COMPANY PROFILE

ORIENT LUBRICANTS

The Name Of Quality

Approved By OGRA | Karachi, Pakistan

Orient Lubricants
Plot # L.T-254, Sector-8, K.D.A, Scheme-41, Industrial Area Surjani Town, Karachi
Approved By OGRA

OVERVIEW

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SECTION 01

Company Introduction

01

COMPANY INTRODUCTION

Orient Lubricants is a Pakistani lubricant manufacturing company founded by Mr. Zeeshan Munir in 2005 with a vision to establish a quality-driven lubricant business and create opportunities for aspiring entrepreneurs across Pakistan.

The company began its journey from a small setup with basic oil-filling lines, limited resources and a strong determination to succeed. Through continuous hard work, dedication and a commitment to providing highly profitable products, Orient Lubricants gradually built relationships with dealers and established its presence in the lubricant market.

Like every growing business, the company faced challenges and difficulties during its early stages. However, with perseverance, strategic business development and the trust of its dealers, Orient Lubricants continued to grow and expand its operations.

Today, Orient Lubricants operates from its manufacturing plant located in Surjani Town Industrial Area, Karachi, Pakistan. The company has achieved an important milestone by obtaining approval from the Oil and Gas Regulatory Authority (OGRA), placing it among the limited number of lubricant manufacturing plants in Pakistan with this approval.

Our journey represents more than business growth. It reflects our commitment to quality, entrepreneurship, opportunity creation and long-term business partnerships.

SECTION 02

Our Vision & Our Mission

02

VISION & MISSION

OUR VISION

Our vision goes beyond simply creating employment opportunities. We believe in empowering individuals to become entrepreneurs, independent business owners and successful members of the business community.

We aim to create opportunities where people do not just work for businesses but have the confidence, resources and support to build businesses of their own.

We envision a business network where our dealers and distributors grow alongside us, achieving financial independence and long-term success.

OUR MISSION

Our mission is to expand Orient Lubricants throughout Pakistan, reaching every province, every city and every corner of the country.

We are committed to developing a strong nationwide distribution network while maintaining product quality, competitive pricing and reliable business relationships.

We aim to provide our dealers and distributors with highly competitive profit margins, attractive business opportunities and additional incentives that support their growth and success.

When our dealers grow, Orient Lubricants grows.

SECTION 03

Our Philosophy & Leadership

03

PHILOSOPHY & LEADERSHIP

OUR PHILOSOPHY

At Orient Lubricants, we believe that quality builds trust, trust builds relationships and strong relationships build successful businesses.

We are not simply focused on selling lubricants; we are focused on building a network of successful entrepreneurs and long-term business partners.

Our slogan, “The Name Of Quality,” represents our commitment to quality, customer satisfaction and continuous improvement.

LEADERSHIP

Mr. Zeeshan Munir

FOUNDER & OWNER

The founder of Orient Lubricants, Mr. Zeeshan Munir established the company through determination, hard work and a vision to create a growing manufacturing and distribution business.

M. Afnan Munir

BUSINESS DEVELOPMENT EXECUTIVE

Working alongside the founder, M. Afnan Munir contributes to business development, market expansion, dealer and distributor relationships, and the company’s vision of building a nationwide business network.

SECTION 04

Contact Information & Our Logo

04

CONTACT & LOGO

CONTACT INFORMATION

Orient Lubricants

FACTORY ADDRESS

Plot # L.T-254, Sector-8, K.D.A, Scheme-41, Industrial Area, Surjani Town, Karachi, Pakistan.

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REGULATORY APPROVAL

OGRA Approved

OUR LOGO



SECTION 05

Our Plant

05

OUR PLANT





Orient Lubricants Lab



Orient Lubricants Tanks



Orient Lubricants Filling Lines



Orient Lubricants Filling Lines

SECTION 05

Our Plant

05

OUR PLANT



Orient Lubricants Drums Filling



Orient Lubricants Storage Tanks



Orient Lubricants Blending Plant

Orient Lubricants operates from its manufacturing plant located in Surjani Town Industrial Area, Karachi, Pakistan.

SECTION 06

Our Products

06

OUR PRODUCTS

TORQUE

AVAILABLE IN

700ml | 1L | 1300ml | 1400ml | 1500ml

EMMARAT

AVAILABLE IN

700ml | 1L

DIAMOND-70

AVAILABLE IN

700ML | 800ML | 1L

ARABIAN

AVAILABLE IN

700ml | 800ml | 1L | 1300ml | 1400ml | 1500ml

EAGLE

AVAILABLE IN

700ml | 1L | 1300ml

BLACK PANTHER

AVAILABLE IN

700ml | 1L | 1300ml

TORQUE





06

OUR PRODUCTS

AVAILABLE IN

700ml | 1L | 1300ml | 1400ml | 1500ml

TORQUE





06

OUR PRODUCTS

AVAILABLE IN

700ml | 1L | 1300ml | 1400ml | 1500ml

EMMARAT





06

OUR PRODUCTS

AVAILABLE IN

700ml

1L

EMMARAT





06

OUR PRODUCTS

AVAILABLE IN

700ml | 1L

SECTION 06 · PRODUCT 03

DIAMOND-70





06

OUR PRODUCTS

AVAILABLE IN

700ML | 800ML | 1L

ARABIAN





06

OUR PRODUCTS

AVAILABLE IN

700ml | 800ml | 1L | 1300ml | 1400ml | 1500ml

ARABIAN





06

OUR PRODUCTS

AVAILABLE IN

700ml | 800ml | 1L | 1300ml | 1400ml | 1500ml

SECTION 06 · PRODUCT 05

EAGLE



AVAILABLE IN

700ml | 1L | 1300ml

BLACK PANTHER

06

OUR PRODUCTS



AVAILABLE IN

700ml | 1L | 1300ml

SECTION 07

Quality Assurance & Quality Control

07

QUALITY ASSURANCE

At Orient Lubricants, quality is at the heart of everything we manufacture. We believe that customer trust is built through consistent product quality, reliable performance and strict quality control at every stage of production.

Our manufacturing facility is equipped with laboratory testing facilities and quality control procedures to help ensure that our lubricants meet the required product specifications and applicable industry standards.

From raw material inspection to blending, testing, filling and final packaging, we maintain quality checks throughout our manufacturing process. Our laboratory facilities enable us to evaluate important product properties and maintain consistency across our product range.

Orient Lubricants is approved by the **Oil and Gas Regulatory Authority (OGRA)**, reflecting our regulatory standing within Pakistan's lubricant industry.

QUALITY IS NOT JUST OUR PROMISE; IT IS OUR STANDARD.

We are committed to maintaining product standards, improving our manufacturing processes and delivering lubricants that our dealers, distributors and customers can rely on.

OUR QUALITY COMMITMENT

- Laboratory-based product testing and quality evaluation.
- Quality checks throughout the manufacturing process.
- Inspection of raw materials and finished products.
- Consistency in product specifications and performance.
- Compliance with applicable regulatory requirements and product standards.
- Continuous improvement in manufacturing and quality control.

SECTION 08

Raw Materials, Sourcing & Supply Chain Management

08

RAW MATERIALS & SUPPLY CHAIN

At Orient Lubricants, we understand that premium-quality lubricants begin with carefully selected raw materials. That is why we focus on maintaining reliable sourcing channels, quality inspections and a consistent supply chain to support our manufacturing operations.

Base Oil Sourcing

We source base oils through both international and national suppliers to maintain a dependable supply of essential raw materials. Our domestic sourcing includes National Refinery Limited (NRL), alongside international sourcing channels. This approach helps us maintain supply continuity and flexibility in our manufacturing operations.

Imported Additives

We source our lubricant additives internationally, selecting materials according to the required formulations and product specifications. These additives play an important role in achieving the desired performance characteristics of our finished lubricants.

SECTION 08

Raw Materials, Sourcing & Supply Chain Management

08

RAW MATERIALS & SUPPLY CHAIN

Raw Material Inspection & Laboratory Testing

Quality control begins before the manufacturing process. Incoming raw materials undergo laboratory inspection and testing to evaluate their relevant properties and suitability for production. Only materials that meet the required specifications proceed to the next stage of manufacturing.

OUR COMMITMENT

From sourcing base oils and imported additives to laboratory inspections and final packaging, every stage is approached with a focus on quality, reliability and operational efficiency.

Reliable Packaging Supply Chain

Alongside raw materials, we maintain reliable supply arrangements for essential packaging materials, including:

- Engine oil bottles and containers.
- Product labels and stickers.
- Cartons and outer packaging.
- Other necessary packaging materials.

Our focus on maintaining dependable sourcing and packaging supplies helps support uninterrupted production, consistent product presentation and timely order fulfilment.

SECTION 09

Our Services & Business Opportunities

09

SERVICES & OPPORTUNITIES

At Orient Lubricants, we offer more than lubricant manufacturing. We provide complete business solutions for individuals, entrepreneurs and companies looking to establish, expand or grow their presence in the lubricant industry.

With our manufacturing facilities, packaging capabilities and business development support, we aim to make lubricant manufacturing and brand ownership more accessible.

1 Lubricant Manufacturing

We offer lubricant manufacturing services for businesses looking for reliable production solutions. Our manufacturing operations focus on product specifications, quality control and consistent production.

2 Packaging & Filling Services

We provide professional packaging and filling services for lubricant products in different bottle sizes and packaging formats, helping businesses bring their products to market.

3 Private Label Manufacturing

Want to launch your own lubricant brand? Orient Lubricants provides private-label manufacturing solutions, allowing businesses to develop and market products under their own brand names.

SECTION 09

Our Services & Business Opportunities

09

SERVICES & OPPORTUNITIES

4 Start Your Own Engine Oil Brand

We believe that everyone with ambition should have an opportunity to become an entrepreneur. Through our manufacturing and packaging services, we help aspiring business owners take their first steps towards establishing their own engine oil brands.

Your Brand. Your Identity. Your Business.

5 Dealership Opportunities

We offer dealership opportunities in our own brands, providing individuals and businesses with the opportunity to become part of the Orient Lubricants distribution network.

6 Distribution Opportunities

We welcome distributors interested in representing and expanding our brands in different cities and regions across Pakistan. We aim to build long-term partnerships through competitive business margins, marketing support and additional dealer and distributor incentives.

BUILD YOUR BRAND. GROW YOUR BUSINESS. GROW WITH ORIENT.

Whether you want to manufacture your own lubricant brand or become an authorized dealer or distributor of our existing brands, Orient Lubricants aims to provide the manufacturing capabilities and business opportunities to help you move forward.

SECTION 10

Nationwide Market Presence

10

NATIONWIDE PRESENCE

SERVING CUSTOMERS ACROSS PAKISTAN

Orient Lubricants is committed to making its products accessible throughout Pakistan. Our products are available nationwide through our dealer and distributor network.

Our goal is to establish a strong presence in every province, city and region of Pakistan, ensuring that customers and business partners have access to our products and business opportunities.

We continuously strive to expand our distribution network and build lasting relationships with dealers, distributors, wholesalers and corporate customers.

- Nationwide Availability
- Reliable Supply
- Strong Business Partnerships

SECTION 11

Head Office & Factory · Contact Us

11

HEAD OFFICE & CONTACT

HEAD OFFICE & FACTORY

Orient Lubricants

Plot No. LT-254, Industrial Area, Sector 8, Surjani Town, Karachi, Pakistan.

Our head office and manufacturing facility operate from the same location.

GOOGLE MAPS LOCATION

https://maps.google.com/?q=Orient+Lubricants+Surjani+Town+Karachi

CONTACT US

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TIKTOK

https://www.tiktok.com/@orient.lubricants

WHATSAPP CHANNEL

https://whatsapp.com/channel/0029VbAlayJDp2QABuL9L90g

FACEBOOK COMMUNITY GROUP

https://www.facebook.com/share/g/1J3ZxacWp1/

LET'S BUILD SOMETHING TOGETHER

Whether you are looking for quality lubricants, manufacturing and private-label services, or dealership and distribution opportunities, Orient Lubricants welcomes you.



ORIENT LUBRICANTS

THE NAME OF QUALITY