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The year 2021 brings back memories of intense work and impressive achievements at a time of great uncertainty for our lubricants and chemicals business. The challenges we faced were dealt with considerable strategic thinking and the actions we carried out lead to great success.

We outperformed in all business aspects including new product launches, building employee engagement, enhancing customer loyalty and strengthening our partner relationships. The launch of DO2 (B2B Platform), Wholesaler trip on MSC cruise and launch of "Raseedi" our loyalty app has been some major highlights. Our 2021 results are something we can all take a great pride in.

We enter 2022 with renewed positivity and confidence. The raw material supply and logistics challenges do signal that there are still hard times ahead. But I'm confident that, with a spirit of continued accomplishment and a strong business momentum we will deliver a great performance in 2022.

I wish you and your families a great beginning, good health, peace, and prosperity, and remind you that we will keep our commitment and support so that our businesses get the best results.



0W20 Launch 10W30 Launch

We launched the TGMO 0W20 Hybrid Oil on the 23rd August 2021, to boost an already strong product portfolio. We ran a campaign on TGMO social media platforms, achieving around 18M impressions on social media.

We introduced the TGMO 10W30 product to strengthen our portfolio. It was introduced in order to act as an alternative to the current leading product 20W50, with newer upgraded specifications geared towards the vehicle of today.



Wholesalers Trip Celebrating 2020 success with our partners



Strengthen the connection between our partners and the extended team

Since 2016, an annual trip has offered a chance to create a stronger bond and better understanding between the company and its partners, a unique occasion to exchange ideas, understand mechanisms, identify needs to create a ground for stronger future collaborations. COVID19- travel restrictions gave us a chance to discover our national treasures by sailing across the Red Sea in August, the perfect timing for a 3 days-cruise, where we had the chance to connect and enjoy the gatherings and entertainment. This was the first face-to-face gathering for our wholesalers post COVID. It was highly appreciated by all invitees and there was %100 participation.

Appreciation certificates to the best-performing distributors of 2020

Recognizing the contributions of our wholesalers for their performance in 2021. A ceremony was held in Jeddah for this special recognition event.



National Day Campaign



The Saudi National day campaign "ايش يحرك السعودي" was launched on 22nd September 2021.

The main objectives were to participate in the most popular event of the year, in addition to engaging with audience and increasing TGMO brand awareness. Campaigns were ran on Social Media and in mall screens across Riyadh, Jeddah & Dammam – most notably attracting 1M+ interactions across malls

Raseedi Launch

Raseedi is the loyalty program of ALJOC targeting puncture shop operators to build the communication bridge and encourage the sell-out of our products. We managed to launch it within Q4-2021.

