



Caltex affirms long-term growth strategy

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Caltex, operated by Star Fuels Marketing Limited (SFL), a subsidiary of the Siam Petroleum Refining Company (SPRC), reaffirmed its dedication to sustained investment and expansion in Thailand during the recent "Caltex Retailer Convention 2024." The convention, which celebrated the contributions of retailers and partners within the Caltex network, served as a platform to unveil the company's future business directions and ambitious growth targets.

At the event, attended by key stakeholders and industry leaders, Shashank Nanavati, SPRC Executive Vice President outlined the company's strategic vision and long-term investment plan. Emphasizing the integration of fuels marketing and refining businesses within SPRC, Nanavati highlighted the significance of enhancing brand value and competitiveness in the Thai market. He articulated the company's commitment to sustainable growth, ensuring continued support to business partners and retailers while delivering superior products and services under the Caltex brand.

Caltex aims to achieve a 10% growth in the fuels retail business in Thailand this year, building upon

its solid foundation and strong market presence. The company's robust performance in 2023, culminating in reaching its retail growth target, reflects its resilience and adaptability in navigating the evolving business landscape.

The retailer recently invested over 100 million baht in new advertising campaigns, with a focus on promoting Caltex fuel featuring the patented additive Techron.