUCT PORTFOLIO

GOOD			BETTER		BEST		
PRODUCT	HELIX HX3	HELIX HX5	TAXI OIL	HELIX HX7	HELIX HX8	HELIX ULTRA	HELIX ULTRA ECT
Benefits	Engine Protection	Designed for Total Engine Reliability with piston cleanliness and wear protection	Extended ODI of 10000 kms, Longer engine life	All round protection in daily driving conditions	Advanced Engine Performance and enhanced fuel efficiency	Ultimate Engine Performance, excellent sludge protection	Ultimate Engine Performance, Lower Carbon Emissions for BS6 Engines
Oil Type	Mineral Oil	Premium Mineral Oil	Semi-Synthetic oil	Semi -Synthetic Oil	Full Synthetic Oil	Full Synthetic Oil	Full Synthetic Oil
Viscosity	20W-50	15W-40 & 10W-30	5W-30	10W-40	5W-30 & 0W-20	5W-40	0W-30
Specification	API SL	API SN	API SN+	API SN ,ACEA A3/B3/B4	API SN+, ACEA A3/B3/B4 & API SP	API SP	API SN, ACEA C2/C3
BS6 Compliance	NA	Petrol Engines*	Petrol Engines	Petrol Engines*	Petrol Engines	Petrol Engines	Petrol & Diesel Engines

1. Helix Ultra ECT 0W-30 is applicable for all BS6 compliant petrol and diesel engines. 2. Helix HX5 & HX7 are not fit for BS6 Compliant petrol GDI engines

# SHELL HELIX PRODUCT TIERING



**HELIX HX3**  
ENGINE  
PROTECTION



**HELIX HX5**  
TOTAL ENGINE  
RELIABILITY



**HELIX TAXI**  
EXTENDED ODI



**HELIX HX7**  
ALL ROUND  
PROTECTION  
IN DRIVING  
CONDITIONS



**HELIX HX8**  
ADVANCED  
ENGINE  
PERFORMANCE  
& FUEL EFFICIENCY



**HELIX ULTRA**  
ULTIMATE  
ENGINE  
PERFORMANCE



**HELIX ULTRA ECT**  
ULTIMATE  
ENGINE  
PERFORMANCE  
(BS6)

# SHELL HELIX PRODUCT SARAL POINTS



**HELIX ULTRA ECT  
0W-30**



**HELIX ULTRA  
5W-40**



**HELIX HX8  
5W-30**



**HELIX HX7  
10W-40**



**HELIX TAXI  
5W-30**



**HELIX HX5  
15W-40, 10W-30**



## CONSUMER CONCERN

With BS VI norms implementation, its important to upgrade engine oil to match engine requirements and new hardware technology

It's a challenge to keep engines in best performing conditions in todays tough environment.

With the development of new engine technology, critical engine parts of vehicles experience high pressures under all driving conditions

Engine deposits can block the oilways and interfere with functioning of the engine which means serious damage to engines.

Taxi Engines have higher running hours with frequent stop start driving leading to heavy sludge formation and early oil change

Deposits over a period of time make your engine sluggish and less responsive over a period of time



## FEATURE

Most advanced Emissions Compatible Technology (ECT) that helps to keep diesel particulate filters (DPFs) & exhaust system clean to help maintain engine performance

Shell Helix Ultra formulated with PurePlus Technology that gives 99.9% clear base oil with no impurities

Shell Helix HX8 features dynamic FLEXI MOLECULE Technology that constantly adapts to boost protection where your engine needs it the most.

Shell HX7 features Active Cleansing Technology that locks away harmful deposits and keeps engine clean

Taxi oil is formulated with Active Cleansing Technology for smoother, quieter and responsive engine

Shell HX5 features Active Cleansing Technology that locks away harmful deposits and keeps engine clean



## BENEFIT

Ultimate Engine Performance, Lower Emissions for BS6 engines.

Ultimate Engine Performance, Excellent Sludge Protection .

Advanced engine performance and enhanced fuel efficiency

All round protection under all driving conditions

Extended ODI of 10000 kms with low maintenance costs

Extends engine life with total engine reliability

# SHELL PRODUCT RANGE FOR COMMERCIAL VEHICLE



**RIMULA R2 EXTRA**  
VALUE FOR MONEY



**RIMULA R3 X**  
TRIPLE PROTECTION AGAINST WEAR, DEPOSITS AND HEAT



**RIMULA HD4+**  
RELIABLE ENGINE PROTECTION



**RIMULA LD3**  
PERFORMANCE & SAVINGS IN URBAN DRIVING CONDITIONS



**RIMULA R4**  
EXTENDED ENGINE LIFE WITH DYNAMIC PROTECTION



**RIMULA R4 L**  
EXTENDED ENGINE LIFE WITH DYNAMIC PROTECTION (BS6 COMPLIANT)



**RIMULA R5 LE**  
REDUCED TOTAL COST OF OWNERSHIP & SUPERIOR ENGINE PROTECTION

## SHELL PRODUCT RANGE FOR AGRICULTURE



**Rimula R1**  
Enhanced protection  
against corrosion  
& wear



**Rimula R3**  
Best in class protection  
of 450 hours



**Rimula R2**  
Reliable Protection



**Rimula R4**  
Dynamic Protection for  
extended engine life

## AGRICULTURE



# SHELL RIMULA PRODUCT PORTFOLIO

Product									
Positioning	Good standard of engine cleanliness	Enhanced protection against corrosion & wear	Reliable protection against deposits	Triple protection against acid, deposits and wear	Less time & money on repairs in challenging urban driving conditions	Reliable engine protection	Dynamic Protection for extended engine life	Extended engine life with dynamic protection for BS6 engines	Superior engine protection and savings in TCO with 2% FE & 1 lakh ODI
Oil Type	Mineral	Mineral	Mineral	Mineral	Mineral	Mineral	Mineral Oil	Mineral Oil	Synthetic Oil
Viscosity	SAE 20W-40	SAE 20W-40	SAE 15W-40	SAE 15W-40	SAE 15W-40	SAE 15W-40	SAE 15W-40	SAE 15W-40	10W-40
Specification	API CF	API CF4	API CF4	API CH4	API CH4	API CI4+	API CI4+	API CK4	API CK4
BS6 readiness	NA	NA	NA	NA	NA	NA	NA	YES	YES

# SHELL SPIRAX - TRANSMISSION OILS

## KEY BENEFITS

Wear and corrosion protection



- Longer equipment life
- Lower maintenance costs

Good oxidation stability



- Long oil life
- Longer protection
- Lesser operating costs

## Shell Spirax S2 G



### SPECIFICATIONS

SAE Viscosity Grade: 80W-90, 90 and 140 API Service Classification GL-4

## Shell SPIRAX S2 A 85W-140



### SPECIFICATIONS

SAE Viscosity Grade: 85W-140  
API Service Classification GL-5

### APPLICATIONS

- For manual gearboxes operating under high-speed/low torque and low-speed/high torque conditions
- Gear Sets for medium applications like light duty commercial vehicles and passenger cars. Not suitable for heavy duty hypoid gears
- Rear Axles for medium applications like lightly loaded gear sets of ancillary equipment in commercial vehicles

### APPLICATIONS

- Automotive axle units, including automotive transmissions & differentials
- Gear sets in stationary and ancillary equipment
- Hypoid gear axles
- Other automotive transmission units operating under high speed - shockload, high speed - low torque or low speed - high torque conditions

# SHELL GADUS - PREMIUM GREASE

Best-in-class grease with Shell-patented "Micro-Fibre Technology"

Developed with Shell-patented thickener technology for higher mechanical durability even under extreme conditions



Shell **Gadus S2 V150C 3**

## SHELL GADUS S2 PROVIDES RELIABLE PROTECTION AGAINST:



### HIGH TEMPERATURE

Shell Gadus S2 doesn't leak out even at high temperature situations like sudden and frequent braking of the vehicle.



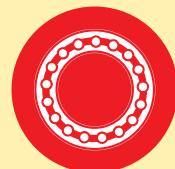
### OVERLOAD

Shell Gadus S2 remains stable and protects the hub-and-bearings under extreme pressure like overloading of vehicle.



### CONTAMINATION

Shell Gadus S2 repels contaminants like water and dirt which can find their way to hub-and-bearings and provides protection against rusting.



### LONGER BEARING LIFE

Long-lasting protection against heavy loading and shock loads

Premium red coloured grease developed especially to suit Indian conditions. Long drain interval of 100,000 kms to ensure longer on-road performance

# SHELL COOLANT



Shell Coolants are based on superior Organic Additive Technology (OAT) that outperforms conventional coolants, so that customers can spend less time and money on repairs and more time on the road.

## KEY BENEFITS



### EXCELLENT PROTECTION

Shell Coolants provides superior protection to engine in all-weather from overheating and corrosion so that engine can perform at its best and reduce maintenance cost.



### LONG SERVICE LIFE

Shell Coolants have high inhibitor levels for extended service to keep vehicle on the road and out of the workshop.

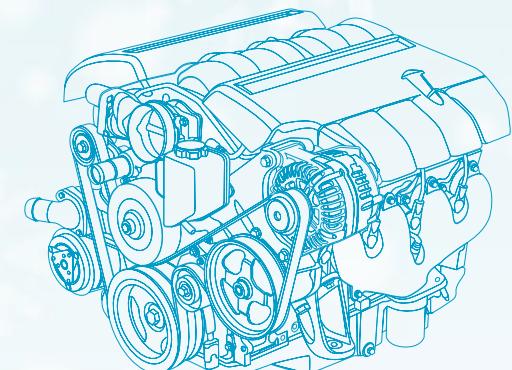


### COMPATIBILITY WITH HARD WATER

Shell Coolants are compatible with hard water (up to 700 ppm).

## MAIN APPLICATIONS:

- Shell Coolants are suitable to be used in cars, light duty trucks, light commercial vehicles, heavy duty trucks and tractors
- Suitable to be used for all major vehicle manufacturers



# SHELL ENGINE OIL 3 WHEELER

Shell Engine Oil provides Active Cleansing Technology that prevents deposit and helps in smooth running of engine. It also provides high engine protection at higher temperature for longer engine life.



## CUSTOMER BENEFITS



ENHANCED ENGINE PROTECTION



EXTENDED ENGINE LIFE



LOW MAINTENANCE COST

### SPECS:

API SL/CF

### PACK SIZES:

1L, 500 ML

### APPLICATION:

SUITABLE FOR CNG, LPG, PETROL & DIESEL ENGINES



**EXCELLENCE IN EVERY DROP**