



2011 Shell India Press Releases

Shell IN

1. SHELL EXTENDS TECHNICAL PARTNERSHIP WITH DUCATI	3
2. SHELL INDIA CHAIRMAN GETS ASIAN BUSINESS LEADER GLOBAL AWARD.....	4
3. FIRST EVER ALL-GIRLS TEAM FROM INDIA PARTICIPATED IN SEMA ASIA 2011.....	5
4. INDIA ROUTE CROWNED THE WORLD'S ULTIMATE RIDING WONDER.....	6

1. SHELL EXTENDS TECHNICAL PARTNERSHIP WITH DUCATI

Feb 17, 2011

Shell announces that Shell Advance's technical partnership with the Ducati MotoGP team has been extended until the end of the 2013 season

The extended relationship will ensure the continued development of tailored Shell Advance lubricant and Shell V-Power fuel for the Desmosedici bike. Shell Advance will also continue as the first-fill lubricant of every Ducati bike that leaves the factory in Bologna. Shell has enjoyed an extremely productive and successful relationship with Ducati Corse, first in World Superbikes and then accompanying the Bologna-based team when it moved to MotoGP in 2003. Since then, the partnership has won 31 races, one Manufacturers', one Teams' and one Riders' Title in MotoGP and six Riders' Championships and nine Constructors' Championships in World Superbike.

2. SHELL INDIA CHAIRMAN GETS ASIAN BUSINESS LEADER GLOBAL AWARD

Feb 17, 2011

Shell announces that Shell Advance's technical partnership with the Ducati MotoGP team has been extended until the end of the 2013 season

The extended relationship will ensure the continued development of tailored Shell Advance lubricant and Shell V-Power fuel for the Desmosedici bike. Shell Advance will also continue as the first-fill lubricant of every Ducati bike that leaves the factory in Bologna. Shell has enjoyed an extremely productive and successful relationship with Ducati Corse, first in World Superbikes and then accompanying the Bologna-based team when it moved to MotoGP in 2003. Since then, the partnership has won 31 races, one Manufacturers', one Teams' and one Riders' Title in MotoGP and six Riders' Championships and nine Constructors' Championships in World Superbike.

3. FIRST EVER ALL-GIRLS TEAM FROM INDIA PARTICIPATED IN SEMA ASIA 2011

Jul 09, 2011

9 Teams from India including the only all-girls team from Indira Gandhi Institute of Technology, Delhi participated in the contest

'Shell Eco-Marathon Asia 2011', an initiative by Shell Plc. for young and aspiring engineering and design students from Asia, which challenges the youth to design and build energy efficient vehicles that travel the farthest distance using the least amount of fuel was concluded on July 09, 2011 in Kuala Lumpur, Malaysia.

12 countries participated in SEM Asia 2011, including 9 teams from India and 94 teams in all. Amongst the Indian teams, 'Team Vidyottama', from Indira Gandhi Institute of Technology, Delhi was the only all-girls team in the entire event. First time participants the team stood out from among their male counterparts. The Vidyottama team designed super mileage vehicle based on the idea of solar energy and won loads of appreciation for the design.

The Vidyottama team consisted of second year students from Mechanical and Automation Engineering and Electronics and Communication Engineering streams. The team researched for a year before designing the vehicle.

Shell Eco-marathon has been running in Europe since 1985 and the United States since 2007, and was held for the first time in Asia at Sepang last year. The teams participating from India are RV College of Engineering – Bangalore, Chitkara Institute of Engineering and Technology - Patiala and Jalandhar (3 teams from this college), Dr. B R Ambedkar National Institute of Technology – Jalandhar, Maharaja Agrasen Institute of Technology - New Delhi, Indira Gandhi Institute of Technology - Delhi, Delhi Technological University – Delhi and NIT – Jamshedpur.

Mr. Deepak Mukarji, Country Head - Corporate Affairs, Shell Companies in India, said, "At Shell we thrive hard to develop the best technology for our products and we understand styling and designing of vehicles, along with fuel- efficiency is an integral part of whole manufacturing process, and have always recognized and encouraged new and innovative ideas. Through this contest we want to offer young students a platform who aspire to make it big the in the field of automotive designing which eventually will benefit the automotive industry in the long term."

The process of shortlisting the teams from the colleges was a design report submitted with all technical specifications of the vehicle like engine details, transmission system, chassis along with other minute aspects like materials used, dimensions of each part etc.

4. INDIA ROUTE CROWNED THE WORLD'S ULTIMATE RIDING WONDER

Oct 23, 2011

The "Coorg to Munnar via Ooty" India route was crowned the world's ultimate riding wonder at the 2011 Shell Advance Malaysian Motorcycle Grand Prix.

After several months of searching, Shell Advance, the leading motorcycle lubricant brand, unveiled Coorg to Munnar via Ooty, India, as the world's ultimate Riding Wonder at an exclusive event held at the 2011 Shell Advance Malaysian Motorcycle Grand Prix.

In Sepang, Shell Advance guests joined a panel of experts from Ducati, Dorna, Shell Advance and the Sepang International Circuit, as well as selected media from China, India and Indonesia, in a discussion to decide which route would be crowned the world's ultimate Riding Wonder from the list of the top 7 Riding Wonders voted for by the public.

The panellists' votes were combined with the public votes from 8 countries to reveal Coorg to Munnar via Ooty, India as the winner. It received many public votes and was chosen by two of the seven panellists because of its varied scenery, mixture of mountain climbs, twisting corners and diverse wildlife along the route.

One lucky guest, Alessandro Donadello from Italy, also won the once-in-a-lifetime opportunity to visit India and the Ultimate Riding Wonder.

Tanmay Jaswal, Shell Advance Global Marketing Manager: "When Shell Advance launched the 7 Riding Wonders of the World campaign, we were asking biking enthusiasts to help us find the riding roads, tracks and routes around the world that best complement our ethos of Responsiveness, Control and Enjoyment.

We were overwhelmed with the response that we received and the results across all 22 routes were so close throughout the competition, but unfortunately there can only be one winner.

We would like to congratulate Alessandro on winning and look forward to giving them the chance to experience the world's ultimate Riding Wonder in India."

Panellist Nicky Hayden, Ducati Corse rider, said: "I'm really pleased that Coorg to Munnar via Ooty, India has been named the world's ultimate Riding Wonder. There are so many great rides out there and I love the tracks, but think it was a good choice"

Alessandro Donadello said, "I can't believe that I've won, I have never won anything in my life before. Thanks to Shell Advance I am here in Malaysia, and now my first trip to India it's like a dream come true. It will be a once-in-a-lifetime experience that I'll never forget!"

List of Campaign Winners from India :

1. Mr. Rajinder Kakkar, Delhi
2. Mr. Jayaram Peramanathan, Bangalore
3. Mr. Sanjay Ramkishan Kakani, Yavatmal
4. Mr. Jagdish Srikrishna, Indore
5. Mr. Vinod Kumar, Hoshiarpur
6. Mr. Dinesh Chowdhary, Hyderabad
7. Mr. Sanjeev Talwar, Delhi
8. Mr. Kamesh Talluri, Hyderabad