

18 June 2026

To,

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai – 400 001

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,

Bandra Kurla Complex, Bandra East,

Mumbai – 400 051

Scrip Code: 500870

Scrip Symbol: CASTROLIND

Dear Sir/Madam,

Sub.: Press Release

Please find enclosed herewith the Press Release titled “**Castrol India highlights rising demand for smoother riding experiences with new ‘Bike Smooth, Toh Life Smooth’ campaign**”.

The same will also be made available on the Company’s website at:

https://www.castrol.com/en_in/india/home/about-castrol/newsroom.html

This is for your information and records.

Thank You.

Yours faithfully,

For **Castrol India Limited**

Hemangi Ghag

Company Secretary & Compliance Officer

Encl.: A/a

Registered address:

Castrol India Limited

CIN: L23200MH1979PLC021359

Technopolis Knowledge Park, Mahakali Caves Road, Andheri (East), Mumbai – 400093

Tel: +91 22 7177 7111 / Fax: +91 22 6698 4101

Customer Service Toll Free No: 1800222100 / 18002098100



Castrol India highlights rising demand for smoother riding experiences with new ‘Bike Smooth, Toh Life Smooth’ campaign

- New campaign reflects how riders increasingly value smooth and dependable performance in their daily commute.
- Film uses a humorous zombie-like character to dramatize the impact of a rough ride.

Mumbai, 18 June 2026: Castrol India Limited, a leading lubricant manufacturer focused on delivering high-performance solutions for evolving mobility trends, today unveiled its [‘Bike Smooth, Toh Life Smooth’ campaign](#) for the recently launched Castrol Activ Full Synthetic range.

The campaign addressed a shift that has been building steadily among Indian two-wheeler riding population. As commuting conditions become increasingly demanding, riders are placing greater value on smooth and reliable performance that helps them navigate their daily routine with confidence and ease. For many riders, their two-wheeler is an enabler of everyday life. Castrol’s latest campaign draws a direct line between quality of that ride and the quality of everything that follows.

Kaushik Vedula, Chief Marketing Officer, Castrol India, said, *“Rider expectations in India have evolved considerably. Today’s riders expect a smooth and hassle-free experience every time they get on their bike. While they may not always think about the lubricant, they immediately notice when their ride feels smooth and when it doesn’t. With Castrol Activ Full Synthetic, we are bringing advanced full synthetic technology to riders who want that consistency. This simple insight inspired our new campaign, ‘Bike Smooth, Toh Life Smooth’, a thought that reflects how a smooth ride can positively influence the rest of your day.*

Castrol Activ has evolved alongside Indian riders for over 25 years, not just in what they expect from their bikes, but also how they think, laugh and engage with brands and content. The campaign reflects this shift; the humour and an unusual narrative make the message engaging, relatable and memorable.”

Earlier this year, Castrol India expanded its flagship Castrol Activ portfolio with the introduction of Castrol Activ Full Synthetic 5W-30 and 10W-30, designed to deliver 20% enhanced protection across the engine, clutch and gearbox, supporting smoother commute experience for everyday riders.

Conceptualised by Ogilvy, the campaign takes a distinctive and engaging approach in a traditionally functional category. The film follows a rider whose movements gradually become stiff and jerky, almost *zombie-like*, as his bike starts to stutter and lose smoothness. What begins as a routine commute soon spills into the rest of his day, affecting interactions and everyday moments in unexpected ways. Through humour, the film dramatises a simple truth: when a bike runs smoothly, life feels smoother too.

Ajay Menon, President and Head GCCC, Ogilvy India said, *“At the heart of this campaign is a simple yet powerful consumer truth - while the engine oil seems invisible, it has a direct impact not just on the bike but also on life. If your bike gets stuck, so does your life. Our objective was to bring this everyday experience to life in a way that was both instantly relatable and impossible to ignore. The zombie became a memorable metaphor for the lasting impact of a rough ride, allowing us to communicate a functional product benefit through humour and storytelling. By combining a strong consumer insight*



with an entertaining narrative, the team has created a campaign that is distinctive, engaging, and particularly relevant for younger riders, while reinforcing our promise of a smoother riding experience.”

The campaign will be amplified across connected TV, digital platforms, E-commerce channels and retail touchpoints, supported by Castrol’s extensive dealer and workshop network across India, with a strong focus on driving relevance among first-time users and the next generation of commuter riders.

About Castrol India Limited

Castrol India Limited, part of the bp group, is a leading and trusted lubricant manufacturer with over 115-year presence in India. With a strong focus on evolving consumer needs and changing mobility trends, the company continues to adapt its portfolio and offerings to stay ahead of the market. Known for its innovation, and high-performance products, Castrol offers a wide range of engine oils, transmission fluids, and industrial lubricants with products such as Castrol CRB, Castrol GTX, Castrol Activ, Castrol MAGNATEC, Castrol EDGE, Castrol POWER1 and Rustilo. Serving various sectors including automotive, mining, machinery, and wind energy, Castrol India operates three blending plants and a wide distribution network of over 150,000 retail outlets nationwide. Globally, Castrol has been driving technological advancements for over 125 years. For more information, please visit www.castrol.co.in.