

a ANICOM
The Technology Made by Automotive Engineers



“At ANICOM, we pride ourselves in providing our customers with world class service together with technologically advanced products which allow us to be competitive and successful in growing our footprint.

Our friendly business approach allows us the flexibility to meet the needs of small to medium enterprises just as effectively as the larger corporations. To us, each customer, no matter the size, is a valuable asset to our organisation and is treated as such.

As we move forward into 2013 and beyond, our goal is to penetrate new markets and expand our distribution channel, together with like-minded businesses for the future growth of our brand.”

Om Prakash Gupta is a qualified Auto mobile engineer, with over 25 years in the lubricants industry. He started his career at General Motors Lubricants as a technical engineer and over the years at General Motors, held many strategic positions in Sales and Services.

He has been a Managing Director in Anicom Motors. He continues to impart his technical knowledge and passion for lubricants in business and in the field where he keeps abreast of lubrication technology development.

A handwritten signature in black ink that reads "Om Prakash Gupta".

Om Prakash Gupta
CEO, ANICOM MOTORS





HISTORY

ANICOM (Anicom Motor industries), established in 2013 is the manufacturer of Anicom branded premium lubricating oils, greases and related products for the automotive, industrial and marine sectors. The headquarters is strategically located in Mumbai, with a rep office in Delhi and a well-appointed network of autorised distributors in various states.

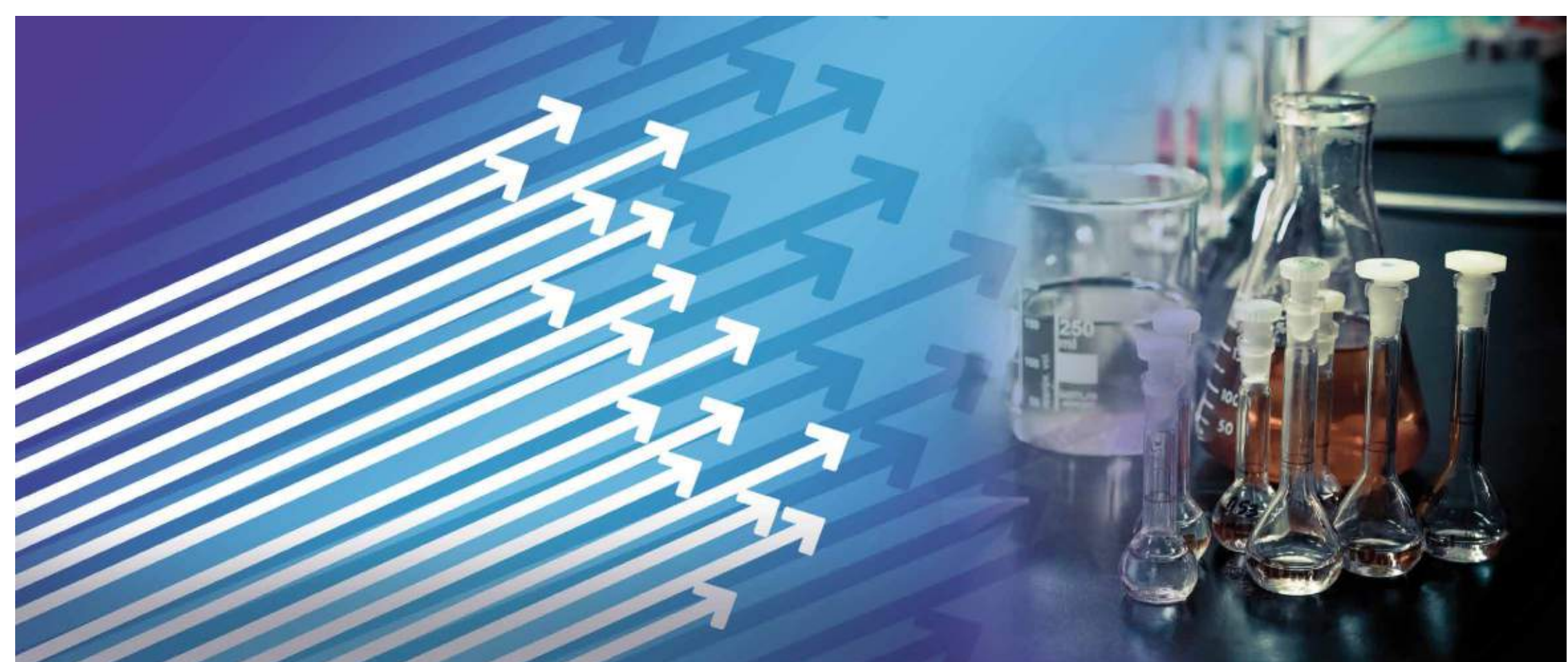
Our company has grown to become recognised as a reliable, ethical company with immense focus on quality and customer care. This was further demonstrated in 2016 strength lies in our technical ability to research and understand customer needs and formulating quality products by selecting among the newest available technology with an open approach to newest raw materials to meet or exceed the diverse requirements and specifications set by the industry. Our production, based in In Delhi use modern blending technology and is ISO accredited.



OUR TEAM

The Anicom management team members come with over 25 years of indian lubricants experience, gained at major oil companies and specialize in product development and formulations, marketing, in-field lubricant technical support, stock planning and logistics.

Anicom footprint through its network of authorised distributors extends to many States.



STRATEGY

ANICOM's adaptation strategy which offers customisation of our products to the various market needs and requirements is proving to be our competitive advantage. The global lubricants market is continuously changing and we are mindful that our customers require flexibility to remain competitive. We also support our network with various sales tools to keep them abreast of product developments and product information.

ANICOM's strategy is based on the fast adaptation of lubricants formulation to lubrication technology developments and customer needs.

Our support extends to lubrication recommendations, oil test analysis and condition monitoring.



MISSION AND VISION

Mission

Further strengthen our reputation of being a lubricants supplier that provides quality products, competitive pricing with short lead times and offer marketing and technical support.

Positively contribute to the development and growth of our distributors by methodically transferring specialised skills and know how to them thereby enhancing their competitive advantage and market penetration potential.

Vision

To continue growing as a major player in the Indian lubricants industry and penetrating new markets through qualified distributors and sub-license agreements



SUPPLY AND PRODUCTION

ANICOM's range of lubricants, once formulated is planned and produced at blending facilities in Delhi. Plant have state-of-the-art facilities with professional personnel who follow strict guidelines in the production and quality processes.

The convenient location of plants allow for a reliable supply of products to our customers in all parts of the in India , with future plans to expand our production All over in India.





PRODUCT RANGE

The Anicom lubricants product range is designed to meet requirements of various markets and applications.

We offer a dynamic range of engine oils, gear oils, brake fluids, coolants and greases for motorbikes, cars, trucks and other heavy duty vehicles. The product mix is constantly reviewed to ensure that the specifications are of the latest standards.



a ANICOM[®]

The Technology Made by Automotive Engineers

The Perfect Choice





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Anicom Motors Industries



<http://anicommotors.com>