

जर्नीज़

JOURNEYS

Energising Dealers and Distributors

Issue 1 | 2021



MAK'S TRAILBLAZING JOURNEY

EDITORIAL

“Make your life a masterpiece; imagine no limitations on what you can be, have or do,” is Brian Tracy’s recipe for life. These inspiring words can easily spark you to follow your dreams, forge ahead, energise lives and make a difference !

Ralph W. Emerson wisely advised, “Do not go where the path may lead; go instead where there is no path and leave a trail.” Our magnificent MAK Team has set out on a path of discovery, like intrepid explorers of yore, launching new products to magnetize customers with their plethora of benefits. Moreover, a scintillating campaign was conducted – ‘MAK chala gaon ki ore’ – to reinforce Brand MAK and Brand Bharat Petroleum. The phenomenal success of the campaign and the valuable learnings from the market bear testimony to MAK’s increasing popularity in the rural sector as well. Do read about their initiatives in the feature article.

Bharat Petroleum celebrated its 45th Foundation Day with joy, splendour, reward and recognition, laced with nostalgia and peppered with an abundance of enthusiasm and passion. While we cherished our long-standing relationships, we also reached out to customers, channel partners, business partners and other stakeholders, with the energy and spirit that is ingrained in our DNA. We’re proud of all our dealers and distributors who are vital members of our BPCL family and have contributed wholeheartedly to the vaunted position we enjoy today.

Interesting interviews with our exceptional Lubes Distributors provide glimpses of their journey, their go-getting attitude and their determination to succeed despite all odds. Take a dekho of their achievements ...

We once again request you to write in with your news, thoughts and initiatives to make this a vibrant magazine !

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Hon'ble Prime Minister Dedicates BPCL's LPG Import Terminal to the Nation



On 7th February, 2021 our Hon'ble Prime Minister, Shri Narendra Modi dedicated our LPG import terminal at Haldia, West Bengal to the nation. With an approved project cost of Rs. 1097.54 crore, the Terminal has the capacity to handle 1 Million MTPA of LPG.

BPCL has implemented this project to cater to the growing demand of LPG in Eastern Region. The Pradhan Mantri Ujjwala Yojana (PMUY) Scheme provided 90 lakh free LPG connections to women in West Bengal. In the last six years, LPG coverage in West Bengal jumped from 41% to 99%. The LPG import terminal will play a big role in meeting the high demand, as it will serve 2 crore LPG users (1 crore are Ujjwala beneficiaries) in West Bengal, Odisha, Bihar, Jharkhand, Chattisgarh, Uttar Pradesh and the North-eastern States.

The Terminal has been constructed on 45 acres of land taken on lease from Haldia Dock of Syama Prasad Mookerjee Port (erstwhile Kolkata Port Trust) with 2 x 15,000 MT Refrigerated Propane & Butane Storage Tanks and 4 x 350 MTs Mounded Storage Vessels along with 2 x 8 Bay Tank Truck Filling Gantry. The Terminal also has state-of-the-art Process Facilities with all Systems and Processes fully automated and controlled from the Blast Proof Master Control Room having DCS / PLC based control mechanism, meeting the best safety standards.

Propane and Butane, the constituents of LPG are unloaded separately from Ocean Tankers at Haldia Port Oil Jetty and transported to the Terminal through two dedicated 18" Refrigerated Pipelines covering a distance of 7.5 kms. A unique feature of the Terminal is the first ever use of DWMP

(Doubled Wall Metallic Pipe in Pipe Technology) in the underground pipeline for transporting Refrigerated Propane and Butane. The Terminal was made operational on 22nd November, 2020 by unloading the first Ocean Tanker Nanda Devi containing Propane and Butane.

The terminal will be loading about 250 tank trucks per day for supplying LPG to bottling plants located in West Bengal, Bihar, Odisha, Jharkhand, Assam and Eastern Uttar Pradesh. In addition, the terminal can meet the fuel and raw material requirements of Industries which are using LPG, Propane or Butane. Increased availability of product can also help Industries in switching over from polluting fuels to the clean fuel LPG.

The terminal will help in enhancing product security to the eastern region and fulfil the vision of Hon'ble Prime Minister to reach clean fuel to every household in the country.



BPCL Wins Laurels for Swachhata Performance Again

The excellent performance of our Corporation during the recent Swachhata Pakhwada in July 2020 has won us the Second place among Oil & Gas PSUs and offices. The Swachhata Pakhwada Puraskar for 1st -15th July, 2020 was presented on 14.12.2020 by Shri. Dharmendra Pradhan, Hon'ble Minister of Petroleum & Natural Gas and Steel. Shri. K. Padmakar, our C&MD virtually accepted the award while Shri. M. A. Khan, ED Coordination received the award in Delhi at the official function, in the presence of dignitaries from MoP&NG. BPCL was also awarded Second place for our exceptional performance in the 'Swachhata hi Seva' campaign from 11th September to 27th October, 2019.

We outdid last year's Pakhwada performance, reaching out to over 62 lakh persons, through a whopping 79,000+ activities. The Pakhwada covered online activities comprising mainly of Information, Education, Communication (IEC) initiatives including creation of awareness about Swachhata Abhiyan through webinars, video conferences, holding online competitions, dissemination of information through website and social media. It is pertinent to note that despite logistical difficulties, we planted around 2 lakh trees and distributed 3.2 lakh hygiene kits comprising of masks, sanitisers etc.

The dedicated participation of the extended BPCL network including Retail Outlet Dealers, LPG Distributors and our channel partners served as multipliers of activities and supported in taking activities right up to the homes of our customers.

Wishing each of you hearty congratulations for your participation & contribution!



BPCL received Responsible Business of the Year Award

Corporate HSSE won the Responsible Business of the Year Award in the category of 'Sustainability' and was adjudged the best among the industries in the energy sector. Grand Thornton, one of the leading organisations on Sustainability, and SABERA, a media organisation, recognise outstanding organisations for their excellent contributions towards community, sustainability and the environment.

Kochi Refinery Wins ASSOCHAM Innovators' Excellence Awards 2020

BPCL received the prestigious ASSOCHAM Innovators' Excellence Awards 2020 under the category, 'Innovation in Environment and Sustainability' for the Digital Twin Refinery Emission Model developed by Kochi Refinery. The digital twin concept is an innovative approach for real-time emission and efficiency monitoring and data acquisition with the Process Emission Model being an industry first from Kochi Refinery.

BPCL in Top Ten in Responsible Business Rankings

M/s Future Space is the group of IIM Ahmedabad Alumni which conducted a survey on the Environment, Social and Governance (ESG) parameters of top companies in India. It is noteworthy that BPCL has secured the 10th position among industries on Sustainability and CSR activities. All these top companies mapped their business goals with Sustainable Development Goals (SDGs) of the United Nations. Since the SDGs have to be implemented by 2030, it requires an immense effort, not only from the government, but also from the businesses. The Indian Govt. is already using SDGs as a road map for formulating national policies and regulations.

- 01 Infosys Limited
- 02 Mahindra & Mahindra Ltd.
- 03 Tata Chemicals Ltd.
- 04 ITC Ltd.
- 05 Vedanta Ltd.
- 06 Wipro Ltd.
- 07 Hindustan Unilever Ltd.
- 08 Godrej Consumer Products Ltd.
- 09 Grasim Industries Ltd.
- 10 Bharat Petroleum Corporation Ltd.

BPCL Signs MoU with MoP&NG

BPCL has entered into a Memorandum of Understanding (MoU) with MoP&NG for 2020-21. The MoU was signed in Delhi on 19th October, 2020 by Mr. Tarun Kapoor, Secretary P&NG and Mr. K. Padmakar, C&MD BPCL in the presence of MoP&NG officials Ms. Usha Suresh, Sr. Economic Advisor, Mr. Navneet Mohan Kothari, Joint Secretary (Marketing), Mr. Sunil Kumar, Joint Secretary (Refineries), Mr. B. N. Reddy (IC) along with Mr. Arun Kumar Singh, Director (Marketing), Mr. N. Vijayagopal, Director (Finance), Mr. M.A. Khan, ED (Corp. Coord. & Development), Mr. Nikhil Singh, GM (Coordination), Mr. Sunil Bains, GM (Coordination) and Mr. Atul Mehra, GM (Coordination).

Other than the mandatory financial parameters, the focus areas of MoU 2020-21 include increased throughput and availability of Refineries, New Retail Outlets, increased penetration of PNG connections and new CNG stations, Financial Closure of CBG Plants, Ethanol Blending, Procurement through GeM Portal, building infrastructure and enhancing capacity by Capex spending and project completion without time and cost overruns.



Bharat Petroleum Shines Bright at PRSI National Awards 2020

| | | | |
|------------|---|------------|---|
| 1st | Best Use of Social Media in Campaign | 1st | Award for Innovation in Customer Care during Corona times (LPG) |
| 1st | Public Relations in Action | 1st | E-Newsletter (ESE) |
| 2nd | Excellence in Covid 19 Management in Public Enterprises | 2nd | Best Communication Campaign (Internal Publics) BPC Tarang |
| 2nd | Best PSU Implementing RTI | 2nd | House Journal (Hindi) |
| 2nd | Innovation in Marketing Strategy Bharatgas | 2nd | Best Communication Campaign (External Publics) MAK Chala Gaon Ki Or |
| 3rd | Best Employee Communication Program (ESE) | | |

Heartiest Congratulations to all the teams!!

BPCL Excels on CDP Platform of Sustainability and Climate Change

CDP runs the global disclosure system for investors, companies, cities, states and regions to manage their environmental impacts. The world's economy looks to CDP as the gold standard of environmental reporting with the richest and most comprehensive dataset on corporate and city action. CDP data is utilised in research products and ratings –i.e. Bloomberg, MSCI ESG Research and Climetrics fund ratings. Investors, such as Schroders and CalPERS, use CDP data to assess the carbon footprint of their portfolio and to pick future winners and losers.

CDP conducts award-winning sector research to provide investors with the best and most tailored environmental data in the market, which helps to improve decision-making and increase engagement. The CDP assesses companies across four consecutive levels which represent the steps a company moves through as it progresses towards environmental stewardship. The levels are: 1) Disclosure; 2) Awareness; 3) Management; 4) Leadership.

Corporate HSSE has participated on the CDP Platform to benchmark BPCL's performance. This year, we have improved our performance many folds to level B from level D i.e. from disclosure level to management level by showcasing our initiatives on environmental aspects on the CDP platform. Our rating is the best amongst the Oil and Gas sector in India. Besides, this platform helps investors to rate the organisation better against environmental initiatives, which in turn, helps in improving the company's share value also.

BPCL SBI Card OCTANE Launch!



C&MD, Mr. K. Padmakar

Partnering for progress and prosperity is ingrained in BPCL's DNA and myriad avenues are explored towards this end. The BPCL SBI Platinum Visa Card was launched in December 2017 with best-in-class features and value back offers. Within three years, the BPCL SBI Card is

the fastest growing co-branded Card in the industry, with a current card base of over 7.5 lakh card holders, making it the mainstay Retail Urban loyalty and customer acquisition program. Currently, over 30,000 new customers enroll themselves for the BPCL SBI Platinum Visa Card on a monthly basis. Instant redemption of Reward Points for free fuel in over 1,200 conveniently located ROs across the country is the signature feature of the BPCL SBI Card program, a differentiating value proposition that is being widely availed of by the cardholders.

On 15th December, 2020, history was created once again, when BPCL and SBI Card (India's largest pure play credit card issuer) launched the premium and power packed variant of the Card, the **BPCL SBI Card OCTANE** at a grand launch function at Mumbai. Our C&MD, Mr. K. Padmakar and Chairman, State Bank of India Mr. Dinesh Khara did the honours in the august presence of our Director (Marketing), Mr. Arun Kumar Singh, our Director (Finance), Mr. N. Vijayagopal, Managing Director, SBI Mr. Ashwani Bhatia, Managing Director, SBI Mr. C. S. Shetty, ED (Retail) I/C, Mr. P. S. Ravi, ED (LPG), Mr. T. Peethambaran and ED (Lubes), Mr. Santosh Kumar, along with other senior officials from BPCL, SBI and SBI Cards.

The BPCL SBI Card OCTANE was launched through power packed videos, which beautifully unveiled the power of the BPCL SBI Card partnership, the positioning of the BPCL SBI Card Octane as well as the best-in-class card features. The Card has a unique value proposition that offers benefits on

purchase of Fuel, Lubricants as well as Bharatgas, marking the first digital confluence of our three brands in the B2C space - Pure for Sure, Bharatgas and MAK Lubricants.

In his address, Mr. K. Padmakar said that the association between BPCL and SBI offers immense possibilities, where together both companies can reach customers, both in the physical as well as digital space, through offerings that are for both the elite as well as egalitarian sectors.

Mr. Arun Kumar Singh spoke on the importance of increasing digital transactions across various categories of markets. Looking towards the future, he said that this would help us to integrate our personalised offerings into the digital payment spectrum. He said that when technologically savvy companies like BPCL and SBI come together, customers benefit through the various offerings. He also complimented both the teams and exhorted them to aggressively exploit the immense potential of the Card, setting a challenging target of 2 million customer base for the BPCL SBI Card portfolio.



Mr. K. Padmakar and Chairman, SBI Mr. Dinesh Khara launched the BPCL SBI Card OCTANE

The bouquet of features of the BPCL SBI Card OCTANE are :

- Welcome benefits worth 6,000 reward points will start cardholders off on a perfect note in this journey.
- The Card gives 25X reward points on BPCL fuel & lubricant spends and on online spends on the Bharatgas website and mobile app.





*Director (Marketing),
Mr. Arun Kumar Singh*

- With 1% fuel surcharge waiver at BPCL pumps, the total value back to customers on BPCL spends translates to an amazing saving of 7.25% on purchase of fuel / lubricants at BPCL fuel stations and 6.25% on payments on the Bharatgas website and mobile app.

benefits, this card also offers an unparalleled value proposition in other spend categories. It gives 10X reward points on departmental stores, grocery, dining and movie spends. The benefits get even more special with e-gift vouchers worth Rs 2,000 from brands like Aditya Birla fashion, Yatra, Urban Ladder, Hush Puppies and Bata on annual spends of Rs. 3 Lakh.

- With 4 complimentary domestic airport lounge accesses in a year and a complimentary fraud liability cover of Rs. 1 Lakh, the Card checks all the boxes for a best-in-class premium card.

- Along with these

Pitched as a lifestyle card, the premium BPCL SBI Card OCTANE is targeted towards an audience between 30 – 45 years, with an annual income >Rs.10 lakh. The targeted consumer is one who is value conscious yet aspirational, and seeks lifestyle products. From BPCL's perspective, the premium variant, in addition to the standard variant, will straddle the complete spectrum of urban customers from 2W to high spenders and create a wholesome and an extremely competitive value proposition for the urban market.

With a varied product suite, wider choice and quadrupled customer benefits, the BPCL SBI Card Octane is expected to be a game changer in the industry, as this kind of value back on purchase of fuel (7.25%) and LPG (6.25%) is a leapfrog moment in the Credit Card fuel rewards program in the country. The industry best value proposition of 25X rewards points for spends within the BPCL eco-system is expected to be a key driver for customer acquisition and retention as well as build on urban loyalty for BPCL customers. With this launch, we now have a digital product portfolio in the rapidly growing credit card segment that caters to customers across the socio-economic strata.

The BPCL SBI Card Octane will be actively promoted by SBI Card through its sourcing channels including the BPCL RO network, independent channels and by BPCL through its customer acquisition and activation strategies.

Now, with BPCL SBI Card OCTANE, add more Smiles for every Mile!

Indigenous Vapour Recovery System for Retail Outlets

A simple and practical solution for the business was devised by Corporate Research & Development Centre (CRDC) and Retail SBU and they jointly developed 'An efficient Vapour Recovery System (VRS) to meet environmental emission norms at Retail Outlets.' The ingeniously designed VRS demonstration unit



*Mr. Surjeet Mahalik, Head (Retail) North and
Dr. Ravikumar V, Head CRDC
inaugurate the VRS at BP-COCO Greater Noida.*

set up at BP-COCO, Greater Noida was inaugurated by Mr. Surjeet Mahalik, Head (Retail) North and Dr. Ravikumar V., Head (R&D) on 22nd December, 2020.

This VRS doesn't require the current tank lorry system to be modified for vapour recovery, which is generally a costly affair. VRS technology has been developed through rigorous experimental and simulation studies at CRDC and data support and validation have been provided by Retail. The current technology offers >85% vapour recovery, reducing hydrocarbon emissions into the atmosphere and adding value. The payback period of the VRS system is about 2 – 3 years depending upon RO capacity.

BPCL's Net Profit Zooms 120% in Q3FY21

BPCL's Net Profit in October-December 2020 at Rs. 2,777.6 crore was 120.3 % higher than Rs. 1,260.6 crore Net Profit in the same period a year back. Revenue from operations was up 1.4 % at Rs. 86,579.9 crore. Domestic sales of petroleum products at 11.10 MMT in the third quarter were higher than 11.02 MMT sales during the corresponding period of FY20. Capex targets have been augmented to Rs. 9,000 crore. BPCL is back to pre-Covid levels in Q3FY21, recording the best performance in HSD and MS in market sales amongst the peer PSUs and proclaim ourselves as market growth leader in these categories. BPCL's GRM of USD 2.47 is also the best amongst the peer OMCs, despite the tough global environment with low crack spreads. As a constant endeavour, the company will strive to deliver superior performance in the coming quarters.

BPCL CSR Project Facilitates Quality Education to Underprivileged Children

Facilitating quality education to underprivileged children, BPCL supported construction of part of the Primary School Building in the Bharat Bharati Shiksha Samiti Campus. The ground floor was extended to 14 rooms with full electrification works etc. to accommodate students hailing from nearby 38 tribal and remote villages.

On 18th January, 2021, the school building was inaugurated by Shri Dharmendra Pradhan, Hon'ble Union Minister of Petroleum & Natural Gas and Steel.

Bharat Bharti Shiksha Samiti is an institution registered in 1959 with an aim to provide quality education to the underprivileged. Since then, the school is relentlessly working towards this objective, including residential facilities to children from lower socio-economic background, Scheduled Castes and Scheduled Tribes. Situated on a vast campus of 50 acres in Betul (Madhya Pradesh), the school also provides exposure to students to various kinds of activities like sports, cultural events, water resource management, bio-agro management etc. thereby contributing to their holistic development.

Through building this infrastructure, BPCL is proud to energise the children's lives and support their educational pursuits.



BPCL won the Global Platinum Award 2020 on Sustainability



Energy and Environment Foundation Global Awards 2020 is one of the industry's prestigious awards which recognise and honor outstanding organisations for their excellent contributions, commitment, professionalism and actions that have made a positive impact on the environment. Corporate HSSE won the Platinum Award in the category of Global Sustainability and was adjudged as the best among the participating industries.

GTU Project Awarded 'Project of the Year'

The Gasoline Hydro Treatment Unit (GTU) Project at Mumbai Refinery was envisaged to produce 100% BS VI MS in line with the Government mandate, as per the Auto Fuel Vision and Policy 2025 at a cost of Rs.554 crores. Completed in June 2019, ahead of the schedule of 1st April, 2020, it was awarded the 'Project of the Year 2020' – Medium Category from the prestigious Project Management Institute (PMI).

I&C Forges Ties

Mumbai I&C Territory celebrated when the first parcel of 7,300 KL of HFHSD to ONGC ex-Kochi was flagged off on 27.11.2020. They had bagged the order for supply of 160 TKL HFHSD to ONGC for a period of 3 years, strengthening the long-standing BPCL – ONGC relationship.

BPLC Recognised for Excellence in Learning and Development

BPLC won the 'Special Recognition Award' for Excellence in Learning & Development – PSU Category in the Society of Human Resources Management (SHRM) Awards in recognition of the innovative L&D practices of the Corporation.



MAK'S TRAILBLAZING JOURNEY

“Innovation is the unrelenting drive to break the status quo and develop anew where few have dared to go.”

- Steven Jeffes

'Kaizen', the Japanese term for 'continuous improvement' has always been the war cry of MAK Lubricants, as it utilises cutting edge technologies to develop new products in sync with changing consumer demands. With its 'ear to the ground' approach, MAK has been engaging with its consumers continuously, presenting a plethora of offerings and providing service facilities to spark the best performance of their vehicle.

The COVID-19 pandemic led to a reverse migration, resulting in increased concentration in rural markets. With the lockdown exacerbating the problem, markets were at a virtual standstill

and sentiments were at an all-time low. As the economy and the markets slowly opened up, Bharat Petroleum decided to step up, to meet and greet the consumers in their towns and villages under the novel initiative **MAK चला गाँव को ठर**.

Target Audience

- Rural 2 - wheeler owners
- Farmers
- Mechanics in rural belt
- Retailers and shop owners

Objectives of Campaign

- To create top of the mind recall for brand MAK
- To give emotional reasons to engage
- To establish a strong connect with the mother brand - Bharat Petroleum
- To enroll retailers to engage with MAK Lubricants and encourage them to actively display and market MAK products.

Focussed Initiative in Rural Markets

The key objective was creating awareness and ensuring penetration in rural markets. Consumers in these markets are quality conscious and open to learning. To educate and enable these consumers, MAK Lubricants planned a month long activation drive, with a series of engagement activities at retail outlets, the village market square and weekly haats.

Kisaan Melas were organised, inviting District Agricultural Officers, block officers and other administrative bodies, who



could help and educate the farmers and other consumers about new developments in Agriculture and offerings under various Govt. schemes.

Dealers and Distributors from various streams of businesses like tractor manufacturers, micro financing firms and fertiliser distributors, were invited to share their offerings. Consumers were benefitted by availing a basket of services under a single roof.

With teams flocking to rural markets, MAK Lubricants also aimed to revive the business activities of small time mechanics, imparting training and exposing them to newer technologies and safer practices. Retailers were encouraged to adopt standard operating procedures like frequent disinfection, social distancing and a better working environment.

Activities were planned with the following assumptions:

- Personal interaction helps farmers and rural consumers to grasp better, and the team can clear all their doubts and queries regarding vehicle maintenance and how to better the performance of their vehicles.
- Just after COVID-19, such activity helps boost morale and gives strong signals that activities are back on track.
- Assistance to small business owners like mechanics and retailers, for getting back to the mainstream.

Customer Activities in Urban Retail Outlets

The Automobile Industry underwent dynamic changes in the last two decades. Fuel efficient sensitive engines are being used to maximise performance and adhere to emission norms. Such advancements demand a change in lubricant formulation and introduction of a new compatible range of products.

True to its name, MAK Lubricants have always been ultra-sensitive to consumer demand and have been providing the best quality lubricants as per consumer needs. As Kevin Stirtz famously said, "Know what your customers want most and what your company does best. Focus on where those two meet."

Aiming to cater to the requirement of modern higher CC motorcycles, a fully synthetic product, **MAK BlazeSynth** was launched in the market. The product has been designed to maintain excellent oxidation stability that inhibits oil degradation at elevated temperatures and reduces engine deposits.

MAK lubricants have also launched **MAK Titanium – CK4** for ultra-low emission diesel engines for trucks and heavy vehicles, meeting BS VI requirements and fitted with after-treatment devices of exhaust gases. Its lower viscometry gives an easy start and better fuel economy compared to conventional 15W-40 grade oil without compromising on engine durability.

Execution Strategy

Emotional appeal was focussed upon while designing the artwork for the campaign. The human attributes of Pride, Power and Performance were creatively attributed to the product category. Human emotions were the heart of the campaign and the appeal was built around it.

The campaign truly had a 360° presence with strategies for each media clearly defined and executed throughout:

ATL

600 Hoardings were hired at strategic locations like bus stands, market squares, vegetable mandis.

1,000 highly visible Hoardings were selected at Retail Outlets to highlight the connect with the trusted brand in the fuel category.

3,000 LPG vehicles were branded to strengthen the bonds between MAK Lubricants and Bharatgas – a trusted brand used in almost every kitchen.



MAK[®]
LUBRICANTS

BS-VI ENGINE NEEDS MAK[®] TITANIUM STRENGTH

MAK[®]
TITANIUM

15W-40 CK4

10W-30 CK4



Heavy duty diesel engine oil
with synthetic technology



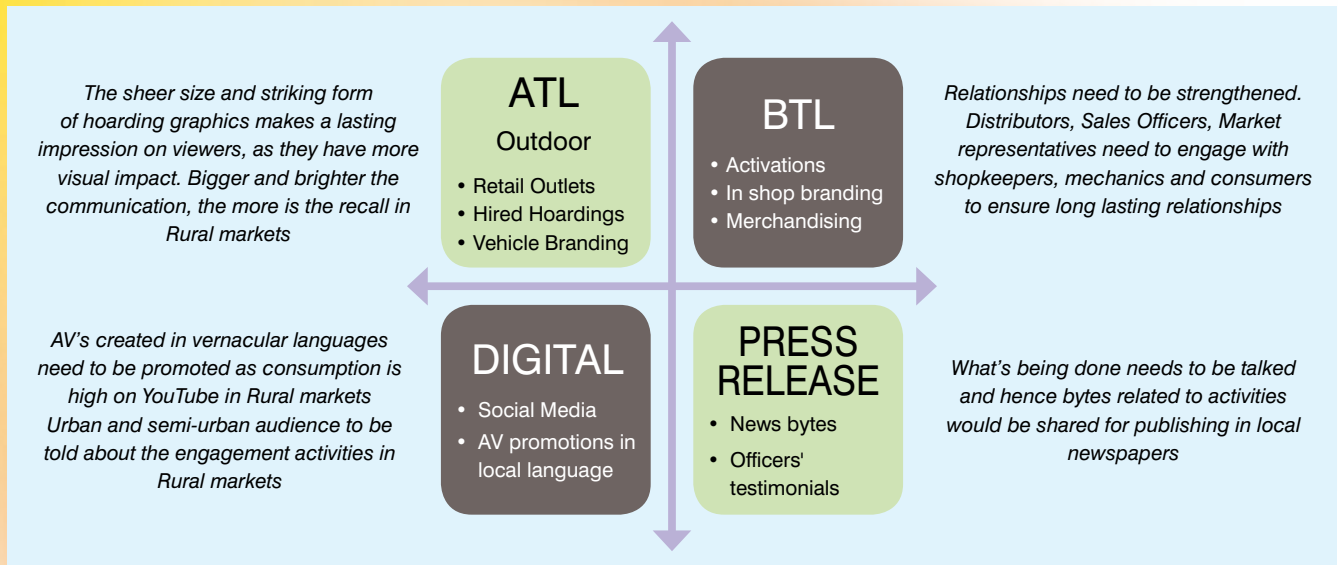
Protection of after-treatment
devices in BS VI engines



Unique additive chemistry for
protection under high temperature

MAK[®] makes it possible.

FEATURE



BTL

6,000+ focussed activities were efficiently executed across the country.



Kisan Mela

In a planned period of 3-4 days, a rural flea market was set up at Petrol Pumps, where service providers from the vicinity were invited to display their services along with a beautiful display of the MAK range of products. Tyre manufacturers, micro-financing companies and fertilisers companies are regular participants in this activity. 200+ Kisan Melas were organised in a span of 30 days.

Rural One Day Wonder (ODW)

800+ engagement activities were held at Retail Outlets and Retailers' shops, in order to boost sales and help the channel partners to sustain the business



Sab Se Aage MAK

Contests were held in 1,900+ catchment areas, where retailers were asked to decorate the shop with MAK Lubricants. Innovative arrangements and displays were rewarded.

DSR in Shop

A DSR is encouraged to spend a day in the shop with the Retailer and help them increase their customer base. 600+ focussed discussion workshops were held which helped build constructive engagement leading to repetitive sales.

New Retail Counter Enrolment

2,000+ enrolment camps were organised wherein a dedicated team worked with Distributors to ensure new Retail Counters are enrolled for a wider reach in Rural talukas.



Nukkad Meeting

Mechanics from the nearby areas are clustered together and a Nukkad Meeting is held. Team MAK facilitated 1,000+ meaningful discussions regarding developments in the Automobile Industry, various ways to ensure safety at work, technical information regarding auto-ancillaries and lubricants.

Digital

Three AVs, high on emotions, focusing on Power, Trust and Performance were shot against a rural backdrop, were then translated in 11 languages, complete with rural tonality. These AVs clearly communicated the benefits of the right kind of oil and the resulting performance.

These AVs were very popular on social media, garnering 1.59 crore impressions and 0.54 crore views on Facebook and 0.76 crore impressions and 0.43 crore views on YouTube.

Press Releases

The activities being done were widely covered in the local newspapers, wherein the local sales officers and teams briefed the press on a regular basis, appraising them of the excitement and impact created in the markets.

BPCCL plans to raise engine oil market share to 13-14 pc by Mar

The lubes market is around Rs 35,000 crore per annum. Of this, 48 per cent are with the three state-owned oil companies and the rest with standalone players like Castrol, Gulf Oil, among other 50-odd players

PTI • October 13, 2020, 07:46 IST

Mumbai: Bharat Petroleum, which controls 11-12 per cent of the around Rs 35,000-crore engine oil

Insights / Findings from the Campaign

- Rural markets are no longer a seller's market now. Many people have underrated the strength of the market on the assumption that India's rural poverty restricts rural purchases only to those items which are basic necessities.
- Seasonality figures prominently in rural buying habits on account of harvesting seasons, fairs, festivals, marriage, etc. Campaigns should be plotted in advance for sales promotion.
- Advertising information on the styles of the rural buyer, his attitudes towards processes, durability, and the incidences of impulse buying should be checked.
- Use of appropriate colours, signs and pictures which are liked by the rural folk must be used. Advertising in rural areas should not only introduce products to the market, but also explain their uses and extol their virtues.

ಕೃಷಿಯಲ್ಲಿ ತಾಂತ್ರಿಕತೆ ಅಳವಡಿಸಿಕೊಳ್ಳಿ

ಹೊಳೆಗಳೆ: ರೈತರು ಕೃಷಿಯಲ್ಲಿ ತಾಂತ್ರಿಕತೆ ಅಳವಡಿಸಿಕೊಳ್ಳಬೇಕು ಎಂದು ಉದ್ಯಮಿ ಕರಿಸಿದ್ದು ಸಲಹೆ ನೀಡಿದರು.

ವಿಸಾನ್ ನੂੰ ಜಾಗರೂಕ ಕರನ ಲಘಿ ಕೈಪ ಲಾಠಿ

ವಿಸಾನ್ ತಾಂತ್ರಿಕತೆ ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು ರೈತರ ಸವಾಲು. ಇದನ್ನು ಸರಿಯಾಗಿ ಅಳವಡಿಸುವುದು ರೈತರ ಸವಾಲು. ಇದನ್ನು ಸರಿಯಾಗಿ ಅಳವಡಿಸುವುದು ರೈತರ ಸವಾಲು.

Campaign Impact

- MAK could enrol 5,000+ new Retail counters in Rural Markets.
- MAKsimplified presence across Rural talukas where we were never present before. We have achieved 47% talukas with minimum 5 counters.

Future Outlook

Mr. Santosh Kumar, ED Lubes rightly said, "Advancements in technology give an opportunity to prove our mettle, and true to its promise, MAK does make it possible!!"

RURAL CAMPAIGN AT M/S. SAVANUR OIL CENTRE

The PLD who created a buzz in the rural market and made strong footprints was M/s. Savanur Oil Centre, PLD at Hubli under Belgaum Lube Territory. Focussed approach, fine planning and clinical execution were some of the key factors behind its success. The Territory and Region played key roles to motivate and energise the PLD and their staff for an outstanding October'20 campaign.

Here are a few key initiatives which helped the PLD to outperform others, including the competitors :



1. Identification of Potential Rural Pockets and Placement of Products

The PLD covers 3 revenue districts and has a large network of more than 470 secondary customers. The team of the Sales Officer, PLD and DSRs had brainstorming sessions and Taluka level analysis, leading to identification of various rural pockets and around 200 potential retailers for placement of Agri grades in October 2020. This was followed by DSR training programs and finalisation of specific action plans for placement and promotion of Agri grades. The project was named as 'MAK Chala Gaon Ki Ore.' By the end of the eventful October month, the PLD was able to place Agri grades at 160 Retailers out of the 200 identified.

2. Promotional Activities

The product placement was followed by a series of promotional activities like Sabse Aage MAK Contests, Nukkad Meetings, In Shop Campaigns, One Day Wonders etc. There was an overwhelming response from the Retailers and mechanics for the activities and all support was provided by the PLD and BPCL.

3. Strengthening the Bond Between Retailers, Mechanics and BPCL

M/s. Savanur Oil Centre is associated with MAK since the last 16 years. Over the years, the PLD has developed a strong bond with the secondary and tertiary customers. Over the last 7 months, even though the markets were gripped by the fear

of the pandemic, the PLD team and the Territory teams have braved the Covid-19 and served the market uninterrupted. Distribution of free N-95 masks to the secondary and tertiary customers and working very closely with the customers even during the trying times, have touched their hearts, which in turn have strengthened the relationship further. The October campaigns have further boosted the confidence and trust of the customers on Brand MAK.

4. DSR Motivation

Our DSRs are the frontline faces to the bazaar market customers. It is therefore, very important to keep the morale of the DSRs high and keep them motivated. Towards this end, a volume based Incentive scheme was run by the PLD for Agri grades, apart from imparting product knowledge, sales training etc. by the Lube SO. A regional level DSR award scheme was also run to boost their morale. Recognition of DSRs for every achievement and celebration of every success has been a practice adopted by this PLD and this has definitely created a positive working ambience and healthy competition amongst them.



5. Outcome of October 2020 Campaign

The process and strategies adopted during the October campaign has yielded some memorable achievements for M/s. Savanur Oil Centre. The PLD has achieved an all India highest volume of 11.57 MT in the Agri product group during October '20. He has also achieved benchmark volume of more than 1,000 pails of MAK Trac Champion during the month. Cumulative October '20, the PLD has grown by 33.3 MT (426%) in Agri grades alone.

Way Forward

The PLD has now taken an ambitious target of enrolling more than 250 retailers for Agri grades and achieving 1,000 pails of MAK Trac Champion every month.

GET FINANCIALLY FIT

Handling finances can be a difficult task and it is essential to inculcate prudent habits when it comes to money matters. Financial fitness basically means planning well in advance and investing in areas where you can expect above average returns or achieve your future financial goals.

Jumpstart

When it comes to financial planning, it's better to act early and often to regularly assess your situation, goals and the structures you have in place to accomplish them. Effective and consistent planning is about three core ideas - control, understanding and aspiration.

Start by saving and make your financial fitness programme pay off. Next, build financial assets through investing; start small, but be consistent and regular with your investments with a clearly defined future financial goal, which is quantified and marked with a specific timeline. You can optimise the risks that your investments are exposed to by diversifying your investments across asset classes such as debt, equity and cash or cash equivalent.

9 tips for financial fitness

Like anything else, it is up to you to take full control of your financial future and the following ideas can at best help you make a start.

1. **Onus is on you:** You are responsible for your money actions. For a start, keep a budget, review it regularly and make sure you include a plan for regular savings. By knowing what you earn and what you spend, you will know where you stand and where you are heading.
2. **Being realistic:** Follow the first rule of money - don't spend more than you earn, and only borrow what you can realistically afford to repay.
3. **Keep track:** Maintain records of all your financial transactions in one place such as bank statements, investment statements, insurance policies, PAN and other financial details. Do check these statements regularly to know charges being levied or fees being paid or inconsistencies. Seek help to understand anything in these documents that you do not understand from the right authority.
4. **Plan ahead:** Draw up a financial plan, marking out your financial goals, and needs.
5. **Take adequate insurance:** It's not just your life; you should take adequate insurance to protect yourself against health-related expenses as well as your assets - car, home and gadgets.
6. **Invest in equities:** Understand the difference between real and nominal returns as well as investment risks. This way you will be able to invest in appropriate financial instruments that are suitable for different time frames and can be mapped to your future financial goals.
7. **Understand costs:** There are no free lunches and it is true when it comes to financial instruments as well. Ask about charges, fees and costs associated with financial products

before blindly signing on to them. Remember, fee and charges are seldom one-time and over the long-run can impact the real returns on your savings and investments.

8. **Seek expert advice:** You are not bound to understand the intricacies of financial instruments and their workings. Just as you take professional advice on matters of health, meet financial advisors to understand what you pay for and what you get and suitability of the same.
9. **Learn:** Take time to understand about finances and don't feel embarrassed to ask people for explanation about things that you do not understand.

Avoiding financial setbacks

Time was when financial setback was losing a job or one's health being impacted adversely, impacting their ability to earn or maintain their earnings. Today, financial setbacks strike in different ways and much early, especially when it is to do with easy credit leading to unmanageable debt. High debt and spiraling credit card debt makes it difficult to save and invest, leading to shortfall in savings for financial goals.

Figure out how much is too much before you actually get into it. A simple process is to add up the EMIs you pay towards car, house and other items that you have taken on a loan each month. Include credit card dues to this list as well. Next, divide this sum by your monthly income to get what is known as your personal debt ratio. Although an ideal debt that one can take will vary, it is a good start to have no more than 40-50 per cent of your monthly income to service loans.

While addressing loans, understand the difference between good and bad loans. For instance, asset creating loans such as one taken for a house or financing education is good. A house is a financial asset that you will own at the end of the home loan tenure. And, in case of education, the loan helps you specialise in a field which is linked to your future earnings potential and hence falls under the good debt head. Now contrast this to bad debt which is the money that you borrow for things that don't necessarily provide financial benefits or that don't last as long as the loan. This includes borrowing for vacations, clothing, furniture, and even dining out.

Staying financially fit

The idea is to have a holistic mindset when it comes to your finances - do not get into planning only to save taxes, look for ways to optimise them and align them with your financial needs. Develop healthy financial habits such as balancing spending, avoiding living month to month or depending too much on an income stream for future financial needs. Prioritise your finances, take action and take control of your finances for a fit financial life.

Source: Open

45 वा स्थापना दिवस 45th FOUNDATION DAY 24 जनवरी, 2021



Rise and Shine ! Create the Future ! We belong to the Bharat Petroleum Parivar !

After the cataclysmic happenings of the last year, this New Year presents us with shining rays of hope, as heartening news of breakthrough solutions reverberate around the world. This is the right time to shed the mantle of despair and tap into our infinite optimism. This was our mantra to celebrate the Sapphire Anniversary of our BPCL Foundation Day.

Genesis

As we dwell on the historic milestone of 24th January, 1976 and its special place in the BPCL annals, we feel a tremendous sense of pride in being happy and honoured members of our BPCL family. This is just the occasion to rejoice, reaffirm our commitment to this great company and reinforce the bonds with all our stakeholders.

The Event

To celebrate BPCL's 45th Foundation Day Anniversary in style, we organised a grand Virtual Event, which was witnessed by employees, business partners, vendors, major customers and other stakeholders.

The curtain raiser to this splendid spectacle was provided by the eloquent comperes, "This is the day when we celebrate the rich heritage of our organisation and the milestones achieved over the years. It is also a day for us to reflect on our own journey with the organisation and how it has shaped us into the person we are today. Starting with nationalisation in 1976, our Fortune Global 500 ranking and the coveted status of a Maharatna, we have achieved several milestones and energised lives along the length and breadth of the country. Salute to our BPCL family, who have overcome all limitations, demonstrated resilience and fostered collaboration among teams. It is a privilege to connect with all of you through a virtual medium and celebrate this joyous occasion together as one family."

In his welcome speech, Mr. S.Abbas Akhtar, CGM (PR & Brand) observed, "The higher the building, the deeper and stronger is the foundation. Bharat Petroleum is proud of its firm foundation, which has helped the organisation to innovate and meet numerous challenges along its journey, a foundation which

has stood the test of time and has spurred the organisation to scale lofty heights. All of us are the building blocks of this great organisation, contributing in our own way to its success."

Passionate Performances

With the tagline, 'Live Your Passion', BPCL's I-Passion initiative provides a platform for employees to pursue their hobbies and interests, ensuring that the workplace allows both profession and passion to blend. Our Foundation Day was the apt occasion to stage a spectacular display of talent from our employees, who had topped the charts in respective I-Passion categories. Spanning the realms of song and dance, these vibrant performers captivated the audience with unique renderings of popular tunes.

The Way Ahead

As Mr. Akhtar succinctly averred, "This special day is being celebrated by our teams, who are reaching out to our channel partners, customers and stakeholders, who have stood by us all these years and made us what we are today. Let's celebrate Foundation Day in the true joy and spirit of the company, by reinforcing our bonds with our colleagues, customers and business partners and reveling in the camaraderie that has been an integral part of BPCL's tradition."





K. Padmakar
Chairman & Managing Director



The company has very strong, deep roots going back for more than a century. We are proud to have dealers who have been with us for over a hundred years ! Furthermore, BPCL's branches extend extremely far into the sky. We belong to a gigantic system which has received accolades from various quarters for the pioneering efforts and innovative thinking that has contributed enormously to the industry in multiple ways.

One of our former C&MDs led a Committee which prepared the blueprint for the industry when the country initiated economic liberalisation. Our journey has taken us through restructuring, focussed on customer centricity, implementation of a comprehensive ERP solution, many projects on reducing costs, strategised plans, and recently, digitalisation. We've embarked on Project Anubhav, a digital platform which links all the SBUs and gives us completely synthesised information on the markets, channel partners, customers and our offerings. We're now on the next wave of digitalisation, with automation, modernisation of ROs and a philosophy of No Automation No Operation (NANO). Through this, we can plan the next outreach of BPCL in terms of extending its footprints forward.

Many of our dealers, business partners and customers are being felicitated for being with us for 45 years or more. We take pride in our partnerships, as they continue to perform miracles in the market.

I'm very confident of the talent, commitment, dedication and professionalism of the BPCL family. We see tremendous passion, energy and enthusiasm in the field. All these traits, the multiple intelligences we have and very serious levels of commitment, will take this great organisation forward. All of you are individual jewels making up this crown called BPCL.

This company, with very strong fundamentals, managerial and leadership muscle, will always find its way in the annals of history for many decades to come. I thank and acknowledge each and every one of you for your substantial contribution in making the company the way it is.

Wishing you and your families all the best ! Stay blessed, stay healthy, take care of yourselves. Let's continue to celebrate BPCL every single day and celebrate every day of our lives with continuous dedication, joy, peace and happiness.



Arun Kumar Singh
Director (Marketing) & (Refineries)



As we celebrate our journey together to reach where we are today, I would like to recount our achievements and growth:

| | 1976 | 2021 |
|----------------------|---------|----------|
| Refining capacity | 3.8 MMT | 44 MMT |
| Retail Outlets | 3183 | 18000 |
| LPG Distributorships | 90 | 6600 |
| Customers | 2 lakh | 8 crore |
| Product Pipelines | nil | 2200 kms |

Apart from having the best balanced Refinery portfolio with Mumbai Refinery in the west, Kochi Refinery in the south, Numaligarh Refinery in the north-east and Bina Refinery in the centre, we are 95% saturated in terms of infrastructure – depots, terminals and pipelines. Although the organization has reincarnated and transformed in size and quality, some things have remained constant. The foundation of the company has never been the traditional RCC, but it has always upheld its Brand Promise of **Innovation, Care and Reliability**. This is the solid foundation on which the edifice is resting.

We have many inherent good qualities. Firstly, the quality of our network of dealers and distributors is outstanding. Secondly, the quality of our staff is about 2-3 notches better than that of their peers. Thirdly, the ability to change with time is the fourth component to be added to our brand promise - **Adaptability** is the key. Time changes very fast, particularly in the space of technology and energy. If we add this component, future generations of this company will celebrate our Foundation Day in 2076! All the oil majors who have completed 100 years of their existence continue to be in the top 10 companies of the world. We need to be rock solid in our delivery promise to customers and stakeholders.

Our strategic plans to recommit ourselves for the future include:

1. Correcting our network disproportionality – Geographies are behaving differently in petroleum growth and we had a disadvantage of non-representation in those geographies which are growing faster than others. We have corrected ourselves in Retail and our market share is now almost 30%! We need to move in a big way to work towards a target of 33%, so there is a tremendous opportunity here.
2. We are on the cusp of rolling out a huge technology initiative involving our customers and dealers/distributors. All data will remain in the IT domain, so any intervention can be made seamlessly using this knowledge base.
3. In the space of Gas and Biofuels, we have a great opportunity and we can exploit enormous value on the strength of our network.
4. We will be entering a golden era in the history of BPCL, as we will shortly be dispatching petrochemicals from Kochi Refinery, like oxo-alcohols, acrylic acid and butyl acrylates. These are niche petrochemicals which can unlock huge value.
5. For our customer-facing initiatives in Retail, LPG, Lubes & Aviation, technology is one area we have not innovated as fast. We need to leapfrog to remain at least 2-3 years ahead of time in order to reap substantial benefits from the first mover advantage.
6. We are much leaner now, with a manpower strength of 9365, who have proved to be very smart and efficient. We are in an enviable position to augment our productivity levels with improved performance.

The quality of intellect, layer of technology and ability to act will determine our success. We need to work in an orchestrated manner - some using their thinking ability, others using their action orientation - with all using their learning ability to succeed. Expanded thinking and continuous focused action will result in delighting our customer! The customer is God who visits your premises – you serve him well and in the process, you make your livelihood and make your life enjoyable!

FOUNDATION DAY

N. Vijayagopal
Director (Finance)



BPCL has had a meteoric journey ever since it was inducted into the Public Sector on 24th January, 1976. Our turnover has gone up from 673 crore to over 300,000 crore today. Our profit was only 1.7 crore in 1976 and it is over 8,000 crore today. We have an aspiration to take it further to 10,000 crore, in the near future. Most importantly, we're considered by all the stakeholders – Government, investors, bondholders, public as the best oil company in the country, if not the best company in the country !

We're on the cusp of another transformation – going back to being a private sector company soon. I'm sure we've proved ourselves to be the best. We have the resilience and the determination to take this company to still higher levels. Ownership is only a matter of shareholder changes. It does not affect our performance, our strengths, our capacity and resilience built over decades of hard work, while each one of us contributes as members of the BPCL family.

On this occasion, we can focus on our longstanding relationships with our customers, business partners, investors and all stakeholders. We can also celebrate the bonhomie shared with all stakeholders. This has always been the mainstay of our culture and the Bharat Petroleum way of life. I urge you to continue to work with enthusiasm and passion and create the future you desire.

Felicitations Galore

In consonance with the BPCL tradition of rewarding long-standing relationships, BPCL went all-out to shout-out to all its employees, customers and business partners how much the journey has meant to us.

On 24th January, 2021 Mumbai Territory celebrated BPCL's Sapphire Anniversary with a grand function at our BP Churchgate RO. The event was graced by Mr. P.S. Ravi, ED (Retail) I/C, Mr. K. Ravi, Head (Retail) West, Mr. S. Abbas Akhtar CGM (PR & Brand), Mr. Subhankar Sen, CGM (Retail Initiatives & Brand), Mr. Raman Malik, State Head (Maharashtra & Goa), HQ Team, Territory Team, Dealers, Fleet Customers, SBI cards team, FINO team and DSMs / DSWs.



Honouring a Fleet Customer



Felicitating FINO





Felicitating SBI

An energised welcome address by Mr. Ravikumar Natta, TM (Retail) Mumbai was followed by Head (Retail) West recounting glorious moments in BPCL's Retail history like PFS, Fleet Card, Petro Card, branded fuels (Speed & Speed 97) etc. to name a few. The event was marked by cutting of a celebratory cake emblazoned with our Foundation Day branding.

ED (Retail) I/C felicitated the dealers having more than 45 years of association with BPCL with a shawl, memento and certificate. The dealers felicitated were :

- Mr. Ashish Panchal (M/s. J.B. Patel, Queens Road) - RO commissioned in 1929
- Mr. Rajiv Mattoo & Indira Mattoo (M/s. Worliway Service Station, Worli) - RO commissioned in 1954
- Mr. Tara Singh Nagpal (M/s. Gurunanak Automobiles, Andheri) - RO commissioned in 1961
- Mr. Jaspreet Singh Sablok (M/s. A.G. Jajal & Sons, Panvel) - RO commissioned in 1962

The dealers spoke passionately about their journey with Bharat Petroleum and its predecessor, Burmah Shell over the ages and took everyone down memory lane. They expressed their gratitude and appreciated the BPCL way of life and the excellent culture that they were a part of all these years.

The BPCL team thanked the loyalty customers & transporters for their long association and honoured the business partners as well. They also shared their happiness with customers at the forecourt by distributing sweets & chocolates. Forecourt warriors, including a few DSMs who were working with BPCL for over 45 years, were also felicitated. BPCL also launched a Scratch & Win scheme on SmartDrive (Android), which was followed by releasing bright blue and yellow balloons high into the air.

While everyone's spirits were soaring, ED (Retail) I/C shared his vision for the future. All the stakeholders appreciated BPCL's commitment to keep its relationships vibrant and fruitful through such gatherings.



Honouring Mr. Ashish Panchal (M/s. JB Patel)



Honouring Ms. Indira Mattoo and Mr. Rajiv Mattoo (M/s. Worliway Service Station)



Honouring a Smart Drive Customer



Felicitating Loyal DSMs

Mr. Hanumantha Rao
**Kakatiya Lubetech
 Pvt. Ltd.**
 Agartala, New Delhi

With a graduate diploma from Indian Institute of Material Management and 12 years' experience in Supply Chain Management in multiple jobs, Mr. Rao joined BPCL as a Lube Business Associate in 2005. In 2007, he was appointed as Primary Lube Distributor for Prakasam and in 2009, Guntur district was added to his area. His wife is a homemaker; their elder daughter is pursuing B.Tech. from NIT Agartala, and the younger daughter is also doing her B.Tech. from Shiv Nadar University, Delhi.

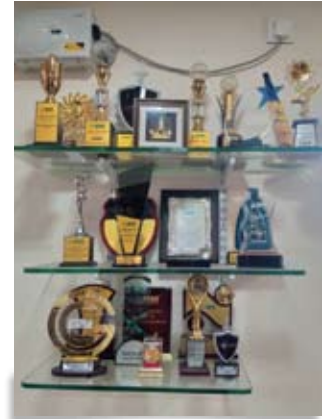
He believes that taking forward the multiple initiatives rolled out from MAK Lubes is the major takeaway to succeed in this business. Along with the MAK Team, he has formulated certain processes to penetrate into the Rural market with MAK Grades.

◆ **Relationship Management**

It is important to be in constant touch with our stakeholders (Retailers and Mechanics) as they are our eyes, ears and mouth in the market. All his DSRs enthusiastically meet and discuss with the key retailers and mechanics in the rural market as per the order of Potential / Less Penetrated to increase the visibility of the MAK Brand.

◆ **Retailer and Mechanic Engagement**

Active & Committed DSRs share the benefits and advantages of products to retailers and mechanics to instill confidence in our products, so that they can be easily sold at Nukkad Meetings / Product Specific Campaigns. During the Rural Drive they conducted 22 Nukkad Meetings.



"The future of India lies in its villages."
 – Mahatma Gandhi

◆ **Product Visibility**

Our products need to be visible to be sold. The DSRs implemented the 'Sab Se Aage MAK' contest and ensured that the retailers display MAK products prominently on their counters. This has improved tertiary sales through the counters. 30 Retailers have actively participated in the Sab Se Aage MAK Contest across both the Districts.

◆ **Schemes**

- Providing the retailers and mechanics with attractive schemes has paramount importance, either for an existing or a new customer. During this period, we rolled out schemes on Agri Product Groups like Filter Free on MAK Trac Champion & MAK Trac Magic Plus & 8+1 Offer on MAK Trac Champion.
- Cross product schemes were also successful viz. on purchase of 4 Agri PG pails, you get 1 Kg of MP3 Grease free. These schemes create a positive vibe in the market and ensure value is created for retailers / mechanics along with ensuring secondary sales for the channel partner.

"New markets could be created by rural potential."
 – Dr. APJ Abdul Kalam

◆ **Branding support**

- MAK branding of the LPG delivery vehicles has helped immensely in improving the Advertisement / Brand Recall in the market. Also, all the newly enrolled customers were given Product Posters along with a Welcome Kit, that really created ripples in the market.
- With a motto to provide the best services to customers, the distributor was able to achieve good growth during the rural initiative, across all the markets in his geographical area.
- They currently occupy the Top 2 Position in the Agri Product Group in Southern Region.
- In tune with the MAK Team Vision on "MAK Chala Gaon Ki Aur", they are very happy to be connected with rural markets, as the potential and opportunity lies there.



Mr. T. Laxminarayan Shroff
Pashupaatinath Traders
 Odisha

Previously in the DTH / SIM Card Distribution business, I was looking for opportunities in some other dynamic avenues. I was rewarded with the Lubes Distributorship in Rayagada area. I have been mentored, guided and trained in the best possible way by the officials. I am looking forward to 'Making everything possible' in establishing the brand in the rural belt of Odisha. With the kind of backend support that I have been receiving, I'm confident that we will reach new heights in the coming days.

"I believe in the rural story and want to be part of a successful rural hit."

The kind of social recognition that the association has provided cannot be valued in materialistic terms. Apart from the recognition, profitability (the essence of any business) is what has been driving me to achieve greater heights and establish the business in the area.

The importance of providing service in the business in terms of lead time of delivery, deliveries in all possible quantities etc. has been taught by customer experience only. Taking the same forward, we have been working tirelessly on this front, in coordination with the Corporation. Our efforts are recognised by even our competitors, who ask us how we balance our profitability after providing such extraordinary, out of the way services.

◆ **Initiatives**

- Enrollment of Mechanics by making Nukkad Meetings a regular event
- Use of SPA items to establish the brand
- Joining offer used to place products
- Due to initial resistance faced from Key Retailers, we shifted our focus to remote areas / NFWs and Fleet customers
- Gradually we have been successful in positioning our products in key areas
- Logistics was a challenge and to overcome that, we used volume drivers like Hydrols, Agri Products etc.
- Recently, we have started receiving enquiries from major players in the market; therefore, we plan to have big time expansion in volumes, keeping in mind the exposure and creditworthiness of customers.

◆ **Environment Initiatives**

- Taking all possible precautions in loading and unloading of products to avoid spillage.
- Training users like Mechanics and Fleet Owners on the ways to dispose of used oils in an environment friendly manner.

◆ **CSR Initiatives**

- During the pandemic, we have been actively involved in guiding migrants and helping them to reach their destinations.
- Usage of masks / sanitisers and creating awareness among customers and DSRs.
- Taking part in local social initiatives.

◆ **USP of Distributorship**

- Timely delivery to all parts of the area, even in the smallest possible quantities.
- Proper management of stocks to ensure availability of all possible grades at all times.
- Attractive schemes and rewards.
- Active involvement and regular contact with the stakeholders.

Every incident for me in the past 9 months has been a learning and new one for me. I am still learning from all the interactions that I have and look forward to be a part of this never-ending learning process.

◆ **Message**

I see my firm and my MAK brand as the leader in the Rayagada Market. I believe in the rural story and want to be part of a successful rural hit. Lastly, I would sum up by saying that

“वक्त आने दे तुझे, दिखा देंगे ये आसमान, हम अभी से क्या बतायें क्या हमारे दिल में है।”



INTERVIEWS

Mr. Ajay Amritlal Chankeshwara
Ms. Anita Amritlal Chankeshwara
Mr. Jayesh Ajay Chankeshwara

J. C. Enterprises

Baramati

Mr. Ajay Chankeshwara started his journey with an Automobile Spare Parts Shop, Chankeshwara Automobiles, on 25th August, 1989, and it is still the flagship business of the family. He deals mainly in spare parts of HCVs of TATA and Ashok Leyland. Expanding his business verticals, he managed a lube distributorship of M/s. Tide Water Oil Co. from 2006 to 2014. In 2015, he started a workshop for Power Steering, Turbo Systems of Engines and Air Brakes, associated with RENO and WABCO.

In 2015, he became a Primary Lube Distributor of MAK Lubricants, citing the following reasons :

- BPCL has the best product quality and professional approach in managing the distributor network.
- We strive to achieve new milestones and BPCL and the entire team has always been supportive, assisting in critical times, be it professional or personal. I suffered a cardiac arrest in 2017 and was out of business for almost 6 months. My 22 year old son, Jayesh got involved in a full-fledged way. The BPCL team guided him on the right approach to do business and helped him to solve every critical situation within no time. This has made our association with BPCL even stronger and now BPCL is an integral part of our family.

As a MAK Distributor, we faced many challenges in this highly competitive market. However, the following initiatives made our bonding with the retailers, mechanics and end users stronger.

◆ BPCL Initiatives

- Imparting technical knowledge thru' a series of Mechanic and Retailer Meetings.
- MAK Manthan Initiative where our 23 mechanics were delighted to see a Refinery and Lube Oil Blending Plant. They were given in-depth knowledge on how to choose the right lubricant and other key aspects of lubricants and lubrication.
- Health Insurance provided for the mechanics and their families under Bharat Arogya Yojana. This was a unique initiative undertaken by BPCL and every mechanic not only appreciated the efforts but also respected that initiative.

◆ Initiatives taken for a sustainable and profitable business

- With proper beat planning of our salesmen, we covered the entire market and are in constant touch with our customers.



- We associated with Purandhar Motorcycle Mechanic Association, one of the biggest two wheeler associations in our sales area and we regularly conduct promotional and branding activities.

- Enrollment of new customers is always the key. We have covered our entire area (ensuring there are no white patches) and also controlled product movements, which were a hindrance initially.

- We have created a niche group comprising our Salesmen, Accounts, Back office and Sales Officers. We share weekly data of stock available, payment collection status and sales volumes, integrating our systems for easy retrieval. Sharing of data regularly builds a competitive environment within our team and also helps us in deciding which segments to focus on.

◆ Environment Initiatives

- To have a clean pollution free environment, we fully support Swachh Bharat Abhiyan, where we ensure cleanliness and green surroundings.
- We have strictly stopped usage of plastic bags.
- To save on paper, we have strictly implemented online collection of payments and online receipts.

◆ CSR Initiatives

The COVID-19 pandemic has taught us a very meaningful lesson - "Joy of Giving". We arranged food packets for many stranded families for months. Also, we acknowledged the efforts made by our frontline workers and ensured supply of food and refreshments to all those who stood by us in these difficult times.

◆ USP of Distributorship

Trust is the only thing that exists in our business ethics and policies. We work on only one principle - "Never hide anything from anyone" - and this is how we have been successfully doing our business for so many years. If we give correct and timely information to the customer, then he can plan his work accordingly.

◆ Message

Always try to put yourself in the shoes of the customer and then do business. You will never take a wrong decision then.

"Trust is the only thing that exists in our business ethics and policies."



“Keep trying to excel without looking at what others are doing.”

For the past 40 years, we are into Lubricants, running a family business in Hubli for many generations. We took up the MAK PL Distributorship in 2004 and since then, we have achieved many milestones. My wife, Gayathri and I have two children.

Associated with BPCL for 16 plus glorious years, we enjoyed the support of the company towards consistent growth in market share and also in being recognized as one of the top distributors in Lubricants in this geographical area. We assure that our next generation will continue with strong bonding.

◆ **Inspiring Customer Experiences**

- a. On one occasion, a customer entered our retailer’s shop & requested for engine oil. The retailer gave multiple options to the customer. To the pleasant surprise of the retailer, the customer said, “Sir, I asked for MAK Tractor Engine Oil & didn’t ask for any other brand.” This showed the brand image we have been able to create for MAK.
- b. During the Covid-19 pandemic, a customer purchased a pail of MAK Trac Champion from our shop. While the customer was leaving the shop, we handed over an N-95 mask Free (as part of our social activities during the Covid-19 initial period). This gesture touched the customer, who got emotional about it.

◆ **Numerous Initiatives**

- Nukkad meetings and 4T Campaigns at retailers’ places
- Free Basmati rice scheme for Mak Trac champion
- Competition amongst our DSRs and due recognition to motivate them
- Implementation of Kushti practices

Mr. Amarnath J. Savanur

Savanur Oil Centre

Hubli

◆ **Environment Initiatives**

We try to use public transport as much as possible and educate the retailers about waste oil management. We have kept dustbins and usage of single use plastic is not entertained.

◆ **CSR Initiatives**

Distribution of Free N-95 Masks: During the pandemic, we were the first to distribute Free Masks on purchase of MAK Engine Oils. It was a unique initiative which no other lubricants distributor had done in the area. This has touched the hearts of many people and in turn, strengthened our emotional connect with secondary and tertiary customers.

◆ **USP of Distributorship**

Supporting the dealers round the clock & maintaining the inventory of all grades & quantities. Always targeting to increase the number of counters & visibility of all products.

◆ **Interesting Anecdotes**

We believe in team motivation. As a distributor, we have always wanted our executives to be the best in the market. The Sales Officer offered a challenge for placing 100 pails of MAK Trac Champion in one day. Some instant gratification scheme was declared for the DSR who wins the challenge. It was a very happy moment for us when one of our executives got highly motivated and achieved the target !

◆ **Message**

Keep trying to excel without looking at what others are doing. All efforts will pay results; if not now, sometime soon.



Cube Stop

On the journey of Life, we encounter numerous milestones, which add happiness to our bank of treasured memories. BPCL is committed to delight motorists on the highways, aiming to be a memorable part of their journeys.

Our state-of-the-art OSTTs on major highways in India have always enticed motorists, with their wide range of non-fuel offerings which created differentiation through services, facilities and added customer value. BP-Hosur is one of our flagship OSTTs of Karur Retail Territory, located on NH-7 (new NH-44), around 25 kms from Hosur towards Chennai.

The Retail Business has entered into a central alliance agreement with Cube Highways, a Singapore based independent, professionally managed platform investing in road and highway projects. Cube Highways is one of the largest owner-operator of toll-roads in the Indian Highways sector and has a portfolio of 27 highways with nearly 8,400 lane-kilometers across India. The alliance provides for developing wayside amenities in our OSTTs across India. In the first phase, 10 Ghar Outlets have been identified where highway travellers can eat, shop and refresh themselves along their journey.

The first such facility, named as 'Cube Stop' was launched at BP-Hosur on 1.11.2020 by Mr. P. S. Ravi, ED Retail (I/C), in the presence of Mr. Inderjit Singh, Head (Retail) South, Mr. Subhankar Sen, CGM (RI & Brand), RHQ and a host of dignitaries from Cube, BPCL and the dealer fraternity.

Cube Stop at BP-Hosur offers best-in-class branded food outlets, hygienic restrooms and an all-day convenience store



Mr. P. S. Ravi, ED Retail (I/C), launched "Cube Stop" at BP-Hosur

along with unmatched hospitality and superior service. Major national and international brands like Café Udupi Ruchi, Chai Thela, Hind Farms, Kurtosshh and Red Pepper Express have set up their outlets in the facility.

Going forward, similar facilities are in the pipeline at our OSTTs, BP- Chickballapur and BP-Chennapatna of Southern Region.

On this red-letter day, we also felicitated all our front line staff of BP-Hosur for their relentless efforts in serving customers despite the pandemic.

This alliance would have a dual value proposition - firstly, leading to fuel rub off, and secondly, reinforcing BPCL's assertion of being a caring company. In addition, this would create strong differentiation for brand BPCL, hence reinforcing customer loyalty.

Cube Stop at BP Hosur is the beginning of our dream to redefine wayside amenities across India. We are geared to deliver this exciting value proposition all over the country, presenting motorists with a unique experience, which has become the trademark of BPCL.



Inspiring Tale of Customer Service

Many a business has tasted sweet success based on this adage. In June 2020, M/s. Harihara Filling Station shot into the limelight when it achieved the highest sales of 333 KL (73 KL MS & 263 KL HSD), 3 times the projected volume (40 KL MS and 80 KL HSD). Commissioned in February 2020, it is a Rural DC RO located 10 km from Devarakonda town in Nalgonda dist. The Dealer invested in complete

“The goal of a company is to have customer service that is not just the best but legendary”
– Sam Walton



facilities - canopy with false ceiling, rubber moulded paver driveway, greenery, QOC, FINO banking services etc.

- **Publicity** - Distribution of advertised cloth bags depicting brief RO facilities on every purchase value of Rs.200 and above for MS customers, Rs.500 and above for HSD customers and on purchase of MAK 1 litre product.
- **FINO BC** - services being used by 30 villages nearby. Dedicated FINO counter has been provided in this RO. With month on month increasing GMV, the RO has scored cumulative GMV of 3.54 Crore in this FY till December, 2020.
- **MAK Brand Building** – Dedicated manpower for QOC Machine and Lube sales at forecourt. RO has recorded 213 oil changes during the Freedom Fest campaign. Lubricants

sales promotion during Kisan Melas were well received by the customers.

“When you serve the customer better, they always return on your investment!”

- **Creating Social Awareness** - While all other shops were closed in the lockdown period (April to July 2020), the Dealer has offered free tea and distributed Rs. 1 sanitiser pouches to the customers. This generous activity has helped to gain goodwill among the farmers, tractor owners and SDCV commuters.
- **Celebrates Every Occasion with Customers**
- **First Amul Preferred Outlet in AP & TS** – Fulfilling the dairy needs of 30 villages nearby.



Captivating Campaign

Festivals are ripe opportunities for BPCL to make a stronger impact on its customers. Ahmedabad Territory found a creative and relatable way to grasp our customers' attention, entice them to go digital and generate a potential pool of customers.

Raison D'etre

The Uphaaro Nu Tyohar Campaign was aimed at improving the digital transactions, increasing the fill size and generating a two month long carnival atmosphere at the ROs. The masked motive behind the campaign was to engage with the customers, increase the time they spent at the ROs and augment communication with them.

#GiftsKaTonic#CelebrateWithBpcl#GoDigital#
BemisaalBandhan#UphaarMeHHamaraPyaar

The Campaign Highlights

- ❖ Period - 25.10.2020 to 25.12.2020
- ❖ Participation of 76 Dealers across all districts
- ❖ 38 Scooters in the 38 Mega Lucky Draws conducted on 1.1.2021
- ❖ 500+ gifts in RO lucky draw to be conducted on 26.12.2020. 7 Gifts per RO
- ❖ Customers to make digital payment to participate and fuel for Rs.300 in 2W or Rs.1000 in 4W

The Flag Off



The campaign was inaugurated by Mr. D. Parthasarthy, State Head (Retail), Gujarat and Mr. Navneet Kumar, TM (Retail) Ahmedabad at M/s. Mitesh Automobiles, Ahmedabad.

RO Lucky Draw



RO wise lucky draws were conducted at all the 76 participating ROs on 26.12.2020.

The Mega Lucky Draw



The mega lucky draw was conducted on 1.1.2021 at M/s. Mercury Service Station. All the dealers were present for the event, having participated with complete zeal and fervour.

Dealer Felicitation



All the participating dealers were felicitated during the mega lucky draw function for their contribution in making the campaign a success. In addition, the top two dealers in each of the eight districts were awarded for their outstanding performance in digital transaction growth.



Gift Distribution

The Execution

1. The ROs were decorated during the period of the campaign. The bikes were ornamented with decorative lights and flowers to attract customers. Dealers / DSMs were encouraged to improve fill size to make customers eligible to participate in the campaign.
2. A regular monitoring of the digital transactions of the participating ROs was done and the analysis was shared with them. The dealers engaged in healthy competition and strived to surpass each other due to 38 mega draws, which means there was a scooty available for a mega draw between two dealers.
3. The PA system was used at the ROs to communicate to customers about the campaign. Many dealers curated a jingle and spoke to customers in a creative way.

Objectives Fulfilled

- ❖ Created a healthy competition between two dealers by having a mega draw for a Scooty between them.
- ❖ Improved digital transactions by 15%. Certain ROs achieved 80%.
- ❖ Improved Fill Size.
- ❖ Ownership of campaign by dealers.
- ❖ Developed a habit among DSMs to promote digital transactions.
- ❖ Developed confidence among them to roll out self-financed campaigns jointly or individually.
- ❖ Dealers incentivised DSMs to improve sales and promote digital transactions.
- ❖ Developed confidence among customers that there could be a winner of a Scooty between two ROs.
- ❖ Customers now prefer digital transactions over cash.
- ❖ Prevention of spread of Corona as the campaign was aimed at promoting digital transactions.

First CNG Facility of BPCL in Jharkhand



CNG has made inroads into Jharkhand with M/s R.K. Jain, Kalimati, Jamshedpur Territory being honoured with the first CNG facility of BPCL in the State. On 23.12.2020, it was inaugurated by Mr. Prashant Katware (GM Retail Engineering, East), Mr. Gautam (DGM Network Planning Retail, East), Mr. Ranjit Pani (Ch. Manager Coordination, Jharkhand), Mr. Nilesh Vaychal, TM (Retail), Jamshedpur, Mr. Sanjay Kumar (DGM CGD, GAIL) and Mr. Shiv Prasad Dixit (Sr. Manager Marketing, GAIL).

The outlet was upgraded with a new look and enhanced services. There was an overwhelming response and tremendous enthusiasm among customers, network of dealers and vendors at this event. The dignitaries were felicitated by our veteran Dealer, Mr. Ramesh Kumar Jain and his grandson, Mr. Mrinal Jain of M/s R.K. Jain Kalimati. This initiative will boost the BPCL brand to a much higher level in Jamshedpur city and GAIL will actively partner with BPCL for further expansion of the CNG network in Jamshedpur city and the outskirts.

INTERNATIONAL INFOBYTES

Rosneft Looks to Arctic to Ramp Up LNG Output

Russia's Rosneft is considering LNG projects in the Arctic and other regions with total annual capacity of up to 95 MMT, to boost its production of LNG to 140 MMT a year by 2035, from 30.5 MMT at present. Rosneft plans to build a 30 MMTPA plant - Kara LNG and a 35-50 MMTPA plant - Taymyr LNG in the Arctic. Rosneft also has plans to build a 15 MMT LNG plant as part of its Sakhalin-1 project in the Russian Far East. Russia already has two large LNG producing plants - Yamal LNG, led by Novatek in the Arctic, while Gazprom's Sakhalin Energy is in the far east of the country.

Shell Vows to Eliminate Carbon by 2050

Energy giant Royal Dutch Shell vowed to eliminate net carbon emissions by 2050, accelerating previous targets, as oil production was set to slowly decline from its 2019 peak. Shell outlined plans to grow rapidly its renewables and low-carbon businesses, including biofuels and hydrogen, in the face of growing investor pressure on the oil and gas sector to battle climate change. Increasing the number of electric vehicle charging points, signing long-term corporate power purchase agreements, ramping up production of fuel made from plants and waste and expanding its renewable capacity, especially in offshore wind farms are some of the measures adopted. Shell aims to reduce its net carbon emission intensity by 20% by 2030, 45% by 2035 and 100% by 2050.

Source : ET Energyworld

Source : Reuters

Lending a Helping Hand

No one had ever experienced a pandemic of these proportions, with the entire country going through multiple phases of lockdowns to arrest the spread of the dreaded Corona virus.

Our Bharatgas distributorship, M/s. Banerjee Gas Agency, Bajora, District Bankura (WB) under Durgapur LPG Territory voluntarily came up with a unique approach of helping those who serve the nation day in and day out, viz. our Police Force.

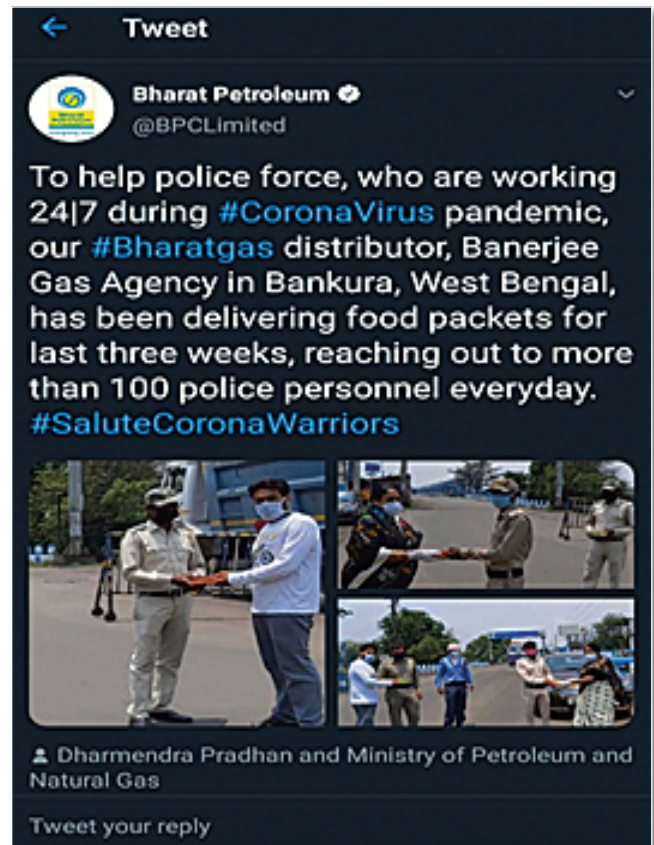
Ms. Tapasi Banerjee, the proprietor served the forces daily meals during the entire lockdown period. Every day they reached out to over 100 Police personnel to provide them food packets. This philanthropic act was captured in the local newspapers and appeared on the corporate twitter handle of BPCL as well.

“Never underestimate the difference you can make in the lives of others. Step forward, reach out and help.”

– Pablo

Banerjee Gas Agency continues with such activities on a regular basis and is currently engaged in serving food packets to the poor and deprived in their area.

It is rightly said that there is no exercise better for the heart than reaching down and lifting people up.



MAK Eastern Premier League (EPL) Boosts Sales



ED (Lubes),
Mr. Santosh Kumar

Team Eastern Region utilised the concept of 'Gamification' to engage with channel partners for maximising sales at the forecourt.

Eastern Region Retail & Lubes Teams launched an innovative game based initiative called 'MAK Eastern Premier League' to encourage RO Dealers to creatively run schemes for leveraging the benefits of Quick Oil Services for growth in MS Sales. The Game was digitally launched on 24th November, 2020, amidst great fanfare in all the

twelve Retail territories of ER by ED (Lubes), Mr. Santosh Kumar and Head (Retail) East, Mr. Sukhmal Jain.

MAK EPL was played among ER's 12 Retail Territories represented by 15 teams (180 ROs) in three knockout stages:

1st stage: All 15 teams (180 ROs) played for 15 days from 24th Nov '20 to 8th Dec '20 to qualify for the Top 8 team positions.

- Participant 180 ROs registered growth of 10% in MS sales
- 50,706 Oil Changes registered. 8 ROs registered more than 1000 QOC, 2 RO > 750 QOC & 13 RO > 500 QOC

2nd stage: Top 8 teams represented by the Best 11 ROs i.e. 88 ROs played for 5 days from 10th Dec '20 to 14th Dec '20 to qualify for the Top 4 team positions for the Finale.

- Participant 88 ROs registered growth of 17% in MS sales

“Creativity is thinking up new things. Innovation is doing new things.”
– Theodore Levitt

- 22,867 Oil changes registered. 4 ROs registered more than 1000 QOC, 1 RO > 750 QOC & 4 RO > 500 QOC

Finale: Top 4 teams represented by the Best 11 ROs i.e. 44 ROs played on 16th Dec '20 for the 1st, 2nd & 3rd spots.

- 17,965 Oil changes registered in a single day. 4 ROs registered > 750 QOC & 8 RO > 500 QOC

Kolkata Legends won the first edition of MAK EPL with 5,382 QOC in the Finale followed by Guwahati Rhinos (4,798 QOC) and Kosi Kings (4,713 QOC). All the participants are actual winners for the spirit shown during the entire 21 days!

A grand award ceremony was organised on 22nd Dec '20, graced by Mr. Santosh Kumar, Mr. Sukhmal Jain, Head SCM Lubes - Mr. Pushp Kumar Nayar, Eastern Regional team of Retail & Lubes & Dealers of Kolkata Legends at Kolkata. All other teams of Retail State Heads, Retail & Lubes TMs & SOs along with Dealers attended the award ceremony on a virtual platform.

Team Eastern Region has successfully leveraged the benefits of gamification in the form of MAK EPL, with increased level of customer engagements and added benefits of cross-selling!



Head (Retail) East,
Mr. Sukhmal Jain.



E-Pathshala Sparks Transformation

The whole world is experiencing unprecedented change brought about by the pandemic and this has ushered in the resurgence of new paradigms across society, economy and business.

Lubricant sales are channelised through many business intermediaries viz. RO dealers, Bazaar distributors and their marketing staff, service providers like C&F operators, vendors, Business associates etc. who are the basic building blocks of our business.

MAK Northern Region decided to bring renewed focus on these intermediaries, addressing their motivation needs, skill enhancement, knowledge gaps, building business / market specific competencies and providing them moral support and assurance.

Critical success factors and specific training needs were identified:

- Business training associated with product and technical inputs, marketing aspects, commercial acumen etc.
- Behavioral training associated with the soft skills crucial for business continuity and growth.

The aim of the E-Pathshala was to reach out to minimum 5,000 Forecourt / marketing staff of dealers / distributors, 1,000 RO dealers and 200 distributors and impart specific inputs to them through this initiative.

The training programme was conceptualised and anchored by

Mr. Atul Khanwalkar, DCM NR. Mr. Pankaj Sinha, Chief Manager Marketing, Lubes and Mr. Sanjeev Bhanot, Sr. Manager Marketing Services, NR were entrusted with the responsibility of conducting this initiative.

Accordingly, the first module was conducted on 24.9.2020 for our Bazaar distributors and their marketing staff. Around 150 participants attended the session which covered rural marketing and inputs on sharpening business acumen.

Similarly, on 26.9.2020, training for FSAs was conducted where the focus was on active participation in new Retail channel initiatives and tapping opportunities in newly introduced Lube grades from growing rural markets.

Subsequently, we turned our focus on imparting soft skills for the front line sales staff, namely FSAs and DSRs. We teamed up with HRS-NR

and conducted sales competency and behavioral training workshops through an external training agency. The emphasis was to navigate a transition of sales centric orientation to marketing focus and to groom them as our brand ambassadors at a local level. Two workshops were conducted in November 2020 and one more was conducted for COCO managers / officers in December 2020.

The MAK NR Team is gearing up to embrace this transformation collectively and lead the change. It is also time to soar high, taking advantage of new opportunities and new frontiers.

“We now accept the fact that learning is a lifelong process of keeping abreast of change. And the most pressing task is to teach people how to learn.”

– Peter Drucker

NATIONAL NEWS SCAN

India Needs a Gas-Based Economy

Hon'ble Prime Minister averred that India needs a gas-based economy, noting that the 'one nation one gas grid' programme was aimed at meeting this need. The government was focusing on bringing down the prices of natural gas, besides developing the natural gas pipeline network. Inaugurating GAIL's 348-km Dobhi-Durgapur pipeline and BPCL's LPG import terminal at Haldia on 7.2.2021, he said that these infrastructure projects would strengthen gas connectivity in eastern India and improve both, ease of doing business and of living.

Source: Indian Express

India's First CNG Tractor Unveiled

On 12th February, 2021, Shri Nitin Gadkari, Union Minister for Road Transport & Highways unveiled India's first CNG tractor, which was converted from diesel to CNG. Awarding the registration certificate, Shri Dharmendra Pradhan, Minister of Petroleum & Natural Gas and Steel said, "A game-changing innovation, economical and environment-friendly CNG-driven tractors will significantly lower the fuel and maintenance cost borne by farmers. This will help improve the livelihoods of farmers and also create job opportunities in rural India."

Source: HTD

Government to Spin-Off NDR Into Separate Company

The government will create a company to own and operate India's maiden National Data Repository (NDR) that stores information on the vast sedimentary basins in a bid to boost oil and gas exploration and production. Launched in 2017 to assimilate, preserve and upkeep the country's vast sedimentary data, the NDR will acquire and store seismic and other data that can be used by any company for a fee to look for prospecting of oil and gas in the country. The intent is to transform it to scale up efficiency in data management, share E&P data with a wider section of stakeholders, promote exploration activities, trigger quality data generation and mature into a database platform where data science methods, including big data analytics, can be used to gain subsurface understanding and mitigate risks in exploration.

Source: ET Energyworld

ENVIRONMENT

Together we can really help the environment.

Here are some easy steps towards sustainability - every step makes a difference...



RUBBISH

Up to two-thirds of household rubbish can be reduced, reused or recycled. Reducing rubbish lowers carbon emissions and saves energy and resources.

1. Reduce

Reduce the amount of rubbish your household generates by buying concentrates and refills, or buying in bulk — these give you more product for less packaging. You can also use reusable shopping bags, a lunchbox and a reusable coffee cup instead of takeaway packaging.

2. Reuse

Your trash could be someone else's treasure. Give away or sell your unwanted items and reduce the rubbish that goes to landfill. Be creative and think about what you can reuse in your home - envelopes, containers, plastic bags - the list goes on.

3. Recycle

Look out for recycling opportunities.

4. Compost or use a worm farm

Composting food and garden waste saves space at your local landfill, and using fewer rubbish bags can also save you money. A good way to reuse your food waste is to compost it or use a worm farm; both are great for the garden.

5. Buy pre-loved, or recycled products

Buying products that are recycled, have recycled content, or are second-hand can help to reduce the volume of waste that goes to landfill.



WATER

We all enjoy and rely on easy access to clean and fresh water.

6. Fix water leaks

A leaky tap or toilet cistern that drips every second can waste up to 10,000 litres of water a year. To save water, fix leaky taps and toilet cisterns.

7. Use dishwashers and washing machines on full loads

A full load uses less water and energy per kilogram than a partial one. Try to only use these appliances when they're full to save overall water use.

8. Use water wisely in your home

Turn off the tap while brushing your teeth and put a plug in the sink to save water while you shave or wash. Keeping track of your shower time can make a big difference to your household water use.

9. Save water in the garden

Make your garden more water efficient by putting in plants that are suitable to local conditions, such as natives. Use mulch around your plants to retain moisture and less watering will be needed. Capture rainwater in a rain barrel for use in the garden and for washing cars.

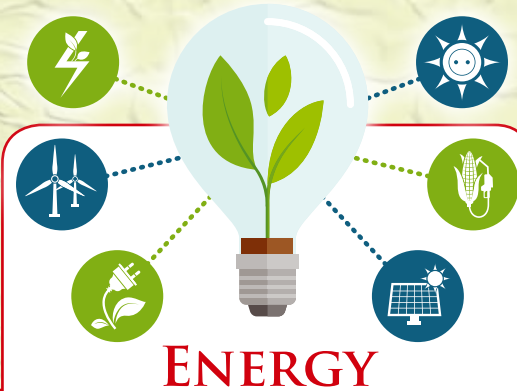
10. Choose water efficient products

Choose water efficient products, such as washing machines, dishwashers, shower heads, toilets and taps to save water in your home. A low-flow shower head can reduce water flow by nearly half while still producing the same pressure. Look out for the water efficiency labels on products. More efficient hot water use can also save you money on your power bill.



BUILDING

Whether you are building or renovating, buying or renting, there are many things you can do to make your home healthier, more comfortable and save you money, while benefiting the environment.



ENERGY

There are many things you can do to make your home healthier while using less energy. Some are free, others require some up-front investment, most will save you money in the long-run, and all will help you do your bit for the environment.

11. Turn it off!

Turn appliances off at the wall and switch off lights when leaving the room. Even when on standby, appliances use a surprising amount of energy.

12. Use hot water wisely

Around 30% of the average home's power bill goes towards heating water, so it's important to make sure your system is efficient. Consider installing a solar water heating system or a heat pump water heater and you could save money on your power bills.

13. Monitor your power use

Find out where your household uses the most power. Invest in a power monitor or get an energy audit for your home. You'll be surprised how easy it is to make savings on your power bill.

14. Choose energy efficient products

Save power by using energy efficient products, such as eco-bulbs. These use only one-fifth the power of a regular light bulb for the same light output, and they last longer. Look out for appliances with the Energy Star label — any appliance with this label is the best in its class — or refer to the appliance's star rating.

15. Reuse and recycle materials

Reuse and recycle your building and renovating materials to prevent construction waste going to landfill.

16. Use durable, non-toxic, efficient materials

The best building and renovating materials are durable, non-toxic, sourced sustainably, recyclable, and energy and water efficient. Look for the Environmental Choice tick and the Energy Star label.

17. Build for the future

When designing and building a new home think about its life cycle and whether it will meet your future needs. There may be higher up-front costs to build for the future, but it will pay off in the long run.



TRANSPORT

Transport makes up a large part of the average household budget — about 14%.

18. Saving fuel is easy

The condition of your car, and your driving style, can increase your car's fuel consumption by up to 50%. Keep your car well serviced and your tyres pumped, or you'll be using up to 10% more fuel. Air conditioning adds a further 5% and your driving style can add another 25%.

19. Walk or cycle instead of driving

Car engines use 20% more fuel when cold. One-third of all car trips cover less than two kilometres – not long enough for the engine to warm up – and two-thirds are shorter than six kilometres. Consider cutting down on those short trips by combining them into one big trip or walking or cycling when you can.

20. Choose a more efficient vehicle

When looking for a car, compare the environmental and fuel performance of vehicles. A more efficient car can save you money and reduce carbon emissions.

RED FLAGS

THE CANCER SIGNS YOU NEED TO KNOW....

People could be putting their lives at risk by dismissing potential warning signs of cancer as less serious symptoms, according to a recent study. More than half of the study's respondents said they had experienced at least one red flag cancer 'alarm' symptom during the previous three months – however, only two per cent of them thought that cancer was a possible cause. About 45% had not sought their doctor's advice, and many attributed their symptoms to reasons other than cancer, including their age, an infection, arthritis, hemorrhoids, and / or cysts.

Signs to Watch Out for

General signs of cancer include unexplained weight loss and fatigue. An unexplained weight loss of 10 pounds (4.5 kgs) or more may be the first sign that you have cancer. Fatigue often sets in as cancers grow, because cancer cells drain the body's energy supply, and also may release substances that change the way the body makes energy from food. You see your doctor if you experience any of the following:



Nagging cough or hoarseness Most coughs should clear within three or four weeks, so don't ignore one that lasts longer, especially if you're a smoker or a former smoker. A cough is the most common symptom of lung cancer, and also can signal thyroid cancer. A hoarse voice also can signal head and neck cancers, since malignancies can directly affect the larynx or the nerves that control it, which affects the vocal cords.



A change in the shape or colour of a mole, freckle or wart can indicate skin cancer. Other signs include a mole that bleeds, but skin cancer also can manifest as pearly bumps, flat brown lesions, scaly patches, and sores that don't heal. Keep in mind that skin cancer doesn't just develop on areas where you've suffered a sunburn. It can develop anywhere. Also be vigilant for mouth sores, particularly if you smoke or chew tobacco. The lining of the mouth renews itself every two weeks, so if a sore doesn't heal within this time, report it to your doctor or dentist.



Unexplained bleeding: Unusual bleeding can happen in early or advanced cancer – for example, coughing up blood can be a sign of lung cancer, while a bloody discharge from the nipple can signal breast cancer. Blood in the urine may be a sign of bladder or kidney cancer, while blood in the stool can red flag colon or rectal cancer. You may not see bright red blood – rather, the stool may be very dark, or black.



A lump or thickened area: Breast cancer is just one cancer that can be felt through the skin - so can testicular cancer, and cancer of the lymph nodes (small bean-shaped glands around the body). Cancer-related swelling also may occur in the neck, armpit, and groin. Keep in mind that some breast cancers show up as red or dimpled skin, rather than a lump.

A persistent change in bowel or bladder habits

such as constipation, diarrhea or a change in the size of the stool, can be a sign of colon cancer. Pain urinating, blood in the urine, or increased frequency of urinating may signal bladder, kidney or prostate cancer.



Bloating: Persistent abdominal bloating can sometimes mean ovarian cancer. If your symptoms don't go away within two or three weeks, or if you're bloated despite losing weight, see your doctor.



Chronic heartburn and / or persistent difficulty swallowing can be a sign of esophageal cancer, but this is very rare.

What You Should Know

Unmodifiable cancer risk factors include a personal or family history of cancer, your age, and having genes that place you at higher risk for breast, ovarian, and other cancers.

Modifiable cancer risk factors include smoking, excessive alcohol intake, obesity, and a diet high in saturated fats (like those present in red meat), and low in fruits and vegetables, and fibre.

The Fear Factor

The study identified some circumstances under which people did seek help. Awareness and / or fear of cancer was one reason – but fear of cancer also kept some participants from taking action. Most people with these warning signs won't have cancer. Heartburn is usually the result of eating too much, or eating hot spicy foods, while a persistent cough could be due to a chest infection. Even so, it is important to get any symptoms checked out, since many cancers have a high cure rate if treatment starts early in the disease process, before cancer spreads to the other parts of the body. A good example of this is melanoma. The most lethal form of skin cancer, it has a five-year survival rate of about 98% if it hasn't spread. However, once it has spread, the five year survival rate falls to about 16%.

You also inform yourself about cancer risk factors (stated earlier) and take steps to address them if possible. Even an older adult still has time to address modifiable risk factors by eating healthfully, quitting a smoking habit, and getting more exercise.

Source: Health & Nutrition

SAFETY FIRST, SAFETY MUST

Humans instinctively seek to avoid pain and death. And yet, we may behave in a manner that is a threat to our well-being. There are a couple of reasons why this occurs. The first is lack of knowledge. What you do not know, can hurt you! The second reason we may act in a risky manner is attitude. It's a good time to do a quick self-analysis. What is your attitude toward safety?

When asked, some may say they are all for standing for safety. Others may complain about any safety effort being made. The difference between the two is attitude. Your attitude affects almost all the work you do and how you do it.

Have you ever noticed that people who are successful in life are rather than being just happy, tend to have a positive attitude? And so it is with safety. Look at it this way...safety rules and procedures are written to protect you from harm. They are not written to make your work life more uncomfortable or inconvenient.

Maintaining an attitude of safety is a critical part of staying safe on the job. Here are six fundamental elements of a good safety attitude that can direct safer work habits.

- **Awareness:** Pay attention. Stay alert to the possible hazards in your work environment so that you can take steps to correct or guard against them.
- **Focus:** Concentrate on the task(s) at hand. Distractions, boredom or fatigue can lead to accidents and other safety hazards.

- **Strength:** Have the strength to do the right thing even when it's easier not to. Follow safety procedures and post orders completely, every time.
- **Patience:** Take the time to do things correctly every time – like always buckling your seatbelt, even on quick trips. There are no shortcuts to safety.
- **Responsibility:** Take responsibility for a safe work environment to benefit yourself and others.
- **Thought:** Stop to think before you act. Accidents are not always the result of bad luck. They occur when someone decides – consciously or not - to take a chance. Be smart and avoid taking unnecessary risks.

We are not perfect. Even the best of us can forget or make errors in judgment. To maximise our safety efforts, we must look out for one another. If someone tells you that you are not working in a safe manner, do not become angry or defensive. They are just looking out for your well-being. If you did not know you were doing something wrong, be thankful your errors were noted before someone got hurt. If you simply forgot or became a little careless, be grateful that someone cares enough to get you back on track. If you see someone doing something unsafe, speak up, but do so diplomatically. Treat others just as you would like to be treated in the same situation.

Remember, attitude affects behaviour. If you have a positive attitude, odds are you will exhibit safe behavior. A negative attitude toward safety will only cause conflict, stress and ultimately, an accident.

Stop talking about Safety → Focus on Risk.

Put aside your checklists and matrices → Focus on People rather than objects.

Stop Telling – Telling is not learning and is much more risky than asking.
→ Practice the art of humble inquiry and have Risky Conversations.

Do a gap analysis between how safety is imagined and how it is actually done → Due Diligence.

Consider all of the possible by-products of what you are doing and what you are about to do → Learn about Hazard Identification & Risk Assessment (HIRA).

Be pre-occupied with Failure → Constantly Entertain Doubt.

Learn about the power of signs, symbols, language and what they really do to people.

Never use safety as a weapon, a threat, a punishment or an excuse.

Be a Safety Leader, not a Safety Manager or a Safety Crusader.

Never speak of Zero Harm or Zero Risk → Ask: How can we achieve the same and do the best we can.

Value Safety (Outcome and object) and remember that Safety is not a Value (principle / ethic).

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

by Dr. Stephen R. Covey

One of the most compelling books ever written, it focuses on the timeless principles of fairness, integrity, honesty and human dignity. Imbibing these seven habits could transform you into a highly effective person.

HABIT 1: BE PROACTIVE (Principle of Personal Vision)

Responsible for behaviour, results and growth
The proactive approach to a mistake is to acknowledge it instantly, correct and learn from it.
Achieve extraordinary results by consistently executing their resourcefulness and initiative to break through barriers. Proactivity is taking responsibility for your life. Proactive people recognise that they are "response-able." They don't blame genetics, circumstances, conditions, or conditioning for their behavior. Reactive people, on the other hand, are often affected by their physical environment. They find external sources to blame for their behavior. If the weather is good, they feel good; if it isn't, it affects their attitude and performance, and they blame the weather.

HABIT 2: BEGIN WITH THE END IN MIND (Principle of Personal Leadership)

Focus time and energy on things that can be controlled.
Your most important work is always ahead of you, never behind you.
Develop an outcome-oriented mindset in every activity you engage in—projects, meetings, presentations, contributions, etc. Are you—right now—who you want to be, what you dreamed you'd be, doing what you always wanted to do? Be honest. Sometimes people find themselves achieving victories that are empty – successes that have come at the expense of things that were far more valuable to them. If your ladder is not leaning against the right wall, every step you take gets you to the wrong place faster. Start with a clear understanding of your destination. Know where you are going so that you better understand where you are now and that the steps you take are always in the right direction.
Management is doing things right; leadership is doing the right things.

HABIT 3: PUT FIRST THINGS FIRST (Principle of Personal Management)

Execute on most important priorities.
Effective leadership is putting first things first. Effective management is discipline, carrying it out.
Eliminate energy and time-wasting tendencies by focusing and executing on the team's important goals with a weekly planning cadence. To live a more balanced existence, you have to recognise that not doing everything that comes along is okay. There's no need to overextend yourself. All it takes is realising that it's all right to say no when necessary and then focus on your highest priorities. Transferring responsibility to other skilled and trained people enables you to give your energies to other high leverage activities.

HABIT 4: THINK WIN-WIN (Principle of Interpersonal Leadership)

Work effectively with others to achieve optimal results.
When one side benefits more than the other, that's a win-lose situation. To the winner it might look like success for a while, but in the long run, it breeds resentment and distrust.
Lead teams that are motivated to perform superbly through a shared expectation and accountability process. Win/Win is not a technique – it's a character-based code for human interaction and collaboration. It is a frame of mind and heart that constantly seeks mutual benefit in all human interaction. Agreements or solutions are mutually beneficial and mutually satisfying. With Win/Win, all parties feel good about the decision and feel committed to the plan of action.
Win/Win is not 'your way' or 'my way'; it is a better way - a higher way.

HABIT 5: SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD (Principle of Emphatic Communication)

Communicate effectively at all levels of the organisation.

Most people do not listen with the intent to understand; they listen with the intent to reply.

Create an atmosphere of helpful give-and-take by taking the time to fully understand issues, and give candid and accurate feedback. Communication is the most important skill in life. Normally we seek first to be understood. We try to reply before listening fully and understanding the other person. 'Seek first to understand' involves a very deep shift in paradigm. One must listen with intent to understand, not with intent to reply.

Communication is 10% by words, 30% by sound, 60% by body language. When someone is speaking, we are usually listening at one of the following four levels:

- a) Ignoring the person
- b) Pretending to listen
- c) Selective listening and
- d) Attentive listening

What we should practice is Emphatic Listening. Listen with your ears, but more importantly, listen with your eyes and with your heart. It is listening with intent to understand. Habit 5 will help you reach a Win / Win solution.

HABIT 6: SYNERGISE (Principle of Creative Cooperation)

Innovate and problem solve with those who have a different point of view.

"Synergy is better than my way or your way. It's our way."

Demonstrate innovative problem-solving skills by seeking out differences and new and better alternatives. Synergy is the idea that the whole is greater than the sum of the parts. It is the habit of creative cooperation, teamwork, open-mindedness, and the adventure of finding new solutions to old problems. It's a process through which people bring all their personal experience and expertise to the table. Together, they can produce far better results than they could individually.

HABIT 7: SHARPEN THE SAW (Balanced Self Renewal)

Seek continuous improvement and renewal professionally and personally.

We must never become too busy sawing to take time to sharpen the saw.

Tap into the highest and best contribution of everyone on a team by unlocking the total strength, passion, capability, and spirit of each individual. Sharpen the Saw means preserving and enhancing the greatest asset you have – you. It means having a balanced program for self-renewal in the four areas of your life: physical, social / emotional, mental and spiritual. Here are some examples of activities:

| | |
|--------------------|--|
| Physical | Beneficial eating, exercising and resting |
| Social / Emotional | Making social and meaningful connections with others |
| Mental | Learning, reading, writing and teaching |
| Spiritual | Spending time in nature, expanding spiritual self through meditation, music, art, or service |

Renewal is the principle—and the process—that empowers us to move on an upward spiral of growth and change, of continuous improvement.

As you renew yourself in each of the four areas, you create growth and change in your life. Sharpen the Saw keeps you fresh so you can continue to practice the other six habits. You increase your capacity to produce and handle the challenges around you.

Paradigms are powerful because they create the lens through which we see the world... If you want small changes in your life, work on your attitude. But if you want big and primary changes, work on your paradigm.



मैक की पथ-प्रदर्शक यात्रा

नवोन्मेष एक ऐसा अनथक अभियान है जिसमें यथास्थिति को समाप्त कर एक ऐसा नव-निर्माण विकसित करना है जहाँ तक पहुंचने का साहस बहुत कम लोग कर पाते हैं – स्टीवन जैफस

सतत सुधार के लिए जापानी शब्द “काइजन” मैक ल्यूब्रिकेंट का सदैव युद्धघोष रहा है क्योंकि यह ग्राहकों की बदलती मांग के अनुरूप उत्पाद विकसित करने में अग्रणी प्रौद्योगिकी का इस्तेमाल करता है। अपने कान सदैव खुले रखने की अवधारणा पर चलते हुए मैक अपने ग्राहकों से जुड़े रहते हुए अनेक सौगातें पेश करने के साथ ऐसी सेवा सुविधाएं प्रदान करता है कि उनके वाहनों की कार्यक्षमता में श्रेष्ठता का संचार किया जा सके।

कोविड-19 की महामारी के कारण विपरीत प्रवास के फलस्वरूप ग्रामीण बाजारों के संकेद्रण में वृद्धि हुई। लॉकडाउन के कारण, और अधिक बदतर हुई परिस्थिति में बाजार वस्तुतः मंदे हो गए थे और उत्साह अपने सर्वाधिक निम्नस्तर पर पहुंच गया था। अर्थव्यवस्था एवं बाजारों के धीरे-धीरे खुलते ही भारत पेट्रोलियम ने अपनी अभिनव पहल “मैक चला गाँवों की ओर” के अंतर्गत अपने ग्राहकों से उनके कस्बों व गाँवों में मिल कर उनका अभिवादन करने हेतु कदम बढ़ाने का निश्चय किया।

अभियान का उद्देश्य

- ब्रांड मैक की याद ताजा कराना।
- जुड़ाव के लिए भावनात्मक कारण देना।
- मूल ब्रांड – भारत पेट्रोलियम से मजबूत जुड़ाव स्थापित करना।
- मैक ल्यूब्रिकेंट के विपणन हेतु खुदरा व्यापारियों को जोड़ना तथा उत्पादों के प्रदर्शन एवं बिक्री हेतु उन्हें प्रोत्साहित करना।

लक्ष्य समूह

- ग्रामीण दुपहिया वाहन धारक
- किसान
- ग्रामीण इलाकों के मैकेनिक्स
- खुदरा विक्रेता और दुकानदार

ग्रामीण बाजारों में केंद्रित पहल

इसका मुख्य उद्देश्य ग्रामीण बाजारों में जागरूकता उत्पन्न कर वहां अपनी पैठ सुनिश्चित करना था। इन बाजारों के ग्राहक गुणवत्ता के प्रति जागरूक हैं और जानकारी हासिल करने के उत्सुक भी हैं। इन ग्राहकों को शिक्षित एवं सक्षम बनाने के लिए मैक ल्यूब्रिकेंट द्वारा एक माह का सक्रिय अभियान चलाया गया। जिसमें खुदरा केंद्रों, गांव में बाजार के चौराहों व साप्ताहिक हाट बाजारों में संपर्क गतिविधियों का शृंखलाबद्ध आयोजन किया गया।

किसान मेलों का आयोजन किया गया जिसमें किसानों एवं अन्य ग्राहकों को कृषि क्षेत्र में हो रहे नवीन बदलावों तथा विभिन्न सरकारी योजनाओं के अंतर्गत प्रस्ताविक सुविधाओं से अवगत कराने में मददगार अधिकारियों जैसे जिला कृषि अधिकारी एवं अन्य प्रशासनिक संस्थाओं के अधिकारियों को आमंत्रित किया गया।

विभिन्न व्यापारिक क्षेत्रों के डीलरों जैसे वितरकों यथा ट्रैक्टर निर्माताओं,



अपनी प्रतिष्ठा के अनुरूप मैक ल्यूब्रिकेंट सदैव उपभोक्ताओं की मांग के प्रति अति-संवेदनशील रहा है तथा उनकी आवश्यकताओं के अनुरूप सर्वोत्तम गुणवत्ता का ल्यूब्रिकेंट उपलब्ध कराता रहा है। कैविन स्टर्ज का मशहूर कथन है कि “आपका ग्राहक सर्वाधिक क्या चाहता है और आपकी कंपनी क्या सर्वोत्तम कर सकती है, जहां ये दोनों बिंदु मिलते हों वहां ध्यान केंद्रित कीजिए”।

उच्चतर सीसी की आधुनिक मोटरसाइकिलों की जरूरतों के मुताबिक एक पूर्णतः सिंथेटिक उत्पाद मैक-ब्लेजसिंथ बाज़ार में पेश किया

गुप्त वित्तीय संस्थाओं एवं खाद वितरकों को भी उनके प्रस्ताव साझा करने हेतु आमंत्रित किया गया था। इस प्रकार एक ही छत के तले विभिन्न सेवाएं प्राप्त कर ग्राहक बहुत लाभान्वित हुए।

ग्रामीण बाजारों में विभिन्न टीमों के एकत्र होने से मैक ल्यूब्रिकेंट ने अंश कालीन मैकेनिकों की व्यापारिक गतिविधियों को पुनर्जीवित करने, उन्हें प्रशिक्षण देने तथा उन्हें नवीन प्रौद्योगिकी एवं सुरक्षित कार्य प्रथाओं से अवगत कराने का भी उद्देश्य बनाए रखा। खुदरा विक्रेताओं को मानक परिचालन प्रक्रियाएं जैसे बारंबार कीटाणु शोधन, सामाजिक दूरी एवं बेहतर कार्य वातावरण अपनाने हेतु प्रोत्साहित किया गया।

विभिन्न गतिविधियों ता आयोजन निम्नलिखित मान्यताओं के आधार पर किया गया था-

- निजी बातचीत से किसानों एवं ग्रामीण उपभोक्ताओं को समझने में आसानी होती है तथा वाहन की दखरेख और उनके वाहनों की कार्यक्षमता को बेहतर बनाने के संबंध में उनकी शंकाओं एवं प्रश्नों का समाधान किया जा सकता है।
- कोविड-19 के तुरंत बाद इस प्रकार की गतिविधियां उनका मनोबल बढ़ाएंगी तथा उनमें यह संदेश जाएगा कि कारोबारी गतिविधियां अब पुनः पटरी पर आ गई हैं।
- मैकेनिकों और खुदरा विक्रेताओं जैसे लघु व्यावसायिकों को पुनः मुख्य धारा में सक्रिय होने में मदद मिलेगी।

शहरी खुदरा केन्द्रों पर ग्राहक गतिविधियां

ऑटोमोबाइल उद्योग पिछले दो दशकों में काफी गतिशील परिवर्तनों के दौर से गुजरा है। वाहनों की कार्यक्षमता को महत्तम करने व प्रदूषण मानदंडों का अनुपालन करने के उद्देश्य से ईंधन दक्षता संवेदी इंजनों का इस्तेमाल किया जा रहा है। इस प्रकार की उन्नत व्यवस्थाएं ल्यूब्रिकेंट के संघटन में परिवर्तन एवं उत्पादों की नई संगत श्रेणी प्रस्तुत करने की आवश्यकता प्रतिवादिता करती हैं।

गया। यह उत्पाद इस प्रकार बनाया गया है कि जिससे उत्कृष्ट ऑक्सीकरण स्थिरता बनी रहती है जो बढ़ते तापमान पर भी तेल की अवनति को रोकता है तथा इंजन निक्षेप को कम करता है।

मैक ल्यूब्रिकेंट ने बी एस VI अनुपालित व उत्सर्ग गैसों के उपचार - पश्चात उपकरण लगे ट्रकों व भारी वाहनों के अति न्यून उत्सर्जन डीज़ल इंजनों के लिए मैक - टाइटेनियम सी के 4 भी प्रस्तुत किया है। इसकी न्यून बिस्कोसिटी आसान स्टार्ट प्रदान करती है तथा यह परंपरागत 15 वाट - 40 ग्रेड तेल की तुलना में बेहतर ईंधन किफायती है और इससे इंजन की टिकाऊ क्षमता भी दुष्प्रभावित नहीं होती है।

कार्यान्वयन रणनीति

अभियान की कलाकृति की रूपरेखा में भावनात्मक अपील प्रमुखता से उकेरी गई थी। मानवीय विशेषताओं, गौरव, शक्ति तथा निष्पादन का सृजनात्मक विशेषता निरूपण विभिन्न उत्पाद श्रेणियों के लिए किया गया। इस अभियान की धुरी मानवीय संवेदनाएं थीं और इसके इर्द-गिर्द अपील को संजोया गया था।

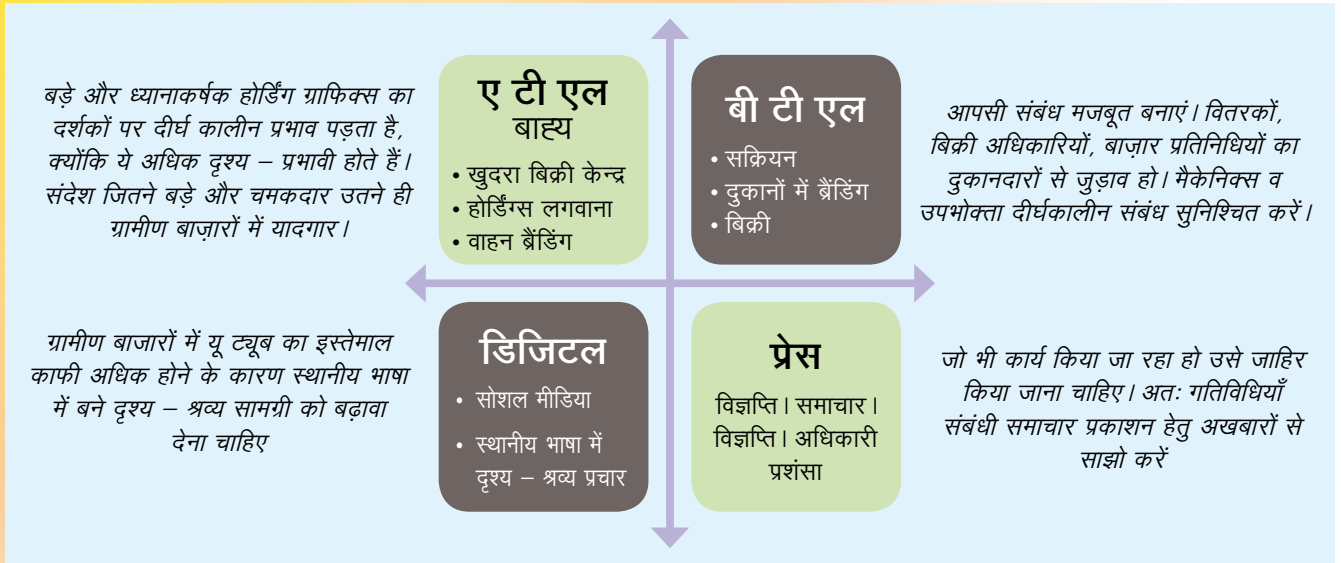
इस अभियान में दरअसल प्रत्येक मीडिया वर्ग हेतु स्पष्ट परिभाषित चहुंमुखी 360 डिग्री रणनीति विद्यमान थी जिसका निष्पादन सम्पूर्ण अभियान के दौरान किया गया।

ए टी एल

बस - स्टैंड, बाज़ार के चौराहों, सब्जी मंडियों जैसे रणनीतिक स्थानों पर 600 होर्डिंग्स लगवाए गए।

ईंधन श्रेणी के विश्वस्त ब्रांड से जुड़ाव को दर्शाते 1,000 अति स्पष्ट रूप से दिखने वाले होर्डिंग्स रिटेल आउटलेट्स पर प्रदर्शित किए गए।

मैक ल्यूब्रिकेंट तथा प्रत्येक रसोई में प्रयुक्त होने वाला विश्वस्त ब्रांड भारतगैस के संबंधों की मजबूती दर्शाने हेतु 3,000 वाहनों की ब्रैंडिंग की गई।



बी टी एल

देशभर में 600 से अधिक विषय केंद्रित गतिविधियों का कुशलतापूर्वक निष्पादन किया गया।

किसान मेला

पेट्रोल पंप पर 3-4 दिन की सुनियोजित अवधि में ग्रामीण बाजार का परिदृश्य बनाया गया जिसमें आसपास के सेवाप्रदाताओं को अपनी सेवाओं के प्रदर्शन हेतु आमंत्रित किया गया तथा उनमें मैक उत्पाद-श्रेणी का खूबसूरत प्रदर्शन भी किया गया। इस गतिविधि में टायर निर्माता, सूक्ष्म वित्तीय संस्थाएं तथा उर्वरक कंपनियां नियमित सहभागी रहे थे। 30 दिनों की अवधि में इस प्रकार के 200 किसान मेलों का आयोजन किया गया था।



रूरल वन डे वंडर

बिक्री बढ़ाने तथा चैनल सहभागियों का व्यवसाय बनाए रखने के उद्देश्य से रिटेल आउटलेटों तथा खुदरा दुकानों पर 800 से अधिक संलग्नता गतिविधियों का आयोजन किया गया।

सबसे आगे मैक

1,900 से अधिक संभावित इलाकों में प्रतिस्पर्धाएं आयोजित की गई जिसमें खुदरा विक्रेताओं को अपनी दुकानें मैक ल्यूब्रिकेंट से सजाने को कहा गया। नवोन्मेषी सजावट व प्रदर्शनी को पुरस्कृत किया गया।



दुकानों में डी एस आर

डी एस आर को रिटेलर के साथ दुकान में एक दिन व्यतीत कर उनका ग्राहक आधार बढ़ाने के लिए प्रोत्साहित किया गया। 600 से अधिक चर्चा – कार्यशालाएं आयोजित की गईं जिससे रचनात्मक जुड़ाव बनाने में मदद मिली और लगातार बिक्री हुई।

नए खुदरा काउंटरों का पंजीकरण

ग्रामीण तालुकों में वृहद पहुंच बनाने हेतु खुदरा काउंटरों का पंजीकरण सुनिश्चित करने के लिए 2000 से अधिक पंजीकरण कैम्प लगाए गए जिनमें समर्पित टीमों ने वितरकों के साथ मिलकर काम किया।

नुकड़ सभाएं

आसपास के इलाकों से मैकेनिकों के समूह एकत्रित कर नुकड़ सभाएं आयोजित की गईं। टीम मैक ने ऑटोमोबाइल उद्योग में हो रहे बदलावों, कार्य में सुरक्षा सुनिश्चित करने के विभिन्न उपाय, ऑटो-अनुषंगियों व ल्यूब्रिकेंट की तकनीकी जानकारी संबंधी 1,000 चर्चा सत्रों का आयोजन किया गया।

गतिविधियों के बारे में शहरी व अर्द्ध शहरी श्रोताओं को बताना चाहिए।



डिजिटल

भावनाप्रधान, शक्ति केंद्रित तथा भरोसा और निष्पाद संबंधी 3 ए वी ग्रामीण बैंक ड्रॉप पर चित्रित करने के पश्चात पूर्णतः ग्रामीण लहजे में 11 भाषाओं में अनुवाद किया गया। इनसे सही प्रकार के तेल के फायदे और परिणामी निष्पादन को स्पष्टतया संचारित किया गया।

ये एवी सोशल मीडिया पर अत्यंत लोकप्रिय हुए, फेसबुक पर इनके 1.59 करोड़ इंप्रेशन और 0.54 करोड़ व्यूज तथा यूट्यूब पर 0.76 करोड़ इंप्रेशन और 0.43 करोड़ व्यूज मिले थे।

प्रेस विज्ञप्तियां

बाजारों में निर्मित उत्साह और प्रभाव के बारे में स्थानीय विपणन अधिकारियों एवं टीम ने नियमित तौर पर प्रेस को अवगत कराया तथा संपन्न गतिविधियों को स्थानीय अखबारों में अच्छा खासा कवरेज मिला।



अभियान की अंतर्दृष्टि / का निष्कर्ष

- ग्रामीण बाज़ार अब सिर्फ विक्रेता बाज़ार नहीं रह गए हैं। कई लोगों ने भारत के गावों में व्याप्त गरीबी के कारण वहां खरीद सिर्फ बुनियादी आवश्यकताओं तक ही सीमित मान कर ग्रामीण बाज़ारों की ताकत को कमतर आका है।
- ग्रामीण खरीददारी की आदतों में फसलों की कटाई, मेले, त्यौहार, शादी-ब्याह इत्यादि मौसम का महत्वपूर्ण प्रभाव होता है अतः इनको ध्यान में रखते हुए बिक्री संवर्धन अभियान अग्रिम तौर पर तय किए जाने चाहिए।
- ग्रामीण खरीददार के तौर तरीके, प्रक्रियाओं संबंधी उनके रवैये, टिकाऊपन, आवेगपूर्ण खरीददारी के प्रसंगों के आधार पर विज्ञापन सामग्री की जांच की जानी चाहिए।
- ग्रामीण लोगों की पसंद के उपयुक्त रंग, चिन्ह, व चित्रों का प्रयोग अवश्य किया जाय। ग्रामीण इलाकों में विज्ञापनों द्वारा बाज़ार में न केवल उत्पाद का परिचय हो बल्कि उनके उपयोग की व्याख्या तथा गुणों को भी उभारा जाय।

अभियान का प्रभाव

- ग्रामीण बाज़ारों में मैक ने 5,000 से अधिक नए ग्राहकों का पंजीकरण किया।
- जहां हमारी उपस्थिति कभी नहीं रही ऐसे ग्रामीण तालुकों में मैक ने अपनी उपस्थिति बढ़ायी। हमने न्यूनतम 5 काउंटर सहित 47 प्रतिशत तालुकों में उपस्थिति की उपलब्धि हासिल की।

भावी दृष्टिकोण

श्री. संतोष कुमार, कार्यपालक निदेशक, ल्यूब्स ने सही कहा है कि “प्रौद्योगिकी में उन्नयन हमें हमारी क्षमता को साबित करने का अवसर प्रदान करता है और अपनी प्रतिबद्धता के मुताबिक मैक ने इसे संभव कर दिखाया है”।

मेसर्स सवानूर ऑयल सेंटर में ग्रामीण अभियान

पी एल डी, जिसने ग्रामीण बाजार में धूम मचाई और अपने मजबूत पद – चिन्ह अंकित किए वह था बलगाम ल्यूब टेरिटरी के अंतर्गत हुबली स्थित मेसर्स सवानूर ऑयल सेंटर, पीएलडी। इसकी सफलताओं के घटकों में ध्यान केंद्रित दृष्टिकोण, उत्कृष्ट आयोजन तथा नैदानिक निष्पादन प्रमुख थे। पी एल डी और उनके स्टाफ को प्रोत्साहित व सक्रिय कर अक्टूबर'20 अभियान को सफलता दिलाने में टेरिटरी एवं क्षेत्रीय कार्यालयों ने महत्वपूर्ण भूमिका निभाई।

प्रमुख पहलें जिनसे पी एल डी को अपने प्रतिस्पर्धियों सहित अन्यों से श्रेष्ठ प्रदर्शन करने में मदद मिली—



1. संभावित ग्रामीण बस्तियों की पहचान एवं वहां उत्पादों की व्यवस्था।

पी एल डी 3 राजस्व जिलों को कवर करता है तथा इसका 470 से अधिक द्वितीयक ग्राहकों का विशाल नेटवर्क है। विक्रय अधिकारी, पी एल डी, और डी एस आर की टीम ने जबरदस्त विचार – मंथन और तालुका स्तर पर विश्लेषण किया जिससे अक्टूबर'20 में एग्री-ग्रेड्स प्रदर्शित करने के लिए विभिन्न ग्रामीण बस्तियों और लगभग 200 संभावित खुदरा विक्रेताओं की पहचान की गई। इसके पश्चात डी एस आर प्रशिक्षण कार्यक्रम किए गए और एग्री-ग्रेड्स उपलब्ध कराने और उनका प्रचार करने हेतु विशिष्ट कार्ययोजना को अंतिम रूप दिया गया। इस परियोजना को “मैक चला गाँव की ओर” नाम दिया गया तथा अयोजन माह अक्टूबर के अंत तक 200 पहचाने गए खुदरा विक्रेताओं में से पी एल डी 160 में एग्री – ग्रेड्स की व्यवस्था करने में कामयाब हुआ।

2. संवर्धन गतिविधियां

उत्पाद व्यवस्थापन के पश्चात “सबस आगे मैक” स्पर्धा, नुककड सभाओं, “दुकानों में अभियान”, “वन डे वंडर्स” जैसी संवर्धन गतिविधियों का शृंखलाबद्ध आयोजन किया गया। इन गतिविधियों पर खुदरा विक्रेताओं व मैकेनिकों की अति उत्साही प्रतिक्रियाएं प्राप्त हुईं तथा इसमें पी एल डी व बी पी सी एल द्वारा पूर्ण सहयोग प्रदान किया गया।

3. खुदरा विक्रेताओं, मैकेनिकों व बी पी सी एल संबंधों में प्रगाढ़ता लाना

मेसर्स सवानूर ऑयल सेंटर पिछले 16 वर्षों से मैक से जुड़ा हुआ है। इन वर्षों में पी एल डी ने द्वितीयक एवं तृतीयक ग्राहकों में प्रगाढ़ संबंध स्थापित

किए हैं। पिछले 7 माह में महामारी से भयग्रस्त वातावरण के बावजूद पी एल डी टीम और टेरिटरी टीम ने कोविड-19 को पछाड़ते हुए बाजार में अबाधित सेवाएं जारी रखीं। द्वितीयक व तृतीयक ग्राहकों में निःशुल्क एन-95 मास्क के वितरण और कठिन दौर में भी ग्राहकों के साथ मिलजुलकर काम करने ने उनका दिल छू लिया। इससे संबंधों में और प्रगाढ़ता आई। अक्टूबर अभियान से ब्रांड मैक पर ग्राहकों का भरोसा और बढ़ा है।

4. डी एस आर प्रोत्साहन

हमारे डी एस आर, बाजार में ग्राहकों के लिए अग्र-पंक्ति के चेहरे हैं। इसलिए डी एस आर का मनोबल बढ़ाना और उन्हें सतत प्रोत्साहित करना अत्यंत महत्वपूर्ण है। इसके लिए ल्यूब, एस ओ द्वारा उत्पाद संबंधी जानकारी देने व विक्रय प्रशिक्षण देने के अलावा पी एल डी द्वारा एग्री-ग्रेड्स के लिए प्रमात्रा आधारित प्रोत्साहन योजना चलाई गई। उनका मनोबल बढ़ाने के लिए क्षेत्रीय स्तर पर डी एस आर पुरस्कार योजना भी चलाई गई। इस पी एल डी द्वारा डी एस आर की प्रत्येक उपलब्धि का सम्मान एवं उनकी प्रत्येक सफलता का जश्न मनाने की प्रथा अपनाई गई जिससे निश्चित ही एक सकारात्मक कार्य – परिवेश का सृजन हुआ और उनमें एक स्वस्थ प्रतिस्पर्धा उत्पन्न हुई।



5 अक्टूबर'20 अभियान के परिणाम

अक्टूबर अभियान में अपनाई गई प्रक्रियाओं एवं रणनीति के परिणाम स्वरूप मेसर्स सवानूर ऑयल सेंटर को यादगार उपलब्धि हासिल हुई है। अक्टूबर'20 के दौरान पी एल डी ने एग्री प्रॉडक्ट ग्रुप में 11.57 मैट्रिक टन वॉल्यूम का स्तर प्राप्त किया जो सम्पूर्ण भारत में सर्वाधिक है। इस माह के दौरान उसने मैक ट्रैक चैम्पियन के 1,000 पेल्ल्स बनाने का कीर्तिमान भी बनाया है। अक्टूबर'20 में सिर्फ एग्री-ग्रेड्स में पी एल डी ने 33.3 एम् टी (42.6%) की संचयी वृद्धि प्राप्त की है।

बढ़ते कदम

पी एल डी ने अब प्रत्येक माह में एग्री-ग्रेड्स के लिए 250 से अधिक खुदरा विक्रेताओं के पंजीकरण एवं मैक ट्रैक चैम्पियन हेतु 1,000 पेल्ल्स बनाने का महत्वाकांक्षी लक्ष्य रखा है।



Winners *versus* Losers

From the International Bestseller
'You Can Win' by Shiv Khera



The Winner is always part of the answer;
The Loser is always part of the problem.

The Winner says "Let me do it for you".
The Loser says, "That is not my job".

The Winner always has a program;
The Loser always has an excuse.

The Winner sees an answer
for every problem;
The Loser sees a problem
for every answer.

The Winner says,
"It may be difficult but it is possible",
The Loser says,
"It may be possible but it is too difficult."

When a winner makes a mistake ,
he says, "I was wrong",
When a Loser makes a mistake,
he says, "It wasn't my fault."

A Winner makes commitments;
A Loser makes promises.

Winners have dreams;
Losers have schemes

Winners see possibilities;
Losers see problems.

Winners believe in win / win;
Losers believe for them to
win someone has to lose.

Winners see the potential;
Losers see the past.

Winners are like a thermostat;
Losers are like a thermometer.

Winners choose what they say;
Losers say what they choose.

Winner use hard arguments but soft words ;
Losers use soft arguments but hard words.

Winners stand firm on values but
compromise on petty things;
Losers stand firm on petty things but
compromise on values.

Winners follow the philosophy of empathy:
"Don't do to others what you would
not want them to do to you".
Losers follow the philosophy,
"Do it to others before they do it to you."

Winner says " I must do something",
Loser says, "Something must be done."

Winners are a part of the team;
Losers are apart from the team.

Winner see the gain;
Losers see the pain.

Be a Winner – Action Steps

- Be a good finder
- Make a habit of doing it now
- Develop an attitude of gratitude
- Get into a continuous education program
- Build positive self-esteem
- Stay away from negative influences
- Learn to like the things that need to be done
- Start your day with a positive thought.

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