

HGSi creates a memorable campaign for Gulf Oil's – Pick-up Your Dream

The campaign has online and on-ground challenge and winners will get exciting prizes

Mumbai, March 3, 2020: HGS Interactive, a business unit of Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India), has designed an immersive web experience for phase 2 of Gulf Oil's campaign – **Pick-Up Your Dream**. The campaign objective is to draw attention to Gulf Oil's products by giving a platform to people to express their passion for Cricket, keeping in mind India's love for the sport and upcoming IPL edition.

The campaign comes with a fully responsive webpage - compatible on desktop, tablets and smartphones to create awareness about the online and on-ground challenges. The participating process for the online challenge is very exciting. Participants have to upload a video of themselves with a Gulf Pride Engine Oil Can while taking either the Helicopter shot, Yorker or Stumping challenge. The contest shall be open from **10th February, 2020 to 5th March, 2020**.

The on-ground challenge participation process is no less interesting. It gives a golden chance to aspiring cricketers to showcase their cricketing skills in front of **Kiran More, a former Indian cricketer and also former Chairman of the Selection Committee of the BCCI**. The webpage also features an interactive map that showcases the venue and schedule of the cricket trials. Participants have to purchase a Gulf Pride Engine Oil can to participate in the cricket trials. It also features two inspiring videos of two of India's best cricketers M.S. Dhoni and Hardik Pandya, urging those who are interested in learning cricket from them to participate in the challenge. Winners of this challenge will receive some exciting prizes.

"India is a cricket-loving nation. Banking on this passion for cricket to increase brand engagement, we are extremely delighted with the response to our integrated campaign, connecting Gulf Oil and cricket fans across the nation. The campaign was conceptualised to enable aspiring cricketers to pick-up their dream and give them an opportunity to realise it. Our partnership with HGS Interactive has definitely brought this campaign to life" said **Ravi Chawla, Managing Director, Gulf Oil Lubricants India Limited (GOLIL)**.

"We have created an immersive web experience for Gulf Oil, creating a platform for people to showcase their cricketing skills while integrating the products seamlessly," said **Sachin Karweer, Business Head, HGS Interactive**.

Prize description for the Challenge Winners:

- DREAM PRIZE - 12 lucky winners stand a chance to learn cricket from M.S. Dhoni and Hardik Pandya
- LUCKY DRAW PRIZE - 50 lucky winners get a chance to meet and greet the Chennai Super Kings team
- SIGNED MERCHANDISE - 100 lucky winners get signed merchandise by M. S. Dhoni and Hardik Pandya
- Chances of winning THE DREAM PRIZE increase by taking the ON-GROUND CHALLENGE

- One can also win assured prize of PAYTM cash on purchase of Pick-Up Your Dream Limited Edition pack and sending SMS with a unique code to a specific number.

Click here to enjoy the immersive web experience: www.gulfpridepuyd.com

Phase 1 of Gulf Oil's campaign – *Pick-Up Your Dream* was a nationwide hunt for India's best STREET DANCER in association with Filmy Mirchi, the Bollywood platform of Radio Mirchi. This three-week long campaign was executed across 21 cities as part of a tie-up with the movie Street Dancer 3D. The winner of this contest featured in a dance video with superstars *Varun Dhawan and Shraddha Kapoor*.

About Gulf Oil Lubricants India Limited:

Gulf Oil Lubricants India Limited (GOLIL), part of Hinduja Group, is an established player in Indian lubricant market. It markets a wide range of automotive and industrial lubricants, 2-wheeler batteries. Today, the Gulf brand is present in more than 100 countries across five continents with values of 'Quality, Endurance & Passion' as its core attributes. The Gulf Oil International Group's core business is manufacturing and marketing an extensive range consisting of over 400 performance lubricants and associated products for all market segments.

About HGS Interactive:

Founded in 2008, HGS Interactive (HGSi) is a global innovative digital solutions company. Today, HGSi provides global brands an array of services in the areas of Strategy & Consulting, Digital Marketing, DigitalCx and Social CRM. Pioneers in the Unified Customer Experience space, HGSi works on the three tenets of Technology, Innovation and Creativity, and provides its customers real-time customized solutions. HGSi has a diverse customer base globally across industries. HGSi is a part of HGS, a listed company in India.

About Hinduja Global Solutions (HGS):

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics and digital with domain expertise focusing on back office processing, contact centers and HRO solutions to deliver transformational impact to clients. Part of the multi-billion dollar conglomerate Hinduja Group, HGS takes a true "globally local" approach, with over 38,872 employees across 61 delivery centers in seven countries making a difference to some of the world's leading brands across nine key verticals. For the year ended 31st March 2019, HGS had revenues of Rs. 48,167 million (US\$ 689 million).

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HGS Media Contact:

Thanuja B M

Thanuja.Megharaj@teamhgs.com

+91 8971145454