

MAK Lubricants Wins Prestigious 'Brand of the Decade' Award at Goalfest Conclave 2024

Mumbai, Maharashtra Aug 22, 2024 ([IssueWire.com](https://www.issuewire.com)) - MAK Lubricants, the premium brand from Bharat Petroleum Corporation Limited (BPCL), has been honored with the prestigious '[Brand of the Decade Award 2024](#)' at the Goalfest Conclave 2024, held on August 20th at ITC Maratha, Mumbai. This award was presented by Herald Global and Brand Advertising Research & Consulting Pvt. Ltd. (BARC), recognizing MAK Lubricants for its decade-long commitment to innovation, quality, and customer trust.

Shri Sohail Akhtar, Chief General Marketing (Lubes) at BPCL, received the award on behalf of the company. This award reflects the changes and continuous improvements MAK Lubricants has made to stay strong as a brand and keep up with the ever-changing needs of the industry.

In addition to this remarkable achievement, **Mr. Subhankar Sen**, Executive Director and Business Head (Lubricants) at BPCL was honored with the **Marketing Meister Award 2024**. This award acknowledges Mr. Sen's relentless dedication to delivering exceptional value and customer satisfaction in the automotive and industrial sectors. His leadership has been instrumental in making [MAK Lubricants](#) a preferred choice across India.

Mr. Sen's extensive experience at BPCL, covering various roles and geographies, has made him a highly effective business leader. His strategic vision has guided the growth of MAK Lubricants, supported by sustained R&D, innovation, and partnerships with leading OEMs and customers in both the B2C and B2B markets.

The Goalfest Conclave 2024 brought together a diverse group of visionaries, thought leaders, policymakers, and corporate heads, including notable figures such as **Shri Arvind Sawant**, Member of Parliament for Mumbai South, and **Dr. Vijay Kalantri**, President of the All India Association of Industries. The event celebrated various achievers and brands that have made significant contributions to their industries.

MAK Lubricants' recognition as a **Brand of the Decade** places it alongside other exceptional brands such as Mahindra Susten, Amul, and Tata Salt, all of which have demonstrated consistent growth and innovation over the past ten years. This award highlights the resilience and adaptability of MAK Lubricants in a competitive market.

The recognition at the Goalfest Conclave 2024 serves as an inspiration for the entire team to keep pushing boundaries and delivering top-quality products and services to their customers.

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