

SAYEED ASLAM

DIRECTOR, EIFFEL LUBRICANTS

Sayeed Aslam arrived in Australia in 2002 with a passion for learning & professional development and the Oil & Gas Industry. He also developed an interest in project management, leadership, and entrepreneurship. In 2020, combined his interests to start Eiffel Lubricants Australian division and became its director.

Eiffel Lubricants was originally founded in the UAE. Tell us about its origins.

Eiffel Lubricants was founded in 2004 with a sole purpose to provide asset protection and reduce asset degradation caused by lubrication of asset owners across the world. Everything and anything we do is a step towards achieving this goal. We strive to build a life without friction. Eiffel Lubricants had very humble beginnings but with commitment to the very purpose it was established for, in less than two decades Eiffel has established itself as a leading lubricant and grease manufacturer, with presence in more than 55 countries across the globe. Australia is its new destination. We are a manufacturer whose strategy is driven by the purpose of our existence, the values that we stand for and the business ethos that we believe in. This continuous pursuit of reducing friction in the world wakes us up every day and keeps us going. We believe this can be achieved only with a continuous learning mindset, investing in research and development, associating with the right organisations, individuals and the willingness to keep challenging the norms and innovating. This has resulted in building our state-of-the-art R&D facility in UAE, a facility that is ISO 9001-2015 certified and complies with the best international standards to supply and test a multitude of categories of lubricants and grease variants. We know that in this journey we will not be able to win on our own. We need the expertise of OEM manufacturers, additives manufacturers, base oil refineries, researchers in latest technology in chemical engineering, understanding the moving industry trends, industry bodies across the world, standardisation in manufacturing practices and hence we are very sensitive to who we associate ourselves with. These associations have enriched us with an in-depth understanding of the market,

the pain points of asset owners, and the limitations of lubrication products available in the market. This has inspired us to create products which have the perfect blend and enhance engine performance across the world in every sector and domain where lubrication is needed. Every decision we make aligns to our purpose of existence and the result is we produce the best lubricants at the best price point.

What is the Eiffel Lubricants philosophy?

Our philosophy is to be fully committed to our purpose, invest in continuous learning, attract the best talent, foster a culture of innovation, and associate with the right people. The result is we deliver exceptional value to our customers by providing unique products and services in a highly competitive and dynamic market.

Can you tell us about the Eiffel Lubricants' portfolio of offerings?

Eiffel Lubricants manufactures more than 1,200 SKU of lubricants and greases providing innovative solutions to a variety of applications across industries and various sectors. Eiffel manufactures motorcycle lubricants, automotive lubricants, commercial engine oils, gear oils, transmission fluids, industrial lubricants, brake fluids, coolants, marine lubricants, agricultural lubricants, and speciality lubricants. Eiffel offers a comprehensive range of lubricants blended from the finest grade base stock procured from world-class Exxon Mobil and European refineries, and technologically advanced and superior additives industry giants Lubrizol and Afton. Our products meet the specification of major OEMs and the highest standards of API, MIL, European and Japanese manufacturers, which clearly indicates our commitment to adhere to latest technological developments in the industry. Eiffel Lubricants has multiple state-of-the-art facilities for blending

and filling of lubricants and greases in the UAE, India and Kenya. The plant has an installed capacity of blending and filling more than 40,000 MT of lubricants, 16,000 MT of greases and 6,000 MT of viscosity improvers per annum.

What is the point of difference for Eiffel Lubricants products?

Our values and our purpose of existence is what differentiates us. We exist with a single purpose to reduce friction in life. Every equipment, machine, and part that we lubricant we take pride in protecting it and extending its performance and durability. We believe in pushing boundaries, improving performance, enhancing engine lives. We clearly understand the difference between a business decision and a technical decision and the importance of taking decisions based on the context in which the decision needs to be taken. We place very strongly emphasis on educating our customers in differentiating between a business decision and technical decision. In a growing complex and very competitive world it is essential to understand value can only be created by taking responsible decisions and by truly understanding the context in which the decision needs to be taken to create value.

Eiffel Lubricants has several OEM approvals in Australia. Can you name the brands?

Eiffel has OEM approvals from Volvo, Mack Trucks, Renault, Daimler, Mercedes-Benz, Porsche, Volkswagen. Eiffel has submitted its products for approval from Cummins, which is currently under review. In the petrol engine category, Eiffel Lubricants has OEM approvals from Mercedes-Benz and Daimler for four engine oils specifications (229.3, 229.31, 229.5 and 229.52), Porsche A40, Volkswagen 502/505.

- Eiffel OPERA ULTIMATE SAE 5W40 API SN/CF for M-B 229.3





Caption xxxxxxxx

- Eiffel OPERA ULTIMATE SAE 5W-40 API SN for M-B 229.5
- Eiffel OPERA ULTIMATE C3 5W30 SN for MB-229.31
- Eiffel OPERA ULTIMATE ESP for M-B 229.52
- Eiffel OPERA ULTIMATE SAE 5W-40 API SN for Porsche A40
- Eiffel OPERA ULTIMATE SN/CF SAE 5W-40 for VW 502 00 and 505 00.

In the Diesel engine category, Eiffel Lubricants are approved by Volvo, Mack Truck, Renault, Daimler, and Man Truck.

- Eiffel Marvela Xtreme SAE 10W40 API CK4/SN is approved by Volvo VDS-4.5, Mack EOS-4.5 & Renault VI RLD-3
- Eiffel Vista Xtreme SAE 15W40 API CK4/SN is approved by Volvo VDS-4.5, Mack EOS-4.5 & Renault VI RLD-3
- Eiffel Vista Titanium SAE 15W40 API CI4/SL is approved by Volvo VDS-3, Mack EO-N & Renault VI RLD-2
- Eiffel MARVELA TITANIUM SAE 10W40 API CI-4 is approved by MB - 228.5
- Eiffel Marvela Titanium CI4/SL 10W-40 is approved by MAN for M3277.

The size of the Australian lubricant market is approximately 500 million litres per annum, with roughly 180 brands available. It is astonishing to see only 10 local manufacturers are registered with API. The local market is driven by and meets and exceeds statements on products. Eiffel manufacturers only API licensed engine oils.

Tell us about the previous roles you had before joining Eiffel Lubricants.

I came to Australia in 2002 as a student to pursue my master's degree in engineering. I did my bachelor's degree in instrumentation engineering and worked in the Middle East for a few years before coming to Australia for higher studies. I have always been passionate about learning and continuous professional development. I worked on some of the iconic projects in the Australian oil and gas industry. I completed my master's in project management from RMIT in 2012 and moved from engineering to project and commissioning management roles. In 2020, with Covid, everything changed. This gave me an opportunity to start my entrepreneurial journey while pursuing my studies. I started Eiffel Lubricants simultaneously while studying for a Senior Executive MBA from Melbourne Business School. I was lucky to implement my learnings from my business school in my business.

What's the best piece of advice you have received?

Innovating is risky and not innovating is even more risky is the best piece of advice I received. I did my Senior Executive MBA from Melbourne Business School and, as part of this course, I did a module in Building Strategic Innovation Capability from Berkeley University of California, in Silicon Valley. In a discussion that I had with Dr Peter C Wilton, he mentioned to me that not innovating is actually far

riskier than innovating. I have learnt that embracing change is essential in today's business and life context. The industry that we are in is changing at a very rapid pace with the invent of electric vehicles and, with governments setting targets that are very difficult to achieve, we want to be an enabler in this change and innovation, both in technology and business models.

What is the future of Eiffel Lubricants?

Eiffel Lubricants' vision is to be an enabler of the biggest disruption that the mobility industry is going through in its history. Eiffel recognises the importance of climate change and envisions to take responsible steps in enabling and complementing the initiatives taken by governments, OEM manufacturers, industry bodies, and responsible citizens of the world in adapting renewable and alternate energy sources. Eiffel will strive to achieve the Net Zero deadlines and targets set by governments across the world to convert from internal combustion engines to environmentally friendly technologies by heavily investing in research and development to find the best lubrication solutions to these emerging future technologies. Eiffel believes in pushing the limits by fostering a culture of innovation. As long as mobility exists, lubrication is required, although the form and shape might change. With approximately 25 million vehicles currently in Australia that run on internal combustion engines, it will be mammoth task to convert these into alternate energy vehicles. **AA**



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