



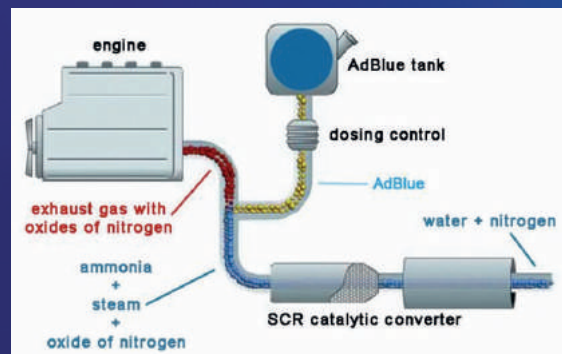
GROWTH

### WHAT is AdBlue by MARS ?

AdBlue® is a registered trademark of the VDA (Verband der Automobilindustrie) and is licensed especially to car manufacturers, suppliers, and companies of the chemical and mineral oil industry. The trademark AdBlue® is applicable to vehicles, car-parts, in car-manuals, and for urea AUS 32.

AdBlue is the registered trademark for AUS32, or Aqueous Urea Solution 32.5% that is used with the Selective Catalytic Reduction system (SCR) to reduce emissions of oxides of nitrogen from the exhaust of diesel vehicles. AdBlue is a 32.5% solution of high-purity urea in de-mineralized water that is clear, non-toxic and safe to handle. It is non explosive, non flammable nor harmful to the environment.

AdBlue is classified under the minimum risk category of transportable fluids. It is not a fuel, nor a fuel additive and needs to be used in a dedicated tank in your heavy-duty vehicle. It is replenished in a similar way to refuelling diesel. Should you spill AdBlue on your hands, simply wash it off with water.



### HOW IT WORKS

The SCR system injects AdBlue® directly into the exhaust stream. When it enters the catalytic converter, it reacts with nitrous oxides from the combusted diesel - producing non-hazardous, naturally occurring nitrogen and water. Due to its outstanding purity, AdBlue by Mars neither damages the SCR system nor reduces the lifespan



**LIQUID FORM**

Liquid form means easier to store and deploy



**PROTECTS SCR**

As purity is closely controlled doesn't affect your SCR systems



**BIODEGRADABLE**

Does not pollute water and soil. Is environmental friendly product



**LONG LIFE**

When stored under right conditions lasts almost 12 months

AdBlue® by Mars Petrochem is tested according to the relevant ISO 22241 standards

Parameter	Unit	Limits
Urea content	% (m/m)	31.2 - 33.2
Density at 200C	Kg/m3	1087.0 - 1093.0
Refractive Index at 200C		1.3814 - 1.3843
Alkalinity as NH3	% (m/m)	0.2 max
Biuret	% (m/m)	0.3 max
Aldehydes	mg/kg	5.0 max
Insoluble matter	mg/kg	20 max
Phosphate PO4	mg/kg	0.5 max
Calcium	mg/kg	0.5 max
Iron	mg/kg	0.5 max
Copper	mg/kg	0.2 max
Zinc	mg/kg	0.2 max
Chromium	mg/kg	0.2 max
Nickel	mg/kg	0.2 max
Aluminium	mg/kg	0.5 max
Magnesium	mg/kg	0.5 max
Sodium	mg/kg	0.5 max
Potassium	mg/kg	0.5 max

### Recommended for use in DIESEL ENGINES

MARS AdBlue / DEF is applicable in all types of diesel engines that feature the SCR Technology

- Trucks, Buses and Cars including Heavy Fleets of Tata Motors, Bharat Benz, Volvo, Eicher and Ashok Leyland.
- Ships
- Stationary & Mobile power plants
- Mining / Agriculture vehicles



### Ready for a GROWTH Ride?

- Reduce your fuel consumption by 5% without compromising on the engine output
- Reduce your Exhaust Emissions by reducing the amount of NOx in exhaust gas by upto 85-95%
- Your Vehicles will meet the latest emission Bharat and Euro Standards
- Embrace the technology that will empower the future of your vehicles and your Business!

### WHY WRITE AdBlue® WITH THE ® SYMBOL?

Because AdBlue® is a registered trademark of German Association of the Automotive Industry (VDA), which ensures that the product quality requirements are met

AdBlue® by Mars Petrochem blended under their license from Shandong NewBlue Environmental Protection tech Co. Ltd. It is a high quality product that meets Quality Standard ISO 22241

Shandong Newblue Environmental protection technology Co. Ltd, is a member of the VDA (German Automotive Industry Association), which owns and licenses the AdBlue® brand. Only officially approved manufacturers can market diesel exhaust fluid (DEF) under the AdBlue® name. This innovative product is synonymous with consistently high quality.



#### THINGS TO NOTE

- Only buy from AdBlue licensees, registered by VDA
- Protect AdBlue against any contamination of fuel, oil, water, dust, dirt, metals, detergent etc.
- Use the appropriate equipment for storage & dispensing
- Do not mix AdBlue as a dielsel additive
- Mixing of Mars AdBlue & Diesel is very risky, because it will damage SCR
- Never add AdBlue in any fuel tank
- Do not refill used AdBlue containers
- Do not store AdBlue in direct sunlight



**From 5 to 1,000 litres & Bulk requirements**

**MARS Petrochem manufactures AdBlue® using a self-contained process. As a result, it is less susceptible to spoiling during storage, shipping and filling than AdBlue® made by dissolving urea prills. AdBlue® by MARS can be kept at temperatures of between -11 °C and 25 °C without any reduction in shelf life.**

**We offer AdBlue® in a range of container sizes, from 5 liter bottles for passenger vehicles, to 1,000 liter dispensing units for medium to large fleets. We have a packaging solution to suit every need including bulk orders**

**Get in touch with us today for Corporate requirements OR Distribution Enquiries**

AdBlue® by Mars is a product by

**MARS PETROCHEM PVT LTD.**

25, Jackeria Bunder Road, Cotton Green (W), Mumbai 400 033  
Maharashtra, INDIA. Tel.: 022-65505600 Mob.: 9820055016

Email : [adblue@marspetrochem.com](mailto:adblue@marspetrochem.com)

**PLANT ADDRESS :**

Product Blended at VDA approved blending machinery  
Yamuna Lubricants Pvt. Ltd.

Plot No 1, Dewan & Sons Udyog Nagar, Palghar, Thane - 401 404



**ISO : 9000 : 2016**

Authorised Stockists



AdBlue®

#### **HIGH QUALITY**

AdBlue / AUS 32 / Diesel Exhaust Fuel (DEF)

Helps Vehicles meet the new Euro & Bharat Emissions Standards

[www.marsadblue.com](http://www.marsadblue.com)

