

# Oilmax Systems

A Journey from an Acorn towards the Oak

*Making an Impact on the Domestic and International Front*

-Ashutosh Gokhale

It all started with a single man, a desk and a single product. Founder Director of Oilmax Systems Pvt Ltd, Mr. Ashutosh Gokhale a first-generation entrepreneur decided to quit his job and embark on an entrepreneurial journey by importing and trading centrifugal oil cleaners. The product was very unique and innovative and offered great savings to customers. However the concept was totally new and potential customers had never even heard about such a product and looked at it with skepticism. Huge efforts were required to reach potential customers and convince them. It made the matter more difficult as the application segments were Mining Equipment and DG sets and customers were located in remote areas, thousands of kilometers away from Pune.

In the first year, the turnover was a modest Rs 3 Lakhs. However, the initial years of difficulty did not deter the Oilmax Team. Instead of relying on just one product, a program was undertaken to find new applications, new customer segments & new products in industrial, marine and automotive segments. Efforts were also made to

explore export opportunities. A major breakthrough was achieved in the export business by securing orders from international shipping companies based in Singapore, Hong Kong, Cyprus, Norway, UAE, etc. After starting with centrifugal oil cleaners for ship engines, further products like hydraulic oil cleaning systems, waste compactors, ultrasonic cleaners, high pressure water jet cleaners, bilge water cleaners, etc. were developed. Oilmax is the only Indian company competing with European and Chinese companies, by exporting these products to international shipping companies. High quality products, unique features and competitive pricing has ensured that exports consistently contribute to over 50 % of the total turnover

Oilmax has developed many innovative products to improve product quality, reduce operating costs, machine downtime, oil storage and disposal costs, and adverse environmental impact of waste oil and coolants. Oilmax products are completely reusable. There is no recurring cost.

Oilmax is an OE supplier of bypass centrifugal oil





cleaner for Indian Army Tatra Trucks through BEML. Over 5000 units have been supplied in the last 10 years. The bypass engine oil centrifuge mounted on Tatra trucks is a critical engine component used for engine oil cleanliness used in enhancing engine life. Oilmax is very proud to be associated with the Indian Army.

Oilmax is an ISO 9001:2015, ISO 14001 : 2015 and CE certified company. It has also bagged many prestigious national level awards in its journey towards excellence. It is a debt free company. It has a unique business model that includes innovative cost saving products, niche market segments, high export business, and a strong, efficient, dedicated team.

Oilmax products are most useful in industrial, automotive, marine and mining sectors for applications like quenching, grinding, honing, etc. in coolant / CNC & VMC machines, cold forming , wire drawing , formulation of gear and hydraulic oil etc.

All the products have lifelong durability and do not require any type of consumables hence there is no recurring business. Being a lifelong, one-time product, the challenge is to continuously find new customers, new application segments, new markets or add new products, a tough task

considering the remote areas of our geographically diverse nation.

Starting with one, Oilmax's range of products now includes more than 20 products and is increasing every year. These include coolant sump cleaner, tramp oil separator, oil recovery centrifuge, scrap / chip compactor, auto desludging centrifugal oil cleaner, hydraulic oil cleaning system, engine oil centrifuge, ultrasonic cleaners, water jet cleaners, custom built oil cleaning and dispensing system, etc.

In the last 10 years, the sales turnover has grown from Rs.2.2 crore to Rs 16 crore. The export turnover has grown from Rs 1.08 crore to Rs 8.7 crore. In the coming years, Oilmax plans to expand its product range in the industrial scrap / waste management area.

By emerging as a leading manufacturer and exporter of oil and coolant conservation products Oilmax Systems Pvt. Ltd. proves that it is an ideal example of the 'Make in India' initiative.



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