

JOURNEYS

Energising Dealers & Distributors

जर्नीज | 2017



MAHARATNA

A Moment to Celebrate

Bharat Petroleum

now

MAHARATNA



*energising lives
energising naya bharat*





EDITORIAL TEAM

Advisory Council

Arun Singh, ED (Retail)
R. P. Natekar, ED (LPG)
N. Prabhakar, CGM (Brand & PR)

Editor

S. S. Sundararajan, DGM (Brand & PR)

Co-Editor

Melisa Mendonca (Brand & PR)

Chief Resource Group

Anil Ahluwalia (Brand & PR)
D. C. Patra (LPG, HQ)
S. Abbas Akhtar (Retail, HQ)
Sheilagh Nair (Lubes, HQ)
Vidhyadhar Jog (Hindi Cell)

Regional Correspondents

Retail

S. Sen (WR)
Sonal Bansal (NR)
Saitu C. (SR)
Pradeep Minz (ER)

LPG

Sushant Bharadwaj (WR)
Sivasankaran Rajagopalan (SR)
Aravind Mahajan (NR)
Mona Srivastava (ER)

Lubes

Manoj Naryal (WR)
Vaibhav Gargate (NR)
Sudhakar Babu (SR)
Amit Kumar (ER)

Designed, Produced & Published by :

Corporate Brand & PR, BPCL, Mumbai

Mailing Address :

Post Bag 688, Bharat Bhavan - 4 & 6,
Currimbhoy Road, Ballard Estate,
Mumbai - 400 001.

Editorial Correspondence :

mendoncamelisaj@bharatpetroleum.in

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Bharat Petroleum
now
MAHARATNA

Celebration



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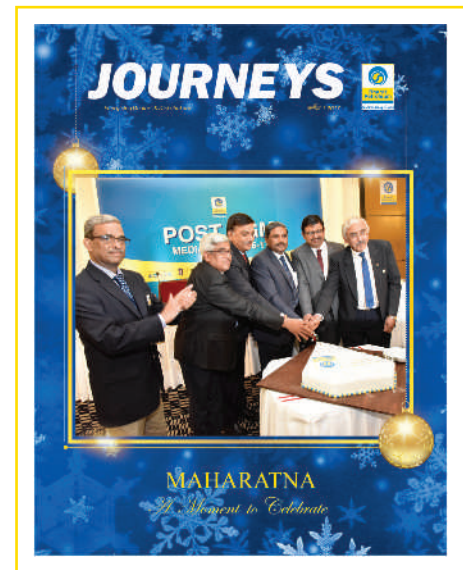
"जम्मू एवं कश्मीर का पहला महिला चालित पेट्रोल पम्प" जम्मू पुलिस आरओ में प्रारंभ

मैक ने ली हिमालय पर छलांग





EDITORIAL



It is a moment of great pride to celebrate with joy, that Bharat Petroleum has joined the elite club of Maharatnas. Bharat Petroleum is now a MAHARATNA.

Being a MAHARATNA, not only gives huge value to Brand Bharat Petroleum but also comes with it huge responsibility. Our stake-holders will now look at us with awe and reverence and at the same time the expectations will sky rocket. It would now be imperative that you as our channel partners have a key role to play. We need to now create a customer experience which would go beyond satisfaction to delight with recall value. We are sure that you would come out with flying colours in this endeavour.

The new initiative of PRADHAN MANTRI LPG PANCHAYAT was launched by Shri. Dharmendra Pradhan, Hon'ble Minister for Petroleum & Natural Gas and SDE at Gandhinagar, Gujarat. This was preceded by a curtain raiser press conference by the oil industry at Ahmedabad. This initiative would give impetus and sustainability to PMUY.

In a bid to strengthen the bond and make a difference with the transport champions, who toil hard to reach our products to the nook and corner of our country, their children studying in Std. X & XII were felicitated at our Mumbai Refinery Sports Complex.

The new generation PFS Mobile laboratory was launched and inaugurated by ED (Retail) as a move to build trust in the customer's mind of the quality of fuel delivered by our company.

In our endeavour to empower women, an all women petrol pump in the city of Jammu, was inaugurated by DGP of J&K Shri. S. P. Vaid.

Bharat Petroleum has kept pace with the advancing technology and has always been at the forefront to adapt itself to the needs of its consumers and even the channel partners by launching the 'Bharatgas Consumer Mobile App' and the 'Bharatgas Last Mile App'. The 2 Apps shall transform the LPG cylinder consumption & distribution process and make it even more smooth and superior and thereby energising the lives of our LPG customers.

Growing digital to create a new India, Bharat Petroleum undertook the first online Draw of LPG Distributorship at Bhatinda, Punjab.

Apart from the above a lot of information to our valued channel partners has been shared in this new format of the Journeys with our readers. Any suggestion to improve on the content is very much desirable for us to make Journeys relevant and inspiring to read.



FEATURE



Bharat Petroleum now a MAHARATNA

It is a moment of pride that the Government of India (GoI) has conferred Bharat Petroleum Corporation Limited (BPCL) with Maharatna Status in September 2017. *We the Journeys team* thank all our dealers and distributors for their continuous efforts and unstinted support all through these years. It is surely our collective determination and hard work that has led us to be proud stakeholders of this massive and dynamic organization.

Accordingly, BPCL is now empowered to exercise the powers of a Maharatna company as governed by relevant guidelines issued by Department of Public Enterprises. Ours would be the fourth National Oil Company (NOC) to be accorded the Maharatna status while the other three oil companies, Indian Oil Corporation (IOC), Oil and Natural Gas Corporation (ONGC) and Gas Authority of India (GAIL) were accorded Maharatna status back in 2010 and GAIL in 2013 respectively. Accordingly, BPCL is empowered to exercise the powers of a Maharatna Company as governed by relevant guidelines issued by Department of Public Enterprises. The Maharatna status will help the company raise cheaper funds, apart from giving financial freedom, empowering our board to sanction investments up to Rs 5,000 crore in a single project.

The criteria for BPCL to get the Maharatna status was that it was already a Navratna, having a significant global presence, with an annual turnover of more than Rs 25,000 crore, average annual net worth of more than Rs 15,000 crore, and an average annual net profit after tax of more than Rs 5,000 crore, during the last 3 years. The annual turnover for the last financial year (2016-17) was more than Rs. 2,42,000 crores, while the Net Profit was more than Rs. 8000 crores.

During an interview to the media at the Post AGM Press Conference, Mr. D.Rajkumar, C& MD said "BPCL will use its enhanced financial powers to expand value chain and aim for a capital expenditure of Rs. 1,00,000 crores (one lakh crores)" over the next five years, of which Rs. 45,000 crores is aimed at petrochemicals sector alone to get better margins". He further added that "BPCL will take up large projects and the focus would be on profitability. For instance, average sale at BPCL retail outlets is higher than the industry average and we want to continue to be the leaders in this forte. In petrochemicals too, we would look at high margin products that would boost profits".

With Bharat Petroleum now a Maharatna, what does it mean to our channel partners? It means that our channel partners are now the Brand Ambassadors of a Maharatna Company. Every customer now knows that BPCL is a Maharatna and that they have enhanced expectations and it would be our endeavour and responsibility to ensure that customers have a delightful experience at all customer touch points. Our service levels at the forecourts should be further enhanced to meet the Maharatna status. Our benchmark in treating and dealing with customers should be of world class and this will be the responsibility of all our brand ambassadors. We would like each and every customer to feel the Maharatna experience. Our retail outlets and distributorships are visited by opinion makers, investors, eminent citizens apart from general public and it is important that all these segments of customers experience the Maharatna status of our Company.



Corporate News

LPG PANCHAYAT



Many women in our country, lose their lives due to smoke inhalation (during cooking), to save these lives government had taken an initiative of Pradhan Mantri UjjwalaYojna. Since its inception, Ujjwala has been changing the lives of millions of women across the nation. Oil industry has released 3 crore connections under PMUY to its target beneficiaries in a short span of 18 months but people living in rural areas are still reluctant to adopt LPG, as they are having various misconceptions.

PM LPG Panchayat will be a platform for sharing experiences of women's journey from bio mass to clean energy. LPG Panchayat will serve as an interactive platform for the benefactors of LPG cylinders under the Pradhan Mantri UjjwalaYojana (PMUY) and for officials, NGOs and other stakeholders, to identify the issues faced by the rural population for using LPG.

The Hon'ble Minister for Petroleum and Natural Gas and SDE Shri. Dharmendra Pradhan and Gujarat Chief Minister Shri. Vijay Rupani launched Pradhan Mantri LPG Panchayat at

Isanpur Mota in Gandhinagar on 23.09.2017. The Union Minister and the Chief Minister also unveiled the logo of PM LPG Panchayat. The entire program was coordinated by M/s Bharat Petroleum Corporation Limited. Higher officials from all three oil companies were present during the program. Smt. Kokilaben Parmarji, who is the 3 croreth beneficiary under PMUY was also given connection on stage, during the launch of PM LPG Panchayat.

LPG Panchayat initiative will bring together about 100 LPG customers near their living areas on an interactive platform to educate them about proper safety precautions to be taken while using LPG, its effect on women empowerment and health to encourage rural population to become sustainable consumers of clean fuel for cooking. Government plans to conduct one lakh LPG Panchayat across the country in the next year-and-a-half. Pradhan Mantri LPG Panchayats main aim is to reach the doorsteps of the poor and the under-privileged women to educate them about safety and efficiency, health benefits, positive impact on environment, economic development and empowerment on usage of LPG connections.



BPCL Inks MOU with MoP&NG

BPCL signed a Memorandum of understanding (MOU) with MoP&NG for the financial year 2017-18 on 4th July 2017 at New Delhi. The MoU was signed by Mr. K. D. Tripathi, Secretary, (Petroleum & Natural Gas) and Mr. D. Rajkumar, C&MD, BPCL in the presence of MoP&NG officials, Smt. Urvashi Sadhwani, Sr. Adviser and Mr. Ashutosh Jindal, Joint Secretary (Marketing) along with Mr. R. Ramachandran, Director (Refineries), Mr. V. Anand, ED (P&I), Mr. Ma.A. Khan, CGM (Coordination) and other BPCL officials. BPCL has been consistently awarded as "Excellent" rating for annual performance against MoU from the commencement of the MoU

system, and is committed to moving ahead with even better performances in the years ahead.



BPCL Signs MOU with KIIT-TBI

A MoU has been signed between Bharat Petroleum Corporation Limited (BPCL) and KIIT-Technology Business Incubator (KIIT-TBI) on 5th September 2017 at KIIT-TBI, KIIT University, Bhubaneswar to promote innovative and technology driven start-up companies.

A seven member delegation of BPCL with Mr. R. Ramachandran (Director Refineries), Mr. Manohar Rao, (ED-HSSE& BIOFUELS) and Mr. Arvind Krishnaswamy, CGM (Strategy) visited KIIT-TBI and signed the MoU in presence of Dr. Mrutyunjay Suar, CEO of KIIT-TBI, start-up companies and innovators of KIIT-TBI. According to this MoU, it will help both KIIT-TBI and BPCL in the proper selection of Start-up Ideas, its valuation, the timing of Entry and Exit and other key activities relating to investment in start-up ventures.

BPCL will consider providing seed capital to Start-up companies incubated at KIIT-TBI in order to accelerate product development/market validation and scaling-up. These could be in the areas of renewable energy, manufacturing and



waste management etc. BPCL would also provide mentoring support for Proof of Concept and prototyping. BPCL will preferentially utilize the products and technology with appropriate agreement developed by Start-ups incubated at KIIT-TBI on a chargeable basis in any of its business verticals. In the context, Prof. Achyuta Samanta, Founder, KIIT& KISS congratulated KIIT-TBI for such achievements and also thanked the BPCL delegation.



LPG News

BHARATGAS JUST AN APP AWAY.....

The one thing that we look at before going to bed or after rising up in the morning is our Smart Phones!! Indeed this device has penetrated deep into our lives almost dismissed some of the other everyday items such as a calculator, watch, walkman, calendar etc. Everything that is required in our daily lives is being taken over by this magical and multipurpose device "The Mobile or The Smart Phones". Keeping the same in mind Bharat Petroleum has kept pace with the advancing technology and in tune with the honorable Prime Minister's vision of Naya Bharat...LPG SBU has introduced 2 mobile applications - **'Bharatgas Consumer Mobile App' (Energizing Homes - the Smart way)** and the **'Bharatgas Last Mile App' (Energizing Distribution - the Smart way) for Distributors & their staff** to render domestic gas supply and services.

The Bharatgas Consumer Mobile App offers convenience at your fingertips. This new-age way of availing BharatGas services is simple and seamless and empowers our 6.5 Cr consumers across India, by being available in 12 regional languages. It is available on both Andriod and IOS app stores.

The salient features of Bharat gas Consumer app are :

- **Quick Book & Make Payment** - Instant and easy-to-use process.
- **Refill History** - Track your previous bookings.
- **Service Request** - Submit your requests for changes in your profile.
- **Emergency Helpline** - Instant access in case of need.
- **New Connection Request** - Swift process to welcome new customers.
- **Rating your Distributor** - Your tool to rate your experience with the distributor.
- **Feedback/Complaint** - Prompt resolution of your queries.

Last Mile app for Distributor staff facilitates :

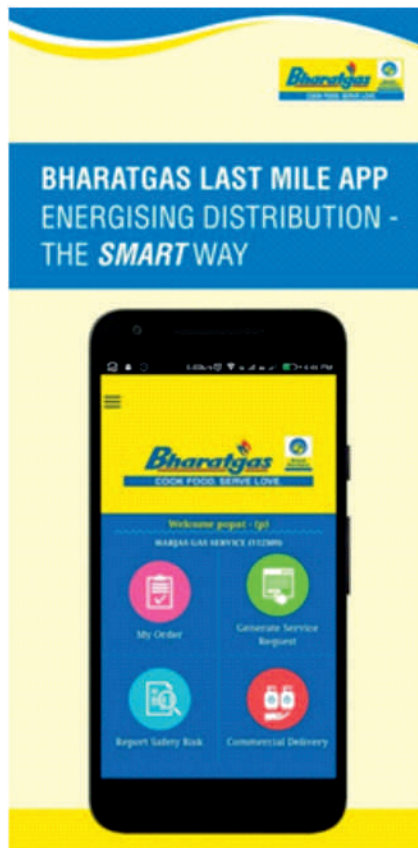
- Faster Delivery
- Online Payment
- Online Cash Memo
- NC Installation
- Mandatory inspection
- Safety Risk
- Service Request
- Work Offline/Online.



Both the Bharatgas Mobile Apps are a great initiative towards the latest mantra of delivering products and services in a truly smart and digitised way and will go a long way in creating the differentiation in Customer Service.

The *Bharatgas* Consumer Mobile App is a smart tool to enhance our service experience and add to the customers' delight.

Please download the App today from Google play store and Apple Store. The process of using the app is given in the link below <https://ebharatgas.com/bharatgas/Mobileapp.jsp?siteid=ebharat>





We are responsible for the development and betterment of our communities

Solapur Territory

WHAT??

First LPG Panchayat of Solapur Territory at Mandrup by M/S Asthvinayak Bharat gas Agency, Mandrup

THE GATHERING....

10 local distributors of Solapur

Local Surpanch

Local Mahila Mandal ladies

Mr. Vijay Sehgal TM, SO and Mr. Ch. Nageswara Rao HSSE officer.

THE BRIEFING...

PMUY video

LPG properties,

Safety tips and precautions need to be taken during LPG leakage.

About LPG installation

Dos & Don'ts about LPG installation.

How to book refill thru various modes.

Mandatory inspections.

Emergency service cell No.

Pre delivery inspection. (weight check with salter scale and leak check with portable CVT).



Satna Sales Area

WHAT??

15 LPG Panchayats are being conducted in Satna Sales Area. Daily atleast 1 LPG panchayat is held in Satna Sales Area.

THE GATHERING....

1200 people and 7 districts of Eastern Madhya Pradesh.

Village "Sarpanch / Aanganwari Workers.

Doctors

Existing/old LPG consumers

THE BRIEFING...

Awareness among the LPG users about how to properly use the clean fuel and its many benefits.

Safe use of LPG and its various benefits were explained, like impact on environment, health, and how it empowers women.

Interactive session between those who received LPG cylinders under PMUY, officials, LPG distributors and NGOs.

Around 100 LPG customers of nearby areas shared their experiences with each other. They shared their problems and suggestions.

Information on safe practices, quality of service provided by distributors and availability of refill cylinders, also following activities were conducted:

Audio visual films showcasing advantages of using LPG & disadvantage of firewood was shown to customers which educated customers about the harmful effects of using firewood.

Village Sarpanch / Aanganwari Workers motivated PMUY customers.

Existing/old LPG consumers shared benefits of LPG usage to new PMUY customers in local language.





Uran Territory



ACTIVITY	AGENCY	THE GATHERING	THE BRIEFING
SAFETY CLINIC	Ajinkya Bharatgas, Badlapur	80 Beneficiaries attended the programme.	<ul style="list-style-type: none"> LPG Usage Awareness and Safety tips were discussed. Safety inspection at customer's premises across the Territory. Emergency contact no. 1906 was displayed across various customer's premises Door to Door NC Campaign Portable/Mobile NC Kiosk were displayed. KYC forms were collected from the potential customers.
	Shakuntala Gas, Uran	25 Beneficiaries attended the programme.	<ul style="list-style-type: none"> SAKSHAM Rally by distributor staff Benefits and Responsibilities for Oil Conservation were displayed.
	Warange Gas, Mahad	30 Beneficiaries attended the programme.	<ul style="list-style-type: none"> Enrolling of customers and distributor staff for Digitization. 50 Customers and 25 Staff were enrolled for Cashless Transactions. Delivery staff were engaged and motivated for cashless transactions with the use of various e-wallets.





LAUNCH OF UJJWALARATH IN PMUY

UJJWALARATH

Why??

The concept of "UjjwalaRath", was envisaged to reach to the remotest villages and facilitate Potential consumers to apply for gas Connections in PMUY Scheme.

How?

The villagers living in remote areas have limited direct access to town and block centers where usually gas agencies are located. In order to reach such potential consumers and to facilitate their application process, a mobile van named "UjjwalaRath" with necessary hardware and equipment for giving gas connections was prepared.

What?

This "Ujjwalarath" travels to villages and delivers gas connections to PMUYbeneficiaries at their doorstep. The van also has audio visual arrangement to show safety messages and videos for increasing safety and gas consumption awareness in



NEW MAK
EVOLV 0W-20





ED (LPG) MAIDEN VISIT TO LPG IMPORT PROJECT SITE, HALDIA ALONG WITH CGM (LPG LOGISTICS) AND CGM (LPG SALES)

As the saying goes Rome was not built in a single day.....similarly it has been continuous hard work and constant up gradation that has lead BPCL to achieve its Maharatna status. One of the most recent examples is the on time completion and excellent result oriented team that lead into achieving a Class and Quality Asset to our organization.

It was a indeed a proud moment for Haldia LPG Import Project when Shri R. P. Natekar (ED- LPG) made his maiden visit to Haldia LPG Import Facility Project on 19th September, 2017



along with Shri Sudip Mallick (CGM- LPG Logistics) and Shri S. K. Nair (CGM- LPG SALES).

The dignitaries visited :

- The ongoing Refrigerated Double Wall tank (15,000 MT Butane Tank) bottom plate erection works and fabrication & foundation of 4 x 350 MT Mounded Bullet works.
- Pipeline route coming from Haldia Oil Jetty - 3 to Terminal including the Railway crossing & NHAI crossing location.

The dignitaries appreciated the team effort of BPCL/EIL for completing various construction milestones (**Butane Tank foundation casting, Mounded Bullet Raft casting, Double wall plate erection commencement etc.**) and expressed the need of similar commitments throughout till commissioning of the project. E&P/EIL team was energized and motivated to take on the challenges ahead to complete the project as per the time line committed with highest standard of quality and HSSE.





AND THE AWARD GOES TO.....

DISTRIBUTORS AWARD FUNCTION OF JAIPUR LPG TERRITORY

"Going far beyond the call of duty, doing more than others expect.

This is what excellence is all about.

It comes from striving, maintaining the highest standards, looking after the smallest detail, and going the extra mile.

Excellence means doing your very best. In everything, in every way."



RLM-NR felicitating the Overall Best Distributor (Jaipur Sales Area)



GM-HRS (HQ) felicitating the distributor for category 'Excellence in TDT'

It was a moment of immense pleasure when Shri Inderjit Singh, RLM-NR, Mr. P. K. Mallick, GM-HRS (HQ), Mr. Ravindra Deshmukh, GM-Ops and HSSE (HQ), and Mr. A. V. Rao, GM-Logistics & SCM (LPG NR) graced the occasion of Distributors Award Function of Jaipur LPG territory with their presence on 08.11.2017 evening.

The event also commemorated the celebration of 'Maharatna' status attained by BPCL.

The award ceremony commenced with the Distributor's Safety Pledge administered by Shri P. K. Shukla, Senior Manager, Ops. & HSSE (LPG) NR as a reminder towards the commitment for safety based culture amongst the network. The same was followed by screening of a motivational video depicting the essence of team work, passion to work and striving for excellence.

Mr. Rajwinder Singh, TM (LPG), Jaipur also took this opportunity to share the achievements of Jaipur LPG Territory for FY 2016-17 and the expectations of the company from the network who collectively committed to deliver the best in every field of business.

Thereafter, Mr. Inderjit Singh, RLM-NR addressed the gathering emphasizing upon the importance of the changing scenarios in LPG business and encouraged the network to be passionate, committed, focused, aggressive and to be No. 1 in various fields. He also laid major emphasis on Customer Safety, Customer Service, Customer Acquisition, Mobile App usage, 5 kg FTL sales etc. and motivated the Jaipur LPG team and network to walk an extra mile and be the market leader.

Distributors were awarded for their admirable performance in FY 2016-17 under various categories which was indeed a moment of pride for them. All the winners were congratulated and cheered for their achievements.

The distributors also came forward to share their experience and expressed their happiness for receiving the recognition. They also expressed their gratitude towards BPCL and all the officers present for organizing such a motivating event.

The award ceremony culminated with a vote of thanks by TM (LPG), Jaipur.

Heartiest congratulations to the winners!!!

S.No.	Award Category	Winner
1	Excellence in Domestic Sales (IMP) - Jaipur Sales Area	Ambica Gas Service, Jaipur
2	Excellence in Domestic Sales (IMP) - Alwar Sales Area	Bhagwati Gas Service, Sikar
3	Excellence in Domestic Sales (Gramin & DKV) - Jaipur Sales Area	Khatu Shyamji Bharatgas Graminvitrak, Khatu
4	Excellence in Domestic Sales (Gramin & DKV) - Alwar Sales Area	Arawali Bharatgas Graminvitrak, Kundera



JOURNEYS

S.No.	Award Category	Winner
5	Excellence in Commercial Sales (IMP) - Jaipur Sales Area	Kankariya Gas Service, Jaipur
6	Excellence in Commercial Sales (IMP) - Alwar Sales Area	Bhagwati Gas Service, Sikar
7	Excellence in Commercial Sales (DKV & Graminvitrak) - Jaipur Sales Area	Khatu Shyamji Bharatgas Graminvitrak, Khatu
8	Excellence in Commercial Sales (DKV & Graminvitrak) - Alwar Sales Area	Nikhil Bharatgas Graminvitrak, Tamkor
9	Excellence in NC Releases (PMUY) - Jaipur Sales Area	Sainik Gas Service, Shahpura
10	Excellence in NC Releases (PMUY) - Alwar Sales Area	Shri Ram Gas Service, Deeg
11	Excellence in NC Releases (Non-PMUY) - Jaipur Sales Area	Ambica Gas Service, Jaipur
12	Excellence in NC Releases (Non-PMUY) - Alwar Sales Area	Sudhir Bharatgas, Piprali
13	Excellence in DBC Releases	Pawan Gas Agency, Reengus
14	Excellence in 5 Kg FTL Sales	Kankariya Gas Service, Jaipur
16	Best in Customer Complaint Redressal	Pushpa Gas Agency, Jaipur
17	Excellence in Mobile App Usage	Shiv Gas Service, Jaipur
18	Highest Cashless Transactions	Gulab Gas Agency, Jaipur
19	Excellence in Digital Booking	Annapurna Bharatgas, Naraina
20	Excellence in TDT (Cust Pop Less Than 10000)	Narayan Bharatgas, Jaipur
21	Excellence in TDT (Cust Pop More Than 10000)	Urmil Gas Service, Jaipur
22	Best Contribution to LPG Safety Awareness of Consumers	Amit Gas Service, Dausa
23	Best in Customer Service & Staff Welfare	Raj Gas Service, Bharatpur
24	Best in 'Umang' Initiative	Sharma Bharatgas Graminvitrak, Morija
25	Best Showroom - Jaipur Sales Area	Anaybharatgas, Jaipur
26	Best Showroom - Alwar Sales Area	Bunty Bharatgas, Bharatpur
27	Best Godown - Jaipur Sales Area	Parvati Gas Service, Jaipur
28	Best Godown - Alwar Sales Area	Prasanna Gases, Alwar
29	Overall Best Distributor (IMP)	Shiv Gas Service, Jaipur
30	Overall Best Distributor (DKV & Gramin)	Khatu Shyamji Bharatgas Graminvitrak, Khatu

S.No.	Award Category	Runner Up
1	Excellence in DBC Releases	Sainik Gas Service, Shahpura
2	Excellence in 5 Kg FTL Sales	Shri Shiv Gas Agency, Sikar
3	Best in Customer Complaint Redressal	Alwar Gases, Alwar
4	Excellence in Mobile App Usage	Expert Bharatgas, Jaipur
5	Highest Cashless Transactions	Rajeev Gas Service, Jaipur
6	Excellence in Digital Booking	Kanhaiya Bharat Gas, Baseri
7	Best Contribution to LPG Safety Awareness of Consumers	Vijay Gas Agency, Losal
8	Best in Customer Service & Staff Welfare	R. K. Bharatgas, Mandawa



BHARATGAS ENERGISING THE FIELD FORCE

LPG Business held their All India LPG SO meet 2017 on 3rd to 5th Nov 2017, at Mahabalipuram.

The objectives of the Meet were to :

- Recognize and acknowledge the efforts of Sales Officers for excelling in various segments of LPG Business across the country for the year 2016-17.*
- Gear up for the future by designing strategies and a road map to further enhancing the Sales Performance, Safety Standards, Customer Service standards and profitability of the Corporation.*

The colossal Meet was graced by :

Mr. S. Ramesh, Director (Mktg),

Mr. R. P. Natekar, ED (LPG),

Mr. Suresh Nair, CGM Sales LPG,

HQ Role Holders,

RLMS from 4 Regions,

State Heads from 10 States and

Sales Officers from 55 Territories Pan-India.

PUNJAB FIRST IN INDIA FOR COMPUTERIZED DRAW OF LPG DISTRIBUTORSHIP

As a part of promotion of Digital India Initiative, for the first time Oil Marketing Companies were undertaking the selection of LPG distributorship through the Online computerized draw process.

MOP & NG had selected three locations for the said draw in Punjab namely Amritsar, Hoshiyarpur and Bathinda. Total of 26 location draw at three places in Punjab.

The software application for the online draw was developed by **M/s Metal Scrap Trading Corporation, (MSTC)** a PSU of GOI.

The SOP of these draws are as follows :

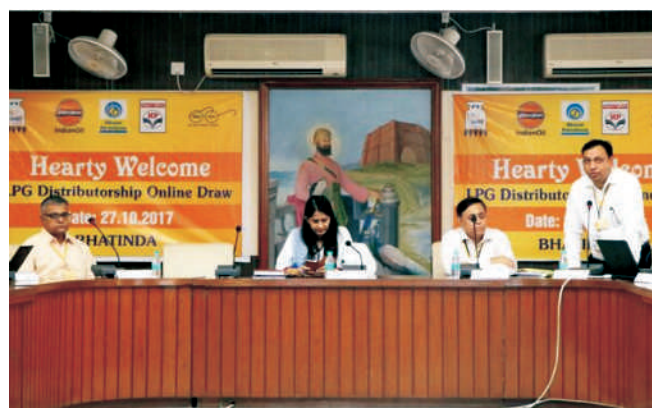
- To be preferably conducted at DC/DM offices and DC or DC nominated Officer, who will be the Chief Guest/ VIP Guest of the draw proceedings.
- An OTP will be Generated on VIP Mobile No and then after entering the OTP the draw proceeding will be undertaken by M/s MSTC officials.
- The program will take the data from the LPGCHAYAN Vitrak site and conduct the draw of all the eligible candidate



The Meet was inaugurated with the auspicious Lighting of the Lamp. **Mr. R. P. Natekar, ED (LPG)** in his key note address appreciated the efforts put in by the field officers. He also shared some of his valuable thoughts and the vision to take BPCL to new heights by selling differently and trying to further improve the market share and the profitability of the Corporation during the current year.

Our beloved **Director (Mktg), Mr. S. Ramesh**, in his address shared the larger corporate picture, infra projects, expansion plans etc. He also expressed his concern on Safety at Customer premises and advised the field officers to stick to Corporate Governance along with excellent performance.

The meet addressed various aspects of the business, evolved strategies and action plan to meet all Business plan targets of 2017-18.



for that location and declare the name of selected candidate. Hence the complete transparency has been maintained throughout the process.

- A special dedicated BSNL broadband connection of 8 MBPS speed was made available for this draw proceeding along with the backup arrangement of Air Tel & JIO Broadband.

At Bathinda, BPCL was the Coordinator for Online Computerized Draw. On 27.10.2017 these draws were conducted at DC Meeting Hall Mini secretariat, Bathinda. Hon. ADC (D), Bathinda Ms. Sheena Agarwal was Chief Guest of the draw Proceedings. Total 07 Locations draw was



conducted and Total No. of Eligible Candidates were 261 for the said Draw. Draw proceedings were conducted by Shri Rajesh Kumar, TM LPG Bathinda (BPCL) along with M/S MSTC. As this was the First Time that the draw is taking place online in Punjab on All India basis, many dignitaries from MOP& NG, Independent IT Expert / Observer and Official from BPCL HQ & NR were present to witness the said draw.

Mr. Jagvir Chouhan, from HQ also witnessed the said draw. Bathinda LPG Team is thankful to Mr. M. C. Khurana, for his guidance during the draw proceedings. Special thanks to Mr. Shailesh Srivastava for his support and continuous guidance. BPCL Bathinda LPG team feels proud on successful completion of on line computerized draw of LPG distributorships at Bathinda. ■

WE ARE LISTENING

THE NCR LPG DISTRIBUTORS ADVISORY PANEL (DAP) MEET 2017 : RISE TO THE NEW CHALLENGES..



BPCL has always considered that you our partners have a better and much deeper insight with respect to customer needs and market conditions especially as you are the representatives and direct touch points to our customers. Taking the same into consideration distributors were asked for an advisory role to the LPG business in developing and implementing strategies that are well aligned to the Bharatgas business objectives.

To further enhance these aspirations, considering the complex emerging business environment in the NCR region (DELHI/NOIDA/FARIDABAD/GURUGAON) with steady and strong flow of immigrants, mushrooming new human settlements, position of the region as an expanding tourist, business travel and convention center, global and international sports and political events venue etc, NR decided to conduct an exclusive NCR DAP MEET at Delhi on 20th September at the India Habitat Centre, Delhi.

This unique endeavor was designed to listen to the best thinkers from which 22 distributors contributed their thoughts and inspirations. Distributors assembled were from Piyala &

Loni territory who mainly cater to the ever changing NCR region who could prepare the network in the region to rise to the new challenges and leverage BPCL with opportunities for strengthening the brand image of Bharatgas in the region as a benchmark.

The NCR DAP Meet was inaugurated by Shri Inderjeet Singh, RLM (NR) who emphasized on the proven good practices adopted by the NCR distributors backed by empirical data of achievement. He invited the members to share the practical, real world implementation experiences with their fellow distributors to enhance safety, build up new 5 KG FTL business model and commercial customer acquisition to gain market share. He also congratulated all as NR has the highest market share gain of 1.01% among all regions.

The DAP members contributed immensely by engaging in Group Workshops held during the day and provided precious insights on the various new initiatives like.

- 1) The Advantage of the Bharatgas App
- 2) 5 Kg Ftl Business as a better alternate Business Channel
- 3) New model of Commercial Business in NCR
- 4) Sustaining leadership position in PMUY Customer Acquisition.

Sri Kailash Nath, State Head (UP) and Sri Sunil Brar, Ch. Mgr. Ops & HSSE, NR also contributed to the sessions sharing experiences and learnings for a better NCR distributorship network.

This First Ever NCR DAP was well conceptualized by RLM (NR) and the DAP members provided the needed guidance which was the objective of this meet and hence created a thinking platform to usher in the wave of Bharat gas in the NCR region. The Meet was concluded with the celebration of BPC's MAHARATNA Status by cutting a cake and the happy & proud moment shared by all. ■

5 kg LPG Cylinder

mini Bharatgas

Dial Bharatgas Mini *
1800 22 4344

Get new Bharatgas Mini connection or refill within
2 hours

5 kg cylinder at your convenience from over
100 of our Petrol Stations



Retail News

MOU Signing between BPCL & Ministry of Economic Affairs, Bhutan



A MEMORANDUM OF UNDERSTANDING (MOU) between BPCL and the Department of Trade, Ministry of

Economic Affairs (MoEA), Royal Government of Bhutan, having its office at Thimphu in the Kingdom of Bhutan was signed on 25th May 2017. This MOU gives access to BPCL for marketing POL Products in Bhutan. This MOU was signed for a period of 5 years starting from June 2017.

Mr. Arun Singh, ED-Retail and Mr. Sonam Tenzin, Director, Department of Trade, Ministry of Economic Affairs (MoEA), Royal Government of Bhutan (RGoB) signed the MOU, in presence of Hon'ble Minister of Economy Affairs, Bhutan, Mr. Lekey Dorji, Mr. Surjeet Mahalik, Head Retail (East), Mr. Rajiv Dutta State Head, WB & Sikkim, Mr. Supratim Bhattacharjee, TM, Retail, Siliguri.

On this momentous occasion Minister of Economic Affairs & Director of Dept. of Trade MoEA, RGoB thanked Bharat Petroleum for its contribution to the growth story of Bhutan. Mr. Arun Singh, ED (Retail) has assured the Bhutan Govt. that BPCL will modernise the BPCL Retail Outlets without disturbing the ethnic value of Bhutan. The signing ceremony offered an opportunity for BPCL officials to discuss about new business prospects in Bhutan and ways in which Bhutan government can play an important role in ensuring consistent availability of fuel to its citizens.

ED Retail Launches Terminal Automation (NANO) at Balasore

Balasore Depot is Now Delivering Promise to Customers through NANO, taking the count of Automated locations to 52, with 36 locations being NANO compliant.

16th November 2017, marked the beginning of a new chapter in the history of Balasore Depot and Bhubaneswar Territory when the latest technological initiative in the field of Terminal Automation - NANO (No Automation No Operation) was launched at the location amidst tech-enthusiasm by Shri Arun Kumar Singh, ED (Retail) in presence of Shri Sanjeev

Agrawal, General Manager (Infra &Autom.), RHQ, Shri Sanjeev Paul, General Manager Engineering (E&P), East, Shri SNM Nemani, DGM OPS I/C (Retail), East, Shri Susmit Das, DGM Retailing Initiatives, East, other officials from the Eastern Region, Bhubaneswar State office and Territory and a section of dealers, transporters and automation vendors.

NANO operations at depot will go a long way in sustaining Q&Q delivery promise to dealers and enhancing the "trust level" in doing business, considering the changing competitive landscape with private players coming in and to retain customers with BPCL, it becomes necessary to enhance the standards of supply chain and services by leveraging the latest technology.





"PURE FOR SURE"

Mobile Lab in a New Avatar!



The Pure For Sure Mobile Lab is a unique initiative, wherein we reach out to our customers and bring in an entire Lab and test facilities to their doorsteps.

The *new generation* Pure for Sure Mobile Laboratory was inaugurated in the presence of Mr. Arun Singh, ED (Retail) and Mr. M. M. Somaya, ED (Lubes) on 5th July 2017 at Bharat Petroleum Churchgate. The new testing facilities in the Mobile Lab and their importance was briefed to the dignitaries by Mr. Rajesh V. (Asst. Mgr QA, Sewree), Mr. Nandu Kitey (Manager PFS Mobile Lab Sewree) along with Mr. A. Debnath (DGM QA, HQ). The new Pure For Sure Mobile Lab caters to the testing requirements of both Retail and Lubes.

The efforts taken in propelling the launch of the new generation mobile lab was appreciated by the dignitaries present. ED (Retail) emphasized on fact that while quality is paramount, right quantity is equally important and together we need to ensure delivery of correct quantity. ED (Lubes) appreciated the fact that the Mobile Lab initiative for the Lubes Customers is extremely beneficial and contributes to building BPCL's brand image.

Mr. G. Krishnakumar, MM (Lubes) appreciated the support given by the PFS mobile Lab to the Lubricants Direct Team. The dignitaries acknowledged the efforts taken by Mr. Gayasuddin, GM Engg (E&P) West & his team, Mr. Debashis Ganguli, GM (P&AD), Mr. Ashutosh Debnath, DGM (QA) Lubes HQ and the QA Team who worked with enthusiasm to put the transformed Pure For Sure Mobile Lab on the road.

The modern design and features of the new PFS Mobile Lab as well as the slots designed for placement of instruments etc were well appreciated. DGM (QA) Lubes HQ apprised the dignitaries that the layout of the new PFS Mobile Lab was conceptualized and implemented by Mr. C. Shanmughanathan (Sr Manager QA, NR). Both ED (Retail) & ED (Lubes) appreciated his contribution for the same.

After the inauguration, the Test reports were handed over to Mr. Purushottam Samala (COCO Manager, BP Churchgate) by ED (Retail) & ED Lubes.

Kudos to the team for this customer centric initiative !



Jaanchein Parkhein Phir Bharein Campaign

To showcase the assured Quality and Quantity of MS & HSD, we sell at our ROs, a massive campaign, which we named 'Jaanchein Parkhein Phir Bharein' was launched across our network, to empower consumers to check the Q&Q of the product that they buy from us.

This campaign helped us in creating a differentiator in consumers mind, who seldom differentiate between the three



Oil marketing Companies. We also launched on ground visibility through hoardings, MPD posters and columns



cladding communicating 'Assurance of Quality and Quantity' in local languages with the tagline 'Bharosa Shuddhata aur Sahi Maap Ka'. The yellow colour columns branding became iconic and brought vibrancy to ROs.

We reached out to consumers on social media through polls. Poll were designed such that consumers gets educated on our Pure for Sure promise. The response was phenomenal, as these polls reached more than 4 lakh time lines, generating 13,000 post clicks and more than 79,600 engagements (reactions, comments and shares). Facebook polls were complimented with commercials, to showcase our commitment of Quality & Quantity of Fuels. They featured our sales officers, and were conceived, scripted, produced, directed and edited in-house with minimal outside professional help. These commercials

had much wider popularity, with 34,00,000 lakhs reach and 2 lakh engagements. These commercials also energised the sales team and channel partners about the systems we have in place.

This was followed up with celebrity testimonials. Badminton player Saina Nehwal, Int'l Footballer Baichung Bhutia, Speed Brand Ambassador Narain Karthikeyan spoke about their trust in Bharat Petroleum fuels and invited everyone to experience our brand, which were great hit too, with 18 lakh cumulative reach and 69,584 cumulative engagement, propelling a positive energy among consumers about Brand BPCL.

Customers were also invited to write testimonials - which were promoted on social media under the campaign name 'My BPCL Experience'.

"J&K's FIRST all Women Petrol Pump" launched at Jammu Police RO



At our spacious Police Pariwar RO in the heart of posh area of Jammu city buzzing with smartly dressed women SPOs in BPCL's attire and women drivers seen inquisitive about Sales promotion scheme - brand BPCL was all set to achieve another landmark era towards women empowerment.

During the visit of DGPI&K Dr. S. P. Vaid at this RO on 25/02/2017, it was envisioned to convert this Retail Outlet as the " All women Petrol Pump during day time and extend the fuel services round the clock". Having accepted the same by worthy DGP, the Department. Identified eight women SPOs from field & posted here for training with their hands on Nozzles. The displaced male staff got accommodated by converting this R.O. to "24 hrs. Open RO".

The official roll out at the RO was done by Dr. S. D. Singh (IPS), IGP Jammu zone on 26.08.17 in the presence of entire

police top brass and prominent administrative officials. All the women and male staff at the RO were felicitated who assured of this RO to be a model RO. On the occasion, our Platinum Plus telecom customer namely Dogra Securities from Bharti Infratel through Dr. Uttam Singh, whom we got migrated from competitor with 400 KL plus monthly HSD in July'17 was also honored through IGP Jammu zone.

Shri. Rajesh Sharma, Territory Manager (Retail) Jammu informed the gathering about the success story of BPCL's association with J&K police by way of running five such petrol pumps in Jammu Division for more than a decade. These Petrol Pumps have created a brand of trust among masses and a special scheme for Women Commuters shall be a regular affair at this All women 24 hrs Retail Outlet . The Women officers with DSWs launched a scheme for Women Drivers "Empowering Women-Empowering Nation", whereby female Drivers on filling fuel worth Rs. 2000/- will avail an assured gift during 10 AM to 5 PM every day. DSWs later released balloons to mark the new era on "women empowerment "in this male dominant profession in J&K state.





JUST TWEET IT.



BPCL Fuel Stations and 1 other Retweeted

BPCRetailKarur @BPCRetailKarur · Oct 10
Shri Selvamurugan agency showing their support by not participating in 13.10.17 strike @bpcretail @bpclimited

CONTACT NO: 98423 76322
TERRITORY: SHREE PETROLEUM CORP.LTD. ATUR
KATHARAI VILLAGE, ATUR POST,
NARUR - 580002
CONTACT NO: 04524 22760 23647

SHRI SELVA MURUGAN AGENCY

Ashutosh Fuels @AshutoshFuels · Oct 10
we will not go on strike. We support Bpcl and The Govt... @BPCLimited @BPCLRetail

the Buddha @gautamf · Sep 29
Replying to @MoPNG_eSeva
Refill has been delivered! thank you, @MoPNG_eSeva @BPCLLPG @BPCLimited . That was quick from you guys. Ms. Angela from Goa off was helpful

Abhinav Bajpai @Abhi9_bajpai · Sep 27
Replying to @MoPNG_eSeva @BPCLimited and 9 others
I got my problem resolved with in 48 hrs. Thanks @MoPNG_eSeva for your quick anticipation.

Bharatgas_Jabalpur @BpclJabalpur · Nov 21
#LPGPanchayat at Vill-Jamunaakala by M/s Goldie Gas Agency keymore, Dist. Katni under Jabalpur. Sales @BPCLimited @NatekarRajoo @Sureshnair_BPCL @BPCLLPG @time3027

Bharatgas_Jabalpur @BpclJabalpur · Nov 21
#LPGPanchayat Conducted by M/s Shyam Bggy Gunwara, Dist Satna under Satna Sales @BPCLimited @NatekarRajoo @Sureshnair_BPCL @BPCLLPG @time3027

BPCL Warangal Retail @BPCLRetWarangal · Oct 10
@BPCLimited @34Prabhu @singharunbpc Gayatri Filling Station is in support of customer. No interest in strike

BPCL Warangal Retail @BPCLRetWarangal · Oct 10
@BPCLimited @34Prabhu @singharunbpc Shree Subramaneshwara Swamy , Jangson joins the parade of Customer Service .no strike

BPCL Warangal Retail @BPCLRetWarangal · Oct 10
@BPCLimited @34Prabhu @singharunbpc Pabba Gallaiah Filling Station pledges itself to Customer Service on 13/10. No strike

BPCLRetail Hyderabad @BPCLRetailHyd · Oct 10
@BPCLRetail @BPCLimited @singharunbpc #nostrike

srinivas goud @srg2345_goud
We are operating on 13th Oct 17 and we are not participating in strike M/S Vinayaka Filling Station@BPCLRetail@singharunbpc@BPCLRetailHyd

Peter Gantzer and 5 others Retweeted

BPCRetailKolkata @BPCLRetailKolkata · Oct 10
We are operating on 13th October #NoStrike - M/s Bjoyganj Fuel Service Center, 24 Parganas South @BPCLimited @RajvDu46133963 @BPCLRetail

BPC Raigad @BpcRaigad · Nov 18
MAK Grahaik Utsav. Visit our outlet Victory Auto @ kalamboli to know more. @BPCLimited @BPCLRetail @bpcmumbai

BPCRetailGwalior @GwaliorBpcl · Sep 27
Umang facility commissioning at RO-Gangadhar filling,Sheopur District. @BPCLimited @BPCLRetail @AbbasAkhtar18 @pushpnayr @Saurabh4512

TRICHY RETAIL @bpcltrichyretail · Oct 10
@BPCLimited Non Participation of Savanah Agency Retail Outlet, Arinjalar, District Tirunelveli

BPC thiruvallur @SreeniRetale · Oct 10
We are not participating in strike. We are open on 13th October to serve our customers. @BPCLimited @BPCLRetail @skyskyers

Amit Sharma @AmitSha30032636 · Oct 10
Replying to @BPCLimited @singharunbpc and 7 others
We will not a part of no sale strike on 13th Oct 17 We will Continue our services for our customers for 24 Hr's on 13th Oct 17

Yogesh Lole and 3 others Retweeted

REWA SA @BPCLrewaretail · Oct 10
We are not a part of this no purchase no sale strike. We are with our customers to serve them 24hr @BPCRetailJabalp @BPCLimited

Rajeev @rajeevforyou
I not participating in strike. And i am with my company and government. @BPCLimited @BPCLrewaretail @BPCRetailBhiton @NISHANTBPCL

BPCL Fuel Stations @BPCLRetail · Nov 15
Our Fuel Station in Trichy M/s Raja Agencies after the make over, Haven't you been there yet?

Bharatgas_Jabalpur @BpclJabalpur · Nov 12
Safety camp conducted by Palaniyo Gas Service dist Damoh under Jabalpur. Sales @NatekarRajoo @Sureshnair_BPCL @BPCLLPG @time3027

Devgajin bpd @AND17ER · Nov 18
Mumbai: pg Territory's distributors promoting Bharatgas app by putting up banners @BPCLLPG @BPCMumbai @BPCLimited @NatekarRajoo @rajvdu46133963 @Sureshnair_BPCL @maha1pg bpc @bharatgas11 @bharatgas141

RAJEEV V R @bpclrajeev · Sep 29
@NatekarRajoo @Sureshnair_BPCL @BPCLLPG @BPCLimited

Bharatgas_Bhopal @BPCLBhopal
Safety clinic by Yogita Gas Agency at school. @BPCLLPG

Bharat Petroleum @BPCLimited · Nov 12
Pedal today at @BPCLimited Pump M/s S.L.Misser, Patna for New Revolution! #IAmASuperhero

You Retweeted

Bharat Petroleum @BPCLimited · Nov 12
Today Cycle @BPCLimited Pump M/s S.L.Misser, Patna for better health! #IAmASuperhero

Shubham Manjare @ShubhamManjar9 · Oct 10
@BPCLimited@BPCRetailPune We are not the part of #NO SALE #NO PURCHASE #STRIKE #ON OCT 13,2017

Alka Automobile @AlkaAutomobiles · Oct 10
@BPCLRetail @BPCLimited M/s alka automobile ahmedabad Is not part of dealer strike "no purchase no sale" on 13/10/2017.

Bharatgas_Pune @bpcpune · Nov 22
Suraksha Sabha conducted by M/s Vaishnavi Bharatgas, Pune for slum areas of Moshi

Bharatgas_Sultanpur and 3 others Retweeted

BPCLRetailBathinda @BPCRethathinda · Oct 10
@BPCLimited @BPCLRetail @Sanjeev62636368 @PeethambaranT @singharunbpc

chander Mohan @csmwam2713
We r not participating in strike on 13th. we are available 24X7. Swarn Petro Point, Bathinda. @BPCRethathinda

Anil Ahluwalia and 3 others Retweeted

annaiaagency @BPCAnnaiAgency · Oct 10
We are open on 13th October 2017 M/s. Annai Agency Gowrivakkam @BPCLimited @BPCLRetail @BPCRetailChn

Manickam @Manick_ThambuCh · Oct 10
We will be open on 13th October, No to strike. KMThambuChetty, Tiruvalur, TN @BPCLimited @BPCLRetail @BPCLchn

nitish sharma @nitish18sharma · Oct 10
I stand by the norms of BPCL and will not participate in this strike. @gangafs @BPCLimited @BPCLjammuretail @RajeshS37294160 @monkinferari



Speed 97 Network Expansion



Speed 97 - High Performance that can only be experienced, not quantified!!! Sarath Fuels, Velachery, became the fifth Retail Outlet to sell Speed 97 in Chennai, when it was inaugurated by the brand ambassador and the fastest Indian, Narain Karthikeyan, on the occasion of World Environment Day. Speed 97 was also launched in Udaipur, by the Prince of Udaipur, which was followed by a Speed rally, which



generated a buzz in the city. Indore became the 10th Indian city, to sell Speed 97 - India's first 97 octane petrol. Speed 97 was launched at Sukhmani Petrol Station and Raghunath Prasad amid excitement and fanfare, as it is the first time Speed 97 had arrived in Madhya Pradesh and Central India. With these two Fuel Stations, Speed 97 has a total network of 37.



Digital Activation

BPCL Retail has an active presence on Facebook and Twitter, with a cumulative following of 8000 on both the handles. In our efforts to being innovative, caring and reliable, we have been highlighting activities at Bharat Petroleum, on these handles, wherein we feature our own officers and field force, demonstrating real life stories. As a part of the “Jaanchein Parkhein Phir Bharein” campaign, we have developed interesting videos on Quality & Quantity checks, BPCL automation, and also video series on busting fuel station myths, which, is yet to be launched. Our focus on generating relevant content has garnered us many positive responses. It is our aim to turnaround the brand image of a BPCL fuel station in

the mindset of a consumer, by generating authentic, functional and emotional content which connects with the masses on an intellectual as well as emotional level.





Have a story to share? We will make it interesting!

We are generating in-house videos on real life stories, capturing the social message in each story, ranging from hiring differently abled DSMs, to DSMs acting as a real life Santa by helping customers or spreading joy in more than one ways. This also includes act of generosity among the dealerships, when they provide fuel to the customers in state of natural calamity, such as Kutchh earthquake, and also, dealerships sponsoring education of their frontline staff, thus, ensuring best service standards to the customer.

If you have done any such small act of generosity, overwhelmed customers, or done something different, discuss with your Sales Officer and write to us, at mendoncamelisaj@bharatpetroleum.in Our team shall come and shoot the story, which will be promoted into BPCL Social Media.

Also if you have any interesting stories, poems, photographs, paintings which you would like to see published in the next issue of the Journeys Magazine. Kindly forward the same at mendoncamelisaj@bharatpetroleum.in.

Smartfleet & Speed Microsites

Smartfleet :

Highways, which contribute to more than 70% of BPCL's Diesel sale which have been equipped with Smartfleet facility. In our effort of being innovative, caring and reliable, the microsite has been revamped with a host of new facilities. Apart from facilitating transactions on Smartfleet, the microsite will also serve as a business enabler, with the recent



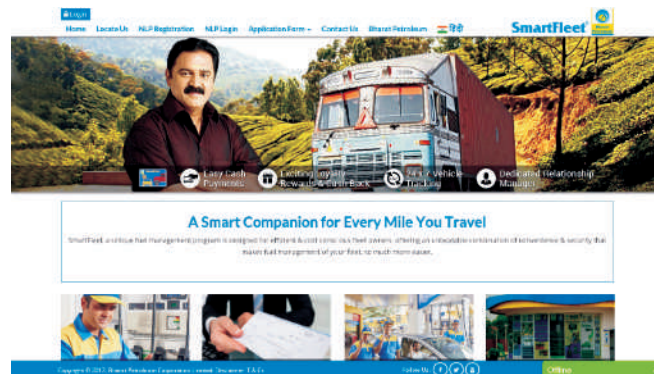
feature to locate Retail Outlets at Highway based on route, facilities and format of the Retail Outlet. A live chat feature has also been enabled on the website, wherein the basic and frequently asked queries shall be handled thru live chat. The website has been enriched with brand new images and videos and has features to make it more interactive, response-driven and is compatible on all user friendly devices.

Speed :

Speed's journey as the first new generation fuel brand is an exciting one. Post Speed revival in 2015, the product has

witnessed a decent monthly average sale of 50 TKL per month. This was possible due to awareness building activities, ground activations and brand engagement opportunities to woo Speed loyalists and prospects. Taking into consideration the increased momentum that the product has garnered, a new microsite for Speed Fuels has been developed, featuring BPCL's range of Branded Fuels such as Speed, Speed 97 & Hi Speed Diesel.

Apart from the information on the Speed fuels, the microsite would also address the most frequently asked questions, and have a locator, wherein a customer can locate a fuel station where Speed / Speed 97 or Hi Speed Diesel is available. The



website also hosts a section wherein the customers and experts talk about Speed Fuels and explain the nittygritties of the product. A section has also been dedicated to Speed Moments and events, featuring the on ground activations, sponsorships and campaigns in conjunction with Speed. The website is under development phase, and shall soon be launched by the end of December. Stay tuned till then!

The development of these micro sites only marks the beginning of another new journey that requires continued collaborative support from all the stakeholders, including officers and dealer community.



Inauguration of 1st Police Retail Outlet in Odisha & Eastern Region

After putting in relentless effort for more than two & half years, setting up 1st Police RO in Odisha & Eastern Region became a reality in the month of August 2017. The proposal for partnering with Police Department & setting up retail outlet on their premises was first mooted in 2014 at Odisha Police Head Quarters, Cuttack. The Government of Odisha, has offered 4 sites to BPCL to set up new retail outlet.

The construction work at 1st site in Jharshuguda (SH10) started in May 17 and was inaugurated on 30th August 2017 by Mr. K. B. Singh, Director General of Police, Odisha in the presence of Addl. DGP, IGP (SAP), Police HQ, IGP, Sambalpur, SP, Jharsuguda, Commandant, Odisha Special

Armed Police, 2nd Battalion, Jharsuguda and other IPS Officers. BPCL dignitaries Mr. Surjeet Mahalik, Head (Retail), East, Mr. S. F. Rahman, GM (Distribution), East, Mr. Debashis Palit, State Head, (Odisha & Jharkhand) and the territory officers were present on the occasion.



Southern Region Dealer Panel Meet



The Regional Dealer Panel Meet for Southern Region was held at Chennai on 27th Sep 2017 under the august presence of Our Executive Director (Retail). 28 dealers representing 5 southern states participated actively in the meeting and exchanged ideas.

Mr. Arun Singh ED (Retail) has emphasized the importance of dealer involvement in the retail business and dealt on various issues raised by the dealers in an interesting way blending his experience and humor. Mr. Arun Singh has stated that the salvation of the oil company is thru the dealers and the salvation of dealers is through DSMs, while laying emphasis on the service as differentiator at the outlets. In this connection, ED Retail has bought in the need for Retail South to take up mores challenges due to increased production of Motoring fuels from Kochi Refinery.

Mr. P. S. Ravi Retail Head South emphasized on the synergized approach from the dealers and the BPC officials to enroll and service the Highway customer segment. He has dealt with the



New Loyalty offerings and the way forward to enroll and retain customers. Mr. T. N. Ramakrishnan GM (Business & Network Planning) made an interesting presentation on the performance of the region and the challenges being faced in the market.

Mr. M. Nedunchezian DGM (Ops) I/C South has expressed his profound thanks to ED (Retail) for his presence and guidance and to the dealer fraternity for taking active part in the Dealer Panel meeting and contributing fully for paving an exciting path ahead.

M/S Lakeside Fuels Hosur and M/S Anuradha Auto Service / Vizag made interesting presentations, bringing out the important issue of CO OWNER Ship of the outlet where the DSMs feel that they own the BPC Brand/ Dealership and Customer.

The Dealer Panel Meet at Chennai, once again proved that Building and Trusting will be bedrock of all our activities in Retail south. ■



Felicitating X & XII Students of Children of Drivers and Cleaners

We all have been through that time the dreadful "Board Exams" a year of total hard work and dedication and the scary Results day!! This examination is an achievement not only in one's academic life but also affects one personally especially since our families are so looking forward to it. It is but imperative that the child's success in the exam upholds the entire prestige of the family. One of the ideas mooted and implemented was to felicitate the children of Drivers and Cleaners who have successfully completed their X and XII Board examinations.

This would also help in creating dependable stake holders which is a serious challenge in today's business world. Thus creating bond with one of the key stake holders i.e. transport crew was identified as a key factor for the success of Product Despatches.

This maiden function was held on 11th August, 2017 at Refinery Sports Club which saw enthusiastic participation of a large number of children along with their parents. This inspiring programme which was arranged by PD team under the leadership of Mr. Anil Medhe, Chief Manager (TDU) was well appreciated by lorry crew and the children.

On this occasion, the Chief Guest Mr. KA Kunjumon, GM

(PD) congratulated the children and stressed the need to beat all odds in life to achieve success.

The large gathering elevated the spirit of children who appreciated and thanked PD team for this inspiring effort.

Back sacks, certificate folders, appreciation certificates and cash prizes were presented to the children. Mr. Jaideep Pansare, Manager Ops (Utilities), made a motivational presentation to children on "Success Mantra".

Product Despatch team whole heartedly contributed and participated to make the felicitation function a grand success.



creating opportunities, energising lives.



Bharat Petroleum's existing network of Retail Outlets comprises of over 14,000 petrol stations and continues to grow at a steady pace. Over 60 million households use Bharatgas for cooking. While hi-tech lubricants and industrial products keep the wheels of the nation moving, aviation fuels lift aircrafts to lofty heights. The group's four refineries at Mumbai, Kochi, Numaligarh and Bina produce environment-friendly fuels. With interests in exploration blocks across five continents, BPCL has a significant presence across the entire value chain.

Our diverse operations create numerous opportunities for existing and potential stakeholders to enhance profitability and growth.

We aim to collaborate, diversify and excel as we continue in our pursuit of excellence.



Lubes News

Igniting Minds



The first ever ILD (Industrial Lube Distributors) conclave was held by NR Lubes, in the happening city of NCR - Greater Noida on 18th & 19th August 2017. The key theme chosen for the conclave was **"Igniting Minds - A platform to unlock potential"**. This theme was specifically chosen to showcase the immense potential available to the ILDs post the implementation of GST as a game changer. The meeting was attended by ILD Channel partners as well as territory team members including Territory Managers and key SOs.

To bring their knowledge and awareness levels to this huge emerging opportunity and to sharpen and hone their skills to crack the same, the platform was conceived as a multi-dimensional Intervention to not only activate the channel partners but also unleash disruptive energy and focus amongst them as well as the field teams.

RM (Lubes) NR, Shri Bibhudutta Mishra in his welcome address invited the Channel partners to look at the business

with a fresh perspective and emphasized on the need to introspect to align business processes and practices to the emerging business dynamics.

Shri M. M. Somaya, ED (Lubes) in his key note address, while sharing the performance of the Lube business, exhorted the channel partners to build great businesses while retaining their focus to maintain the fine balance of value and volume inspite of the prevailing competitive scenario. He advised the ILDs to equip themselves with adequate product knowledge and be aware about the technical specifications of the required product portfolio of MAK in their respective areas and approach customers with confidence. He also complimented the NR team for taking the lead in holding this much needed intervention exclusively for the ILD channel partners.

An overview on the lubricant Industry in India and the industrial lubes potential in India as well in the states and districts of NR was shared by Shri Shailesh Malhotra (RTSM Lubes NR) and Shri Manish Duggal (BCM Lubes NR) to bring the realization of the teams to the enormity of potential available and the segment of industries present. Well curated knowledge sessions were delivered by experts from P&AD - Shri N. K. Jha and Shri Sarvesh Tomar, who covered the product profile being used in the industrial segments prominent in the North and the USP of MAK products which can be used to pitch the product to potential customers. Shri Debashis Ganguli, Head P&AD introduced the audience to the powerful research team which develops the MAK products and also gave a glimpse into the future of the Industrial Lubes product category of MAK.

To unlock the enormous potential available and to set the order of priority, the channel partners were introduced to the concept of "Operation Eagle" by Shri Manish Duggal (BCM Lubes NR) which is an initiative to map, crack and sustain the industrial customers business. This set the tone for the teams to





evaluate and deliberate before the closure of Day I, to Co-Create the path for the future. Three teams comprising of diverse groups deliberated at length on the contours of the action plan, milestones, and the action to be taken by the respective stakeholders, with timelines.

Day 2 kick started with an address by Shri G. Krishnakumar MM (Lubes) HQ who emphasized on the need for teams to go all out and create benchmarks using the power of knowledge and insights gained during the sessions. Thereafter the large and diverse but highly capable teams shared their strategic blueprints of the action plans on the themes, working on the scale of the potential available in the market, and also shared their thoughts on the action required at all levels by

stakeholders to make the journey a highly successful one. Each of the team critically and frankly reflected on the ground realities and also gave their solutions and suggestions. Successful experiences from two of the existing ILDs who have excelled with their process driven approach were revealed to the group as a sharing of success stories and best practices. NCM (Reseller) Lubes HQ - Shri Abhay Shah summarized the key outcomes and also shared valuable insights with the teams to enhance their performance.

The program concluded with a vote of thanks by Shri Manish Duggal (BCM Lubes NR). The channel partners were highly charged and committed to implement the learnings in their respective areas, ignited to strike like Eagles !!

MAK Takes a Himalayan Leap



"Once you have tasted flight, you will forever walk the earth with your eyes turned skyward, for there you have been, and there you will always long to return." "The moment you doubt whether you can fly, you cease for ever to be able to do it." "If you were born without wings, do nothing to prevent them from growing."

MAK Lubricants took a "Himalayan Leap" both literally (to an altitude of 11500 ft) and figuratively when it entered the mountainous Ladakh province in Jammu and Kashmir with a Double Dhamaka - Commissioning two Rural Lube

Distributorships, one in Leh - the adventure lovers capital of Asia and the other in Kargil - the famous district which came into the limelight in May 1999 with Operation Vijay. To add to the excitement, a Royal launch of our grade MAK4T Royal in the backdrop of thundering Royal Enfield Motorcycles was done.

With a rush of adrenalin, the neighbourhood woke up to the thunderous roar of 25 Royal Enfield Bikers on the morning of 13th July 2017 when MAK4T Royal was introduced to the motorbike town of Leh. The flag off was done by none other



JOURNEYS



than the Spiritual Head of the famous Themis Monastery H.E. Shri Thuksay Rinpoche who is a highly revered and celebrity monk amongst the local Buddhist community of Leh District. The flag off was done along with RM (Lubes) NR Shri Bibhudutta Mishra. Carrying miniature MAK4T Royal Flags atop their bikes the bikers stormed the city of Leh announcing the arrival of MAK4T Royal which is specially suitable for Royal Enfield Motorcycles, and culminated their journey at the iconic Magnetic Hills which are 25 kms away from Leh City.

Taking the frenzy to a higher pitch, new Rural Lube Distributorship - M/s Aksh Enterprises (India) was also inaugurated on the same day by H.E. Shri Thuksay Rinpoche along with RM (Lubes) NR Shri Bibhudutta Mishra at Leh. The famous Leh Airport road was clogged with locals thronging to witness the inauguration and to welcome the MAK Lubricants team. The town of Leh was totally transformed with the colours of MAK with the main automobile market Retailers and Garages Shops sporting the MAK colours. The commissioning of our MAK Rural Distributor was well received by all the key retailer association heads and mechanics present.

The historic but sleepy Kargil town with a population of 25000 was witness on 14th July 2017 to the presence of MAK as every nook and corner of the town was adorned in blue and yellow to welcome our brand to the city. This is MAK's first ever foray in this mountain region which has been witness to the historic war of Kargil in 1999. M/s Zojila Engineering Works - our new Rural Lube Distributorship was inaugurated by RM (Lubes) NR Shri Bibhudutta Mishra in the presence of local prominent District Administration officials.

This small but significant step by MAK Lubricants in the Ladakh region is historical for the company due to the logistics challenges involved - currently there is no Retail or LPG presence here. The first step has been taken by MAK in this challenging location, which is open only for 6 months in the

year. Leh is thronged with National and International Adventure travellers in huge numbers so the brand mileage for the company would be immense in the entire Ladakh region. At the same time, this is fraught with challenges - planning and stocking of our grades is to be done in advance for the six winter months when there is road closure. Also, Law and Order issues are very common here. Notwithstanding all this, the team is fully geared to tackle any challenge!

The team from NR Lubes team which made this historic feat possible under the guidance and support of Lubes HQ team comprised of RM(Lubes) NR, Shri Bibhudutta Mishra, BCM (Lubes) NR, Shri Manish Duggal, TM(Lubes) Jallandhar, Shri Ankur Bhatnagar, and AM (Lubes) J&K, Shri Mayur Mehta.

The event was well covered not only by Electronic Media - ETVJ&K, but also the Print media with insert in Daily Excelsior and State Times in Jammu.

A royal salute to the entire team who made this possible!





Quality on Wheels

Chennai - the "Detroit of India" is the hub for major automobile manufacturers in the country. Cars manufactured in Chennai are transported through container trucks to various parts of the country. **UMA Parking** in Poonamallee, near the Hyundai factory, is one of the biggest container parking areas. It houses more than 400 trucks every day. It was indeed a pleasant surprise for Chennaites on 10.08.2017 who witnessed a pleasant shower in the morning and a first of its kind launch of a Mobile Lab in the south embodying "Quality on Wheels".

Chennai Reseller (Lubes) Territory, Chennai Retail Territory and Regional Fleet Team with the support from Tondiarpet QC Lab, and under the guidance of Head Retail South Mr. P. S. Ravi & RM (Lubes) SR Mr. Debashis Naik, launched a new initiative of "Quality on wheels - A step ahead in customer service". Our newly developed Mobile Lab has the latest technology equipment for testing of Engine Oil samples that will enable the transporters understand the condition of their oil **on the go**.

The parking terminal houses about 15 transport offices with dedicated managers to take care of intermediate maintenance activities of trucks. They were all informed well in advance of our intentions to conduct a mega event for the benefit of truckers. Invitations were sent to all the fleet operators prior to the event. A dedicated area beside the transporter offices and the trucker's canteen was identified and MAK branding was done all around.

The truckers were given multiple offers on that day along with launch of Mobile Lab, such as Health Check-up for drivers with the Apollo medical team, Loyalty Redemption camp by our Fleet team as well as greasing facility for vehicles. Lube display was arranged with special offers on products purchased.



The event was graced by Shri G. Krishnakumar, Marketing Manager (Lubes), who inaugurated the Mobile Lab, Shri Madhusudana Rao, GM Retailing Initiative SR, Shri Debashis Naik, Regional Manager (Lubes) SR, Shri V. Nagarajan, Territory Manager (Retail), Chennai, Shri V. Chakravarthy, Mgr QA, PFS Mobile Lab, and other members from the MAK Lubes Team.

The newly launched Mobile Lab tested about 10 engine oil samples from M/s NYK Transport and M/s Supreme Car Carriers and issued certificates immediately. Our nearby RO dealer M/s Sarath Fuels received a spot order for Diesel with advance cash of Rs. 5 lakhs from a transporter for his container.



The Apollo Team conducted the Health check (Blood test & sugar test) for 159 drivers and cleaners and test reports were also given to them at the end. Food packets were also distributed. The concern for the health and well

being shown by Team MAK indeed touched the hearts of the Fleet community present and the response from transporters was very encouraging with more enquiries for MAK.

There was complete sense of acknowledgement and a feel of gratitude amongst the truckers who are carriers of not only the cars but also the brand image of MAK across the country, to reinforce the fact that "Quality is remembered long after the price is forgotten".





Industry News

Ratnagiri Refinery & Petrochemicals Ltd.



Background :

- India is world's third largest consumer of energy after US and China
- The per-capita energy consumption in the country is one-fourth of the world average
- However, according to the International Energy Agency (EA), the domestic oil demand in India will increase to 458 million tonnes by 2040
- Against this, the domestic refining capacity remains 230-235 million tonnes, which exceeds the demand of 194.2 million tonnes in 2016-17 fiscal
- The new refinery complex is being set up keeping in mind the future fuel demand and the export potential of the country
- Presently, IOC has 11 refineries with a total capacity of 81.2 million tonnes
- BPCL has 4 refineries with a total capacity of 33.4 million tonnes
- HPCL has 3 refineries with a total capacity of 24.8 million tonnes

Indian Oil, Bharat Petroleum and Hindustan Petroleum have joined hands to create **world's largest Integrated Refinery-cum-petrochemical complex.**

- Fuel produced will comply BS-VI quality and beyond.
- World class state-of-the-art Refinery, Aromatic and Olefin complex having over 50 units.

Some of the benefits from the project are :

- Employment during construction period. Indirect employment to the tune of 25000 personnel during peak time & service employment for lacs of population.
- Development of Ancillary and small scale industries in mechanical fabrication shops, machining and assembly

units, Pipe fittings manufacturing industry, Testing houses, automotive spares and services, sand blasting and paint shop, etc.

- Skill development centers will provide opportunity to younger generation to enhance their skills to seek higher positions in associated industries.
- Development of petchem downstream small scale Industries which can come up using petrochemical feedstock from RRPCL like, Injection moulding, blow moulding, plastics, construction.
- Development of Major downstream industries like fertilizer, petrochemical & plant equipment manufacturing.
- Tremendous boost in development of economy in the region.

Pollution Control Measures :

Pollution control measures have been incorporated in the design stage itself in order to mitigate the problems related to health, safety and environment.

- International Standards shall be followed for pollution control measures.
- State of the art technologies shall be adopted for water and air environment management.

Capacity of Crude Refining	60 Million Metric Tonnes per Annum
Refinery process plants	35
Petrochemical Units	40
Products	Fuel - LPG, Petrol, Diesel, Petrochemicals - Poly Propylene, High Density Poly Ethylene, Linear Low Density Poly Ethylene, Mono Ethylene Glycol etc.
Plot Size	15,000 Acres
Green Belt	5,000 Acres

- Equipment & hardware shall be designed for highest thermal efficiency.
- Use of Natural gas, Low sulphur fuels to meet the internal fuel demand of the complex.
- Minimize stack emissions.
- State of the art effluent treatment plant to treat liquid effluents & maximum recycle of treated water for reuse.
- Compliance to all statutory emission and effluent norms by carrying out through Environment Impact Assessment (EIA) and Risk Analysis (RA) study for the complex.
- A green belt of appropriate width shall be provided around the refinery.



New Initiatives

"Happy Roads" - Redefining Road trips



After its successful launch on Google Play store, Happy Roads is now available on iOS to maximize its reach to target users. With series of social media postings, Facebook and Twitter followers are on the rise.

Targeted at GenNxt, Happy Roads aims to become a one-stop solution to any person planning a road-trip holiday. Travel gurus have predicted a surge in domestic tourism in 2017 as the youth today invests more on experiences than destinations. This trend has prompted Happy Roads to expand its network to over 20 destinations with more than 160 places of interest across Karnataka covering over 2500 KMs of major road network. Come Diwali, Happy Roads aims to spread its wings to neighboring states of Karnataka along with a bouquet of services and attractive offers.

Further as a part of its promise of Trip Assurance, Happy Roads now covers over 3100 facilities like ATMs, restaurants, garages, hospitals and pharmacies. With 3 specially created Baby Care rooms at select Retail Outlets including our COCO BP Chennapatna, the app also targets mothers and their infants.

Roadside Assistance with Happy Roads this New Year Season

Ever faced any of these situations ?

- Flat tyre
- Unable to start the car
- Locked yourself out of your vehicle
- Vehicle stuck on road
- Ran out of fuel

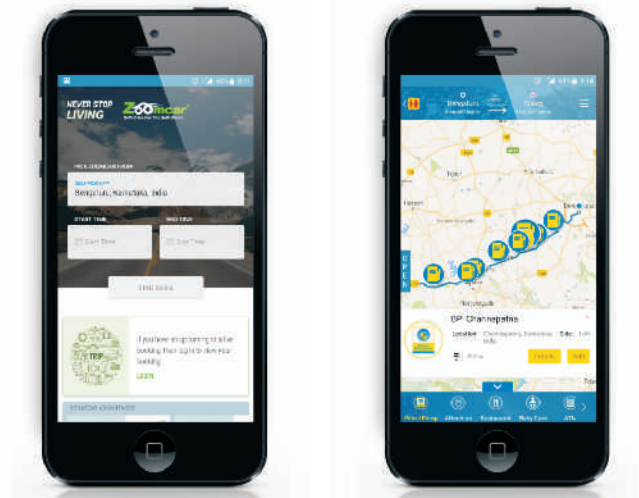
If yes, then relax. **Happy Roads** has good news for you!!!

Within the BPCL network, Happy Roads is proud to work closely with the Karnataka State Retail Team to ensure superior customer services with the "Pure for Sure" promise in over 30 Highway Retail Outlets also displayed as Happy Roads pitstops.

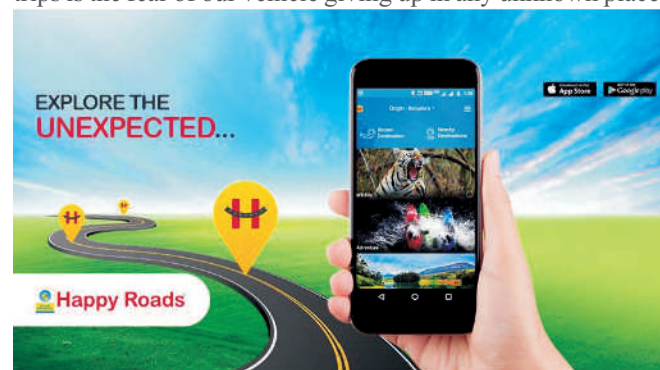
Happy Roads is pleased to announce inclusion of its first partner service - "Self Drive Car"- with the introduction of Zoomcar Services - assuring convenience, mobility and independence to its target users. Now anyone can take a car of his choice on rent at attractive and transparent prices through Happy Roads app. Many more interesting partnerships are in the pipeline to strengthen the Happy Roads offering making it the one and only "one stop solution for road trippers" in India.

With iOS release, multiple services and attractive offers, Happy Roads is now ready to take the road trippers by storm. Experience the unexplored with Happy Roads when in Bengaluru.

Download the app by typing <http://onelink.to/qqy6q3> on your mobile phone web browser. Do share the link with family and friends and be a part of our success.



Today the biggest hesitancy amongst us to undertake long road trips is the fear of our vehicle giving up in any unknown place.





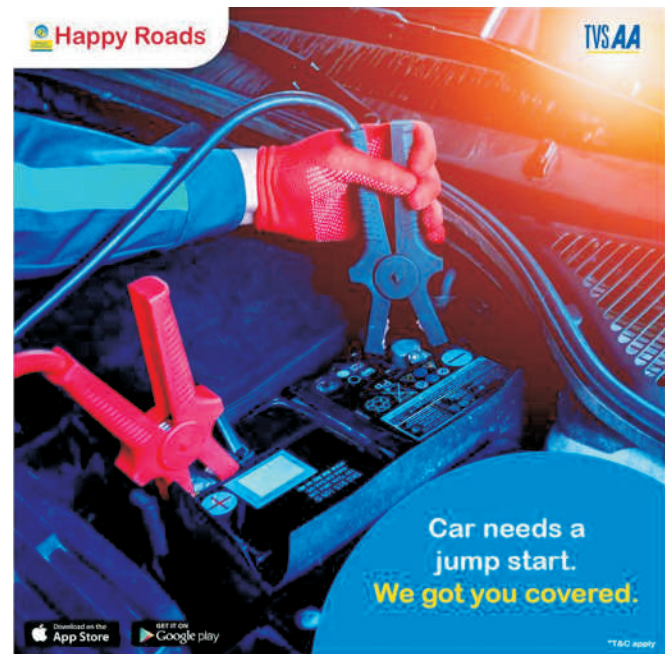
Finding a mechanic on busy highways or desolate streets is not easy. Even locating someone to change the flat tyre late in the night can be nightmarish - especially when you have to leave early next day. Now **Happy Roads** aims to allay this apprehension by keeping its **promise of "TRIP ASSURANCE"**.

As a part of its proposition, **Happy Roads** <http://www.hyperurl.co/happyroads> is proud to announce its **partnership with leading road side assistant aggregator and service provider M/s TVS Auto Assist (India) Ltd to offer 24/7 road-side assistance to you.**

You can avail the services when faced with an emergency and pay as per use or **have peace of mind on your road trips by subscribing** for our 15 day or 1 year long plans. We strongly recommend subscribing to our one year subscription plan which comes in two variants :

- The **basic plan** with standard features such as tow assistance, battery jump start, on-site repairs, cab assistance, lost/locked keys or
- The **premium plan** with all the above plus you are also entitled to receive TVSAA's support for premium services like vehicle custody or repatriation, luggage transportation, hotel stay and even medical or legal co-ordination.

Remember, **no matter where you are in India**, you can avail of excellent TVS Auto Assist certified assistance services by one of their 30,000 trained personnel. Now it is truly "TVSAA" - Workshop on wheels.



So don't worry, be happy! **Download Happy Roads** <http://www.hyperurl.co/happyroads> **TODAY** and **subscribe for road-side assistance and REMEMBER to tell your family and friends too!**

Available on both iOS & Android, click hyperurl.co/happyroads to download. Check the details under Offers & Promotions in the app.





Health

Time it Right

Can the time of the day impact heart surgery outcomes? You would be better off scheduling your heart surgery in the afternoon. According to a French study published in the journal *The Lancet*, having heart surgery in the morning can double your risk of suffering serious complications?

This is because the outcomes are tied to the body's circadian rhythm, the internal body clock that controls when people sleep, eat and wake up. The heart is better able to cope with a major surgery in the afternoon.

The researchers analyzed data from 596 patients who received aortic valve replacement surgery - half of them had the surgery in the morning and half in the afternoon. During follow-up, the risk for a major adverse cardiac event, such as heart failure or death after surgery, was 50 per cent lower in patients who had the surgery in the afternoon compared to those who had the procedure in the morning [54 vs 28].

Another analysis of 88 heart valve replacement surgery patients showed that those who had afternoon surgery had

significantly less heart tissue damage than those who had morning surgery.

When the researchers analyzed 30 heart tissue samples, they found that samples from after-noon surgery patients more quickly regained their ability to contract when put in conditions that mimicked the heart tissue samples from also showed that 287 genes linked to the circadian clock were more active in the samples from the afternoon surgery patients that from morning surgery patients.



"Our study found that post - surgery heart damage is more common among people who have heart surgery in the morning, compared to the afternoon. Our findings suggest this is because part of the biological mechanism behind the damage is affected by a person's circadian clock, and the underlying genes that control it. As a result, moving heart surgery to the afternoon may help to reduce a person's risk of heart damage after surgery." the study author suggested.

- *The Week Health (Quick Scan)*



Did You Know?

Washing apples with a solution of water and baking soda is the best way to remove pesticide residues on the surface of the fruit. Apples rank fourth in the US Environmental Working Group's pesticide residue test of 48 popular items.

- *Journal of Agricultural and Food Chemistry*



Knowledge Basket

Need for Tyre Alignment

It is recommended for trucks and buses to have their tyres checked for proper alignment every 10,000 km, doing which could guarantee fleets fuel savings to the tune of 10 per cent and also extend the tyre life by 10 per cent. Despite the fact that the savings are quite significant, awareness about the need for tyre alignment and proper maintenance is yet to penetrate deep into our country's CV market.

- Motor India

EESL may float another tender for EVs

Those Indian companies which perhaps, were not fully prepared to participate in the first tender for electric vehicles (EV) floated by State-run firm Energy Efficiency Services Ltd. (EESL), can look forward to another opportunity to supply EVs in bulk.

EESL could float a new tender for the supply of electric vehicles (EV) within six months from now, according to a company official. The objective is to start the tendering process before the deadline, which is nine months away, for the supply of the entire lot of 10,000 EVs under the first tender. The size of the next tender could be even larger.



In EESL's first tender worth Rs. 1,120 crore, Tata Motors emerged as the lowest bidder with a price of Rs. 11.2 lakh (inclusive of GST) and with a comprehensive 5-year warranty for its electric Tigor sedan. This is claimed to be 25 percent below the current retail price of a "similar electric car with three-year warranty".

Mahindra & Mahindra, which will supply 150 units of its e-Verito, was the second lowest bidder. Nissan Motor Co was the only other OEM which participated in bidding for the tender, which incidentally was the world's largest tender for EVs. One of the reasons for the low number of bidders is said to be the short preparation time of

45 days to bid for the order.

It is learnt that for the next tender, EESL could give a longer lead time of around three months.

- Autocar professional (1 November 2017)

We wish all our readers
a very **Happy New Year 2018**

HAVE hope	CHOOSE to be happy
TRY new things	EAT better
BE active	ENJOY today
SEE the good	FORGIVE more readily
SAY "I Love You," more	READ more often
CHALLENGE yourself	BECOME your best you

हर पल का साथी

MAK[®] TRAC MAGIC+



3in1

यूनिवर्सल ट्रैक्टर ट्रांसमिशन ऑयल

मौसम और हालात चाहे कैसे भी हों **MAK Trac Magic+** आपके ट्रैक्टर के वेट ब्रेक्स, हाइड्रोलिक सिस्टम (लिफ्ट) और ट्रांसमिशन को एकदम चुस्त-दुरुस्त रखता है, ताकि आपका ट्रैक्टर चले मक्खन की तरह.



शानदार वेट ब्रेक कार्यक्षमता



जबरदस्त हाइड्रोलिक सिस्टम (लिफ्ट)



बेहतर ट्रांसमिशन



MAK[®]
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MAK[®] makes it possible.



समाचार

भारतगैस सिर्फ एक एप दूर....

रात को सोने जाते समय या सुबह उठने के बाद एक चीज़ हम जरूर देखते हैं और वह है हमारा स्मार्ट फोन!! सचमुच यह डिवाइस हमारे जीवन में काफी गहराई तक इतना प्रवेश कर गया है कि अन्य दैनंदिन वस्तुओं जैसे केलक्यूलेटर, घड़ी, वॉकमैन, कैलेण्डर आदि को हमारे जीवन से बेदखल कर दिया है। हमारे दैनिक जीवन की आवश्यक वस्तुओं पर इस जादुई तथा बहुकार्यविध डिवाइस मोबाइल या स्मार्ट फोन ने कब्जा कर लिया है। इसे ध्यान में रखते हुए भारत पेट्रोलियम ने अद्यतन तकनीकी के साथ ताल मिलाके रखा है और माननीय प्रधानमंत्री जी के नया भारत के विज्ञान की तर्ज पर एलपीजी एसबीयू ने 2 मोबाइल एप्लीकेशन प्रस्तुत किये हैं : “**भारत गैस उपभोक्ता मोबाइल एप (ऊर्जामय घर-एक स्मार्ट तरीका)**” और “**भारतगैस अंतिम मील एप ऊर्जामय वितरण-स्मार्ट तरीका**” जो घरेलू गैस आपूर्ति तथा सेवा देने हेतु वितरक एवं उनके स्टाफ के लिए है।

भारत गैस उपभोक्ता मोबाइल एप आपको उंगलियों पर सहूलियत प्रदान करता है। यह भारत गैस सेवाएँ प्राप्त करने का नवयुगीन आसान एवं निरंतरतायुक्त तरीका है और भारत भर में 12 क्षेत्रीय भाषाओं में उपलब्ध होने के कारण हमारे 6.5 करोड़ उपभोक्ताओं को शक्तिशाली बनता है। यह एन्ड्राइड तथा आईओएस दोनों एप स्टोअरों में उपलब्ध है।

भारत गैस उपभोक्ता एप की मुख्य विशेषताएँ हैं :

- **तुरंत बुक करना तथा भुगतान करना** - तुरंत तथा आसानी से उपयोग में आने वाली प्रक्रिया।
- **रिफिल हिस्ट्री** - अपनी पिछली बुकिंग विषयक पता करें।
- **सेवा अनुरोध** - अपने प्रोफाइल में परिवर्तन हेतु अपना अनुरोध प्रस्तुत करें।
- **तात्कालिक सहायता** - आवश्यकता होने पर तुरंत पहुंच।
- **नए कनेक्शन हेतु अनुरोध** - नए ग्राहकों के स्वागतार्थ तेज़ प्रक्रिया।
- **अपने वितरक की रेटिंग निर्धारण** - वितरक के साथ आपके अनुभव का आपके टूल द्वारा रेटिंग निर्धारण।
- **फीडबैक/शिकायत** - आपकी शिकायतों का तुरंत समाधान।

अंतिम मील (माइल) एप वितरक स्टाफ को सुविधाएँ प्रदान करता है :

- तेज़ डिलिवरी
- ऑनलाइन भुगतान
- ऑनलाइन केश मेमो
- एनसी स्थापना



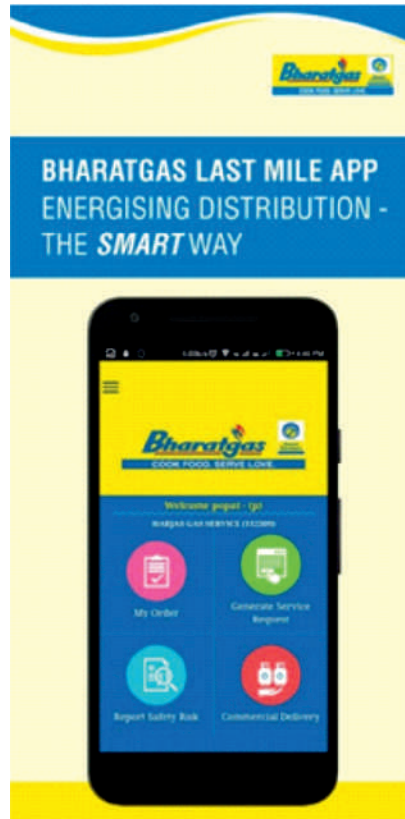
- अनिवार्य निरीक्षण
- जोखिम सुरक्षा
- सेवा अनुरोध
- कार्य ऑफलाइन/ऑनलाइन

उत्पाद एवं सेवाएं सही रूप में स्मार्ट तथा सम्मानित तरीके से डिलिवरी करने के आधुनिकतम मंत्र की दिशा में दोनों भारतगैस मोबाइल एप्स एक बड़ी पहल है तथा यह ग्राहक सेवा में अंतर पैदा करने में दूरगामी साबित होगी।

भारत गैस उपभोक्ता मोबाइल एप हमारे सेवा अनुभव को विस्तार देने का एक स्मार्ट साधन है और यह उपभोक्ता की खुशी में वृद्धि करता है।

कृपया आजही इसे गूगल प्ले-स्टोर तथा एपल स्टोर से डाउन प्ले करें। इस एप को प्रयोग करने की विधि निम्न लिंक में दी गई है।

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“जम्मू एवं कश्मीर का पहला महिला चालित पेट्रोल पम्प” जम्मू पुलिस आरओ में प्रारंभ



जम्मू शहर के हृदयस्थान के अभिजात्य क्षेत्र में हमारा विशाल पुलिस परिवार आरओ बीपीसीएल की पोशाक से सज्ज स्मार्ट महिला एसपीओ से गूँज रहा था और बिक्री प्रोन्नत योजना - ब्राण्ड बीपीसीएल विषयक जिज्ञासु महिला ड्राइवर, महिला सशक्तिकरण की दिशा में एक और लैण्डमार्क हासिल करने हेतु तैयार थीं।

दिनांक 25/02/2017 को इस आरओ में डीजीपी जम्मू एवं कश्मीर डॉ एस. पी. वैद के दौरे के दौरान इस रिटेल आउटलेट को “दिन के समय महिला चालित पेट्रोल पम्प बनाया जाए तथा चौबीसों घंटे फ्यूएल सेवा विस्तारित की जाए” में बदलने की परिकल्पना की गई। पात्र डीजीपी द्वारा इसे स्वीकार किए जाने पर विभाग ने क्षेत्र से 8 महिला एसपीओ को अभिज्ञात किया और उन्हें बंदूक के ट्रिगर की जगह अब नोजल्स पर अपने हाथ चलाने का प्रशिक्षण देने हेतु यहाँ तैनात किया गया। विस्थापित पुरुष स्टाफ को इस आरओ को 24 घंटे खुला आरओ में परिवर्तित कर समायोजित किया गया।

मैक ने ली हिमालय पर छलांग

“यदि आपने एक बार उड़ान भरी तो आप धरती पर हमेशा आसमान की ओर आंखें उठाए हुए चलेंगे क्योंकि आप वहाँ जा चुके हैं और हमेशा लौटना चाहेंगे।” जिस क्षण आपको संदेह होता है कि आप उड़ पाएंगे या नहीं उसी क्षण आप अपनी उड़ान की संभावना खत्म कर देते हैं। “यदि आप पंखों के बगैर जन्मे, तो उन्हें उठने से न रोके।”

मैक ल्यूब्रिकेंट ने वस्तुतः और लाक्षणिक रूप से हिमालय पर (11500) फीट की ऊँचाई पर) छलांग लगाई जब उसने जम्मू-कश्मीर के पहाड़ी लद्दाख प्रांत में डबल धमाके के साथ प्रवेश किया - एशिया के साहस प्रेमियों की राजधानी लेह तथा मई 1999में ऑपरेशन विजय के साथ प्रसिद्धि पानेवाले कारगिल दोनों जगह एक-एक ग्रामीण लूब वितरण केंद्र शुरू करना और जोश को बढ़ाने के लिए गरजते हुए रॉयल एनफिल्ड मोटरसाइकिलों की पृष्ठभूमि में हमारा ग्रेडमैक 4 टी रॉयल प्रमोचित किया गया।

आरओ में यह आधिकारिक रोल आउट दिनांक 26/08/2017 को डॉ एस. डी. सिंह (आईपीएस), आईजीपीजम्मू ज़ोन ने सभी उच्च पुलिस अधिकारियों तथा प्रमुख प्रशासनिक अधिकारियों की उपस्थिति में किया। आरओ के सभी महिला एवं पुरुष स्टाफ को सम्मानित किया गया जिन्होंने इस आरओ को मॉडल आरओ बनाने का आश्वासन दिया। इस अवसर पर हमारे प्लेटिनम प्लस टेलीकॉम ग्राहक नामतः डॉ उत्तम सिंह द्वारा भारती इंफ्राटेल से डोगरा सिक्वैरिटीज थे, जिनको हमने जुलाई, 2017 में 400 केएल प्लस मासिक एचएसडी वाले प्रतिस्पर्धी से स्थानांतरित किया था, उनका सम्मान आईजीपी जम्मू ज़ोन द्वारा किया गया।

श्री राजेश शर्मा, क्षेत्रीय प्रबंधक (रिटेल) जम्मू ने आमंत्रितों को एक दशक से ज्यादा समय से जम्मू डिविजन में ऐसे 5 पेट्रोल पम्प चलाने वाली जम्मू एवं कश्मीर पुलिस के साथ बीपीसीएल के सहयोग की सफल कथा के बारे में सूचित किया।

लोग इन पेट्रोल पम्पों पर विश्वास करते हैं और इस महिला चालित 24 घंटे रिटेल आउटलेट में महिला ग्राहकों के लिए नियमित तौर पर विशेष योजना चलाई जाएगी। डीएसडब्ल्यू की महिला अधिकारियों ने महिला चालकों के लिए महिला सशक्तिकरण - राष्ट्र सशक्तिकरण नामक योजना शुरू की है जिसमें 2000/- रुपये का ईंधन भरने पर महिला चालकों को हर रोज सुबह 10 बजे से शाम 5 बजे के बीच निश्चित रूप से उपहार प्राप्त होगा। डीएसडब्ल्यू ने बाद में जम्मू एवं कश्मीर राज्य में इस पुरुष प्रधान व्यवसाय में महिला सशक्तिकरण के नए युग की शुरुआत स्वरूप गुब्बारे उड़ाए।



13 जुलाई 2017 को सुबह लेह के मोटरबाइक कस्बे में 25 रॉयल एनफिल्ड बाइकरों की गर्जना से समूचा पड़ोस हड़बड़ाकर जाग उठा। प्रसिद्ध थैमिस बौद्ध मठ के आध्यात्मिक प्रमुख महामहिम श्री युक्से रिनपोचे, जो लेह जिले के बौद्ध समुदाय के अत्यंत पूजनीय एवं प्रतिष्ठित भिक्षु हैं, ने झंडा दिखाकर कार्यक्रम शुरू किया। उत्तर क्षेत्र के क्षेत्रीय प्रबंधक (लूब्स) श्री बिभुदत्त मिश्र के साथ झंडा दिखाया गया। अपनी बाईक पर लघु मैक 4 टी रॉयल झंडे फहराते हुए, बाइकरों के लेह शहर में धमाकेदार प्रवेश करके मैक 4 टी रॉयल के आगमन की घोषणा की जो विशेषतः रॉयल एनफिल्ड मोटरसाइकिलों के लिए उपयुक्त हैं, और लेह शहर से 25 किमी दूर स्थित प्रख्यात मैग्नेटिक हिल्स पर जाकर अपनी यात्रा समाप्त की।

उत्साह को चरम सीमा पर ले जाते हुए, उसी दिन महामहिम श्री थुकसे दिनपोचे द्वारा क्षेत्रीय प्रबंधक (लूब्स) उत्तर क्षेत्र श्री बिभुक्षा मिश्र के साथ लेह में मेसर्स अक्श एंटरप्राइजेस (इंडिया) नामक एक नया ग्रामीण लूब वितरण केंद्र का उद्घाटन किया गया। मशहूर लेह हवाई अड्डे का रास्ता स्थानीय लोगों से



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खचाखच भरा हुआ था जो उद्घाटन देखने और मैक लुब्रिकेंट्स टीम का स्वागत करने आए हुए थे। लेह के मुख्य ऑटोमोबाइल मार्केट रिटेलरों और गैरेज दुकानों को मैक रंगों से सजाया गया था जिसने लेह शहर का हुलिया पूरी तरह से बदल दिया था। सभी महत्वपूर्ण रिटेलर असोसिएशन प्रमुखों तथा उपस्थित मैकेनिकों ने हमारे मैक ग्रामीण वितरक के प्रवर्तन का खुले दिल से स्वागत किया।

14 जुलाई 2017 के दिन 25000 आबादीवाले ऐतिहासिक परंतु शांत कारगिल शहर में मैक ब्रांड का स्वागत करने के लिए, शहर का हरेक कोना और नुक्कड़ नीले और पीले रंगों से सजाया गया। इस पहाड़ी इलाके में, जहां 1999 में कारगिल का ऐतिहासिक युद्ध लड़ा गया था, मैक ने पहली बार प्रवेश किया था। क्षेत्रीय प्रबंधक (लूब्स) उत्तर क्षेत्र श्री बिभुदत्त मिश्र द्वारा महत्वपूर्ण स्थानीय जिला प्रशासन अधिकारियों की उपस्थिति में हमारे नए ग्रामीण लूब वितरण केंद्र - जोजीला इंजीनियरिंग वर्क्स का उद्घाटन किया गया।

मैक लुब्रिकेंट्स द्वारा लद्दाख क्षेत्र में उठाया गया यह एक छोटा, लेकिन महत्वपूर्ण कदम है जो संचालन चुनौतियों के कारण कम्पनी का ऐतिहासिक प्रयास है। फिलहाल यहां कोई भी रिटेल या एलपीजी वितरण केंद्र नहीं है। मैक द्वारा इस

चुनौतीपूर्ण स्थान में पहला कदम उठाया गया है, जो साल में केवल 6 महीने खुला रहता है। लेह में बड़ी संख्या में राष्ट्रीय एवं अंतर्राष्ट्रीय साहसिक यात्री आते हैं, अतः सम्पूर्ण लद्दाख क्षेत्र में कम्पनी के ब्रांड को काफी लाभ होगा। लेकिन इसमें कई चुनौतियां भी हैं। हमें अपने ग्रेड टंडी के उन छह महीनों के लिए पहले से जमा करके रखने होंगे जब सड़कें बंद होती हैं। इसके अलावा, यहाँ कानून और व्यवस्था की समस्या भी आम है। इन सबके बावजूद हमारी टीम किसी भी चुनौती का सामना करने के लिए तैयार है।

लूब्स मुख्यालय टीम के मार्गदर्शन और सहयोग से उत्तर क्षेत्र इस ऐतिहासिक काम को अंजाम देनेवालों में शामिल थे : आर एम (लूब्स) एनआर, श्री बिभुदत्ता मिश्र, बीसीएम (लूब्स) एनआर, श्री मनीष दुग्गल, टीएम (लूब्स) जालंधर, श्री अंकुर भटनागर, और एएम (लूब्स) जम्मू कश्मीर, श्री मयूर मेहता।

इस कार्यक्रम को न केवल इलेक्ट्रॉनिक मीडिया - ईटीवी जम्मू एवं कश्मीर द्वारा, बल्कि प्रिंट मीडिया जम्मू के डेली एक्सेलसिवर पर और स्टेट टाइम्स में भी जगह दी गई।

इस कार्य को संभव बनानेवाली सम्पूर्ण टीम को हमारा शाही सलाम।





प्रतिक्रिया

जर्नीज़ पाठकगण सर्वेक्षण

1. आप जर्नीज़ कितनी बार पढ़ते हैं ?

- सभी अंक अधिकतर अंक कोई अंक नहीं

2. उन विषयों को चिन्हित करें जो आपको आकर्षित करते हैं :

- उच्च प्रबंधन से प्राप्त संदेश कॉर्पोरेट समाचार तेल एवं गैस उद्योग
 वैश्विक एवं अंतर्राष्ट्रीय मुद्दे लीडरशिप अन्य

3. निम्न के लिए जर्नीज़ को उत्तम, अच्छा, बुरा के आधार पर श्रेणीकृत करें/तय/करें :

विषय कवरेज :
पढ़ने में आसानी :
लिखने की शैली :
लेआउट और रूपरेखा :
छायाचित्रण :

4. चिन्हित करें कि जर्नीज़ कैसे आपकी मदद करता है :

- प्रोत्साहन देता है जानकारी के स्रोत के रूप में कार्य करता है कारोबार में सुधार लाने में मदद करता है

5. जर्नीज़ ने मुझे इसके लिए प्रेरित किया :

6. वह क्या है जो जर्नीज़ में आपको सबसे अधिक पसंद है ?

7. भारत पेट्रोलियम के साथ आपका क्या संबंध है ?

- कारोबार सहयोगी ग्राहक स्टाफ अन्य

8. व्यक्तिगत जानकारी

नाम :
आयु : जेंडर :
प्रदेश/क्षेत्र :
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भारत भवन, 4 एवं 6 करीमभाँय रोड, बेलार्ड इस्टेट, मुंबई - 400 001.
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