



BRAND: CALTEX LUBRICANTS
CAMPAIGN: CALTEX YAANI COMMITMENT

AGENCY



Kosal Malladi

Vice President, Madison Loop

“Creating this TVC for Caltex has been a remarkable journey for us. We worked closely with Caltex and HPCL while scripting the TVC – marrying Jadeja’s all-rounder appeal with the all-rounder nature of products in Caltex’s stable. This TVC reflects our commitment to delivering a powerful and impactful campaign that resonates with the brand’s core values.”

CLIENT



Marc Bouchebl

General Manager, Marketing and Sales Support, Chevron International Products (IP)

“We are thrilled to go live with a TVC in collaboration with Ravindra Jadeja, our Caltex brand ambassador in India. His passion, dedication to the game and success story align seamlessly with the values of the Caltex brand. With his support, we aim to reach a wider audience across India and reinforce Caltex’s position as the all-rounded lubricants provider for our customers.”