

JOURNEYS



जनीज़ 2015-16

Energising Dealers & Distributors

Every Dream Fulfilled







Grand Ruby Anniversary Celebrations of Bharat Petroleum

*Hon'ble Minister of State (I/C)
for Petroleum and Natural Gas,
Mr. Dharmendra Pradhan
addressing the august gathering
after presenting the Energising
Bharat Awards at the grand Ruby
Anniversary celebrations of Bharat
Petroleum in Mumbai on 24th
January 2016.*



▲ Corporate Highlights
& Foundation Day Moments

Special Issue



Ruby Day Celebrations

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Corporate Anthem

स्थापना वर्ष की शुभकामनाएँ

राज्यभर से समारोह की झलकीयँ

FIND YOUR SPOT ON THE BPCL TimeLine, Turn to page: 20



How to send your Special Story :

1. Like and follow the official pages of Bharat Petroleum on Facebook and Twitter and send us your Facebook and Twitter profile names with your entry
2. Send your story in a word document to kavithamathew@bharatpetroleum.in
3. photos from the past and 3 recent photos of your Dealership/Distributorship
4. Contact details to include email, mobile number and office number.
5. All inputs to reach us by 15 September 2016.

2015-16 Energising Dealers & Distributors

JOURNEYS

जर्नीज़

40 Years of Fuelling Dreams

For a member of the Bharat Petroleum Parivar, every day of this year is extra special as we are in the year long celebrations of our Ruby Anniversary. The celebrations that began on 24 January 2016, is still on, with warm thoughts of the way BPCL has been energising lives and fuelling dreams in the past 40 years.

Journeys, for you is packed with all the celebrative moments and the oneness that is so unique to BPCL. As part of the celebrations, we have a distinct logo for Bharat Petroleum, that will be used throughout this year, and an anthem which will ring in every heart and phone, to celebrate our unity.

This special edition of Journeys, is a toast to the entire feeling and responsibility we have towards our Nation as proud members of the wonderful family called Bharat Petroleum. We invite you to revisit the fond memories of the celebrations, your journey with Bharat Petroleum and your valuable contributions as a business partner. Turn over to the centre spread and join the *BPCL Time Line*.

We also invite you once again to like, follow and share Bharat Petroleum on our social media platforms like Facebook, and Twitter. When we remain connected, the celebrations can never stop. Yes, *Hum Bharat Petroleum Hain, Hum Nayi Umang Hain*.

Warm regards,

Team Journeys.

On behalf of the entire Bharat Petroleum family we welcome all of you to join the year long celebrations of the 40 years of fuelling dreams. To Bharat Petroleum, our mission is accomplished every year only when we remain in your heart as your most loved brand.

-S Varadarajan, C&MD, BPCL

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Energising Bharat By Creating Opportunities

BPCL played a pivotal role during the recent 'Make in India' Week organized by Department of Industrial Policy & Promotion, Ministry of Commerce and Industry at Bandra Kurla Complex, Mumbai from 13 to 18 February 2016. As Mr. B.K. Datta, our Director (Refineries) was the convener of 'Make in India' activities in the downstream subgroup of the oil and gas sector, BPCL was entrusted with the 'lion's share' (the lion was the mascot of the event) of responsibility for the event.

Mr. Datta inaugurated our striking BPCL stall in the Exhibition Centre on

13 February 2016, marveling at the corporate blue and yellow branding and wealth of information provided. BPCL was proud to showcase the world class facilities and expansion plans of our Refineries, the cutting edge technologies, R&D and innovations, as well as our marketing initiatives in automation and customer connect activities.

LED displays and samples were used to display new products developed / under development by CRDC, Start-up opportunities, BPCL INDEG group initiatives, Opportunities for suppliers and their success stories.





Two prototype models (Uran LPG Cryogenic plant & Bio-diesel plant) were the main attractions for visitors. A separate section dealt entirely about how we are giving back to society through our award winning CSR initiatives. BPCL also shared many vibrant stories about “Energizing Bharat”.

A seminar on ‘Oil & Gas’ was organized as part of the ‘Make in India’ week celebrations, focusing on various

opportunities available in the upstream, midstream and downstream sectors. Mr. B.K. Datta, Director (Refineries) was a panelist on the downstream industry perspective, including opportunities in expansion plans and start-ups.

Hon’ble Minister of State (I/C) Petroleum & Natural Gas, Mr. Dharmendra Pradhan and Secretary P&NG, Mr. K.D. Tripathi evinced keen interest in our stall and they were warmly welcomed by our C&MD, Mr. S. Varadarajan. Mr. U.P. Singh,

Additional Secretary (Exploration), Mr. Sandeep Poundrik, Joint Secretary (Refineries) and Mr. Prashant Lokhande, Director (Exploration) also did a walkthrough of our stall. All of them appreciated the efforts taken by BPCL to promote the ‘Make in India’ initiative.

“A very well laid out stall exhibiting the good work done by BPCL” was the appreciative remark by Mr. K.D. Tripathi in the Visitor’s Book.

View full album on BPCL Facebook .



Greetings of the foundation year



C&MD's address at Foundation Day celebrations in Mumbai.

There is something very sparkling about 2016 for Bharat Petroleum that we are happy to share with you. It is our 40th year of Fuelling Dreams and when we celebrate the Ruby Anniversary of our inception on 24 January 2016, what we would like to do foremost is to acknowledge your valuable presence in this glorious journey.

At Bharat Petroleum we have a close kept secret - that there is a lot more than just our products and services that our customers value in us. The strong foundation that we are built upon is what makes all the difference, what leaves an indelible impression in our customers minds and what makes us their preferred choice. Four decades of patronage has proved this right.

Yes, people and ideas may change constantly, but the core-values of customer-centricity, innovation, ethics, collaboration and trust, etched on the hard rock of our Foundation are the constants that define our credibility. This is something very precious to us. Like the invisible and unexplainable bond within the family, it is this clear line of trust from your



heart to ours that has kept us going strong and will keep us going too.

Innovating constantly therefore is a part of our DNA. As we are to you, you too are the first in our thoughts and that's how we came up with path breaking initiatives like *Pure For Sure*, a movement in itself for assuring quality and quantity; *Petro Bonus* the first ever Loyalty Program in the country, premium branded fuels like *SPEED* when the concept itself was new to the Nation; *MAK* our brand of world class lubricants and *Bharatgas* to make sure you serve happiness and love over every meal. Our propositions like *In&Out* convenience stores, the branded chain of *Beyond-LPG*, *Bharat Metal Cutting Gas*, and multi concept fuelling stations have been firsts too and have earned us acceptance, respect and recognition as a customer-first company.

Festivals are precious moments in the life of every customer and we are looking forward to connecting with you and invite you to a whole new experience of celebrating with Bharat

Petroleum at our petrol stations and other touch points. You are most cordially invited to the year long celebrations of the Ruby Anniversary starting from 24 January 2016.

Join us, like us and express your valuable thoughts with us on social media platforms as well. We are intently listening to and watching what you share about us on online platforms, as we would not want to miss a single opportunity for improving our services.

We recently celebrated the one-millionth customer interaction moment of our SmartLine, the dedicated help-line for customer service. As time is of utmost importance along the entire value chain, our field staff and back-end teams are committed to assuring that we give you the best experience each time.

We continue to invest on infrastructure and process improvement which forms the Hardware and Software of our development plans for the Nation and most importantly we are investing heavily on Humanware, within the

organization and in our network, to carry on the baton of trust that is most precious to us. Going forward the diverse strides we take in bio-fuels, renewable energy, self sufficiency and inclusive growth will render a deeper meaning to our promise of Energising Lives.

Commemorating the Ruby Anniversary this year, it is our privilege to institute a national level social impact awards to recognize individuals dedicated to selfless service for the betterment of society. The awards have been befittingly christened as ENERGISING BHARAT AWARDS to echo our continuous mission of Energising Lives.

On behalf of the entire Bharat Petroleum family we welcome all of you to join the year long celebrations of the 40 years of fuelling dreams. To Bharat Petroleum, our mission is accomplished every year only when we remain in your heart as your most loved brand.

Once again we wish you and your family a safe, successful and splendid year!

40 years of Fuelling Dreams

15 August 1947. The day the nation had a tryst with the destiny, the day the nation redeemed its pledge, the day the nation woke up to new dreams and aspirations.

One day we too changed to keep up with the new identity of the nation... and joined hands to partner in the dreams of the nation. A legacy that still continues.

We knew that if we were to serve the nation through its length and breadth, we would have to gain self-sufficiency in indigenous production of oil. Starting with one refinery we slowly and steadily we expanded our refining capacity with units in Mumbai, Kochi, Numaligarh and Bina. And developed a network of pipelines across the nation to deliver oil with ease.

Today we have increased our production capacity to over 30 Million Metric tons. Our Mumbai Refinery has grown from 2.2 million metric ton to 12 million metric ton, developed into a state-of-the-art refinery, adhering to safety and environment norms, all within the same limited space. We geared up to fuel dreams of the emerging India and shouldered it with full responsibility.

We are a world-class integrated Petroleum Company with a geographic reach stretching from Leh in the North to Kanyakumari in the South and Rann of Kutch in the West to Jorhat in the East.

Our promise is to energize homes, travel, industries and livelihoods with our basket of products and services, all etched with the assurance of safety and quality. 'Safety First Safety Must' is our motto that we have imbibed as our second nature.

In the last 40 years, BPCL family of employees, dealers, partners and associates have kept up the promise of fueling dreams of the entire nation, its citizens, customers and more.

To be able to understand what the nation really needs from us, we have been continuously interacting with our customers and leveraged technology and R&D to deliver and improve our products and services as required by them.

Our employees and associates are thousands of hands of BPCL family who work day and night to enable the nation to reach their destinations, to ensure that the housewives don't have to wait to serve their love to their families, even at the farthest ends of rural dwellings.

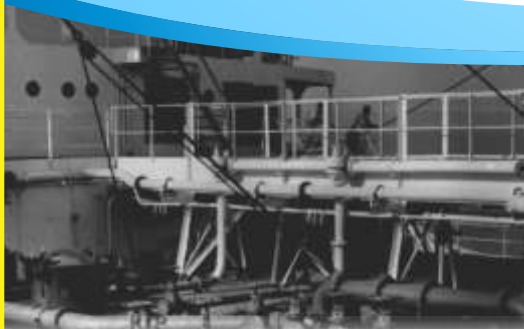
To make you reach your destination, our force walked hand in hand with you. In every journey of yours we kept laying roads beneath your footsteps, we also provided energy to those who light up your lives.

When the nation dreamt of industrialization, we powered industries to realize this dream. When the nation dreamt of taking off to the skies, we became the wind beneath its wings. When the nation dreamt of fathoming the depths, we parted seas to provide the way ahead.

No distance is too long, no terrains too tough when it comes to delivering our promise to our Motherland. We diligently met the energy requirements of the armed forces that stand vigil for the Nation at faraway borders.

"We in Bharat Petroleum, stay committed to our customers and we believe in delivering excellence at all points of time. Over the last 40 years Bharat Petroleum has been fuelling the dreams of this nation. We will continue to understand the dreams of our customers better so that we can partner with them in fuelling these dreams"

– S Varadarajan, C&MD, BPCL





While fueling the dreams of the nation, we also spread our wings beyond borders with our presence in Mozambique, Brazil, Australia, Indonesia and East Timor for upstream. Our global footprints echo our focus on distant horizons to further business and strengthen our assets.

To be able to serve our customers better, we started innovating ahead of times in the field of Oil & Gas and before we could know, it became the mantra of our lives. Churning customer positive ideas by leveraging technology and people strength is our way of staying a young and fit organization!

We promised quantity and quality with **Pure for Sure** and empowered our customers with a host of benefits by launching **PetroCard** and **Smart Fleet Card** for the first time in India.

We provided comfort to long distance drivers for whom the unrelenting roads are home with Ghar outlets and confidence to Fleet Managers with a range of journey management solutions.

We also came up with **OSTSs**, the One Stop Tourist and Travelers shop, for a refreshing new experience for tourists and travelers with the widest range of services beyond fuel, all under one roof.

We introduced **Beyond LPG** and **In & Out** stores to transform fuel stations and LPG distribution centers into convenient shopping destinations.

We gifted **Speed** to the nation, the nation's first ever environment friendly fuel. We not only initiated the implementation of **SAP**, Asia's largest SAP initiative but after mastering the domain also started imparting training in it.

MAK Lubricants, produced from the unique Group 2 base oil was and presented by us to meet the requirements of global customers and OEMs alike.

With **Bharat Metal Cutting Gas**, we revolutionized the world of metal cutting. Automation was invented to pass on the power of transparency to our customers. As our customers and their convenience remain integral to all our business operations, we also introduced **SMARTLine**, the toll-free helpline to assure that we are just a call away.

We are proud to have reached out to the smallest of dreams in the remotest of areas of the nation. Proud to have made every dream of every Indian our dream. Wherever we set our feet, we energized and touched lives through our initiatives in the fields of water conservation, education, health and other community causes.

The young force of Bharat Petroleum, who work day and night in order to fuel dreams of the nation, form the backbone of the BPCL family. They are passionate about learning something new each day and determined to innovate and improve products and processes that ultimately benefit the Nation. The **IDEAS Awards** is a unique BPCL platform that has been nurturing and recognizing the creative minds of our employees for the last 15 years.

Today BPCL is geared up to create a new identity for the nation, the identity of a leader, the identity of an innovator, the identity of a pioneer. Our efforts and enthusiasm have been acknowledged and appreciated by the world at large, not just once but many a times.

In the journey of fuelling every dream of India we idealized innovation, care and reliability. In the last 40 years, while fueling dreams of the nation, we have transformed into the fuel that drives the nation.

The diverse strides we take going forward, in bio-fuels, renewable energy, self-sufficiency and inclusive growth will define a whole new glorious path and render a deeper meaning to our promise of Energizing Lives.

That's our purpose. That's our promise.

*Adapted from corporate film.
Scan QR Code to download
& view film.*





And the celebrations must go on

A prestigious representation of Govt & State Dignitaries, Bureaucrats, Social Leaders and Catalysts, Channel Partners, Distinguished invitees, Press & Media witnessed the glorious moment in the history of Bharat Petroleum, the 40th Anniversary celebrations of BPCL in Mumbai. C&MD Mr. S Varadarajan acknowledged the amazing patronage and love from customers, who he said are, the prime reason for the existence of BPCL.

BPCL C&MD also said, "I would like to acknowledge the countless hours put in by our staff and channel partners for making Bharat Petroleum what it is today. Their thoughts, commitment and amazing camaraderie are what have made the journey worth every bit of it. To our channel partners who have been with us for so many decades, I can only say, we are grateful to you for having made this journey special." The event was taken live on social media and corporate website.

The Energising Bharat Awards instituted by Bharat Petroleum was a sparkling highlight of the Ruby Foundation Day celebrations. The awards were presented

by Chief Guest Mr. Dharmendra Pradhan, Hon'ble MoS (I/C) MoP&NG, Mr. Kapil Dev Tripathi, Petroleum Secretary and Mr. S Varadarajan, C&MD to individuals working selflessly for the betterment of society. The first ever ENERGISING BHARAT AWARDS, a national level award from Bharat Petroleum was organised in association with Managing Partner – Open Media Network, Knowledge Partner KPMG in India and Digital Partner - Mirium. (Know more www.bpcleba.com)

At the event Hon'ble MoS felicitated Business Associates of BPCL in the 3rd and 4th generation and on the invitation of the Hon'ble MoS, BPCL C&MD also announced complete support for the STARTUP INDIA mission.

Former Directors of BPCL, premium customers, business associates and partners witnessed the dazzling performances that brought the entire evening alive and happening. Everyone present at the celebrations and relived the warmth of being a part of the spectacular journey. Mesmerising performance by

accomplished exponent of Bharatnatyam, Sudha Chandran and troupe, Prince Dance Troupe and Shamak Dawar's troupe of specially abled children were the other highlights. These performances were by people who have overcome physical and financial setbacks in life.

As shared by Mr. Varadarajan, "this evening will be the beginning of journeys that are never meant to stop. We at Bharat Petroleum have no intention of ceasing our efforts for a better tomorrow. We wish the same for each one of you. This evening is a toast to the goodness around us and we hope this evening leaves you with moments that you will cherish and you are inspired never to stop the good that you do."

The entire programme was webcast LIVE on www.bharatpetroleum.in and the photo gallery is available on BPCL official page on facebook. We bring you in this special edition all the highlights of the celebrations across BPCL to relive the warmth of the celebrations and remind ourselves that the celebrations goes on.

View full album on BPCL Facebook .





Mr. Dharmendra Pradhan, Hon'ble Minister of State (I/C) for MoPNG addresses the gathering

Energising Bharat Awards

Bharat Petroleum has always been proud to stand with the do-gooders and walk together towards a brighter horizon and we strongly believe that 'people' are the real source of inspiration. Commemorating the Ruby Anniversary year of the Foundation of the Company, Bharat Petroleum instituted the Energising Bharat Awards, the first ever Social Impact Awards in the Oil Industry in 2015. Energising Lives being our always open mission, we take great pride in instituting these awards to recognize individuals committed to Energising our nation with their selfless service.

Energising Bharat Awards have been instituted to find and felicitate individuals, or groups of individuals, who have made significant, but yet unrecognised, contributions to society in Rural Health, Primary Education, Skill Development, Water Conservation & Women's Empowerment. These are also the areas that Bharat Petroleum is actively engaged in through its ongoing corporate social responsibility work, and are in synergy with its corporate vision and philosophy.

This was an immense opportunity to invite nominations from across the country from individuals who had touched lives of people by way of their innovations and interventions. The awards comprising of a Citation and a Cash Award of Rs 2.5 lakh in the six categories were presented at the very grand Ruby Anniversary Celebrations

Day corporate event in Mumbai on 24 January 2016.

Hon'ble Minister of State (I/C) for Dharmendra Pradhan along with Mr. Kapil Dev Tripathi, Petroleum Secretary, Govt of India and Mr. S Varadarajan, C&MD, BPCL presented the awards that comprised of Rs.2.5 lakhs and a citation to the winners at the grand Ruby Anniversary event that was witnessed by a very distinguished list of invitees from Central and State Government, Oil Marketing Companies, Channel Partners, premium customers, Senior Business leaders past and present of Bharat Petroleum, the Press and Media. The event was also covered live on our website.



The Energising Bharat Awards gave us hope and happiness. We learnt about individuals and groups of individuals who have been working quietly for the welfare and upliftment of the society. It was our honour and pride to applaud and support their energising efforts. We hope they inspire many such individuals and that they too gain recognition for their arduous work against odds.

In the first edition of the Energising Bharat Awards, five ordinary citizens who did extraordinary things and dared to make a world of positive difference bagged the AWARDS. We looked for that inspiration, commitment, achievement, impact and social change; by selfless individuals who have not been featured in national media, but their efforts are known, acknowledged and appreciated by the community where they work.

Nominations were sought in six different categories namely Primary Education, Water Conservation, Rural Health, Skill Development, Women's Empowerment and Renewable Energy. The nominations were received on www.bpcleba.com the exclusive website that was created for the Awards. The Awards were organized in association with Managing Partner—Open Media Network, Knowledge Partner KPMG in India and Digital Partner—Mirum.

Bharat Petroleum received stupendous response to the contest; and above all our core value of CARING and our open philosophy of Energising Lives was revisited by thousands, as the media campaign was such that it reached the



Women's Empowerment.
 Winner : Harish Iyer



Water Conservation:
 Winner : Prof. AL Ramanathan

masses through the most accessible platforms, both digital and traditional. An exclusive book was also released on the occasion of the Awards.

On December 24, 2015, we kicked off a campaign inviting nominations to shortlist deserving candidates in these categories. The objective of this intense, multi-media campaign was to seek out stories of inspiration, commitment, achievement, impact and social change. We were looking for instances of selfless individuals who have not won any significant national recognition and are quietly working to improve others' lives, acknowledged and appreciated by the community around them.

The awards process began with the call for nominations being announced online with a website, social media, online banners TV commercials in Hindi and English as well as on YouTube.

Media bursts and activations

Over 600 TV spots were aired in a 10-day period with YouTube and Facebook video views crossing 110,000. Facebook posts reached over 1.5 mn people and 2.4 mn



Rural Health:
 Winner : Mr. Naresh Kumar Pathania

English news portals also ran during this period and had close to 5 mn impressions. A missed call service was deployed via the TV commercials and offline media, resulting in almost 4,000 calls who were responded to via a call-centre.

On-ground activation through Bharat Petroleum's own network of fuel stations, distributors, partners and offices as well as Zila Parishads and District Magistrates across India was activated by sending banners, posters and letters as well as e-mailers to a database of several million Indians.



Nominations & Jury

Nominations ended at midnight on January 6, 2016, with 932 nominations received. These entries were then scored and shortlisted by an independent interim jury before being validated through telephonic interviews and on-ground visits by KPMG. The best, and eligible, ones were presented on January 16 to an eminent jury to select the final Energised Indians. The entire process was independently audited by KPMG in India while the digital and creative partner is Mirum (formerly Social Wavelength), a member of the WPP Group. Open Media Network, which publishes *Open Magazine*, was the knowledge and management partner of these awards, which comprised of a citation along with a cheque worth Rs 2.5 lakh in each category so that the awardees are funded for further work in their individual spheres.

Skill Development:
Special Mention : Mr. Rajendran Nair

Apart from award winners, the jury also felt that three others deserved *Special Mention* in some categories and they were also being acknowledged with a citation and a cheque of Rs 75,000 each.

Jury included Mrs. Syeda Imam, former Member of the Minorities Commissions and a veteran communications professional, Dr Parasuraman, Director (Tata Institute of Social Sciences), Mr. Bibek Debroy - Member, (NITI Aayog), Mr. Anshu Gupta - Founder (Goonj) and Mr. J. Dinaker - Executive Director, (Audit), Bharat Petroleum. The final evaluations were made by the distinguished panel above, after the initial screening done by a panel comprising of Mr. Shekhar Ghose, (Director General of G.L. Bajaj Institute of Technology & Management, Former Director - HR, Indian Airlines), Mr. Sreekant Khandekar

Water Conservation:
Special Mention : Ms. Srushti Narendra Nerkar

(Founder and Executive Editor at afaqs), Mr. Vikas Bajjal (Senior Vice President - HR at Bata India Ltd.), Ms. Bipasha Majumder (NGO Communications Consultant) and Ms. Sohini Bhattacharya Vice President (Resource Mobilisation at Breakthrough)

In the **Rural Health** category, the **first Energising Bharat Award of the year went to Mr. Naresh Kumar Pathania** of Bathinda, who works in the District Magistrate's office in Bathinda, Punjab.

In the Khrew region of Kashmir, troubled by the pollution from cement plants and other factories that were severely affecting the health of residents, a young student decided to mobilise other youth and address the issue himself. He created enough awareness to make the authorities sit up and bring the industrialists to a dialogue that led to their adopting better pollution control equipment and instituting health checkups for their workers and families. Several thousand have benefited from these measures in the last one year and, for this demonstration of selflessly working in rural health, the jury decided to award a **Special Mention to Mr. Danish Mehraj of Khrew, Kashmir.**





Rural Health:
Special Mention : Mr. Danish Mehraj



Primary Education:
Winner: Mr. Ramesh Hari Haralkar



Skill Development:
Winner : Mr. Yeshwant Shrivastava

Primary Education, is the category that drew the maximum number of nominations and made the selection even more difficult for our jury. By profession, our award winner is a sweeper in the Bombay Municipal Corporation – yes, right here in Mumbai—but, by inspiration, he stands head and shoulders above us all. For last many years, he has helped thousands of children with education funded completely from his own earnings. And so, our jury was more than happy to select **Mr. Ramesh Hari Haralkar in the Primary Education category for the Energising Bharat Award.**

Skill Development : When he lost his ability to hear, our nominee had to give up his occupation and look elsewhere. He turned to photography and learned it professionally but did not stop there. Instead, he took it upon himself to teach over 500 under-privileged children in Mumbai the art of photography and helped them become independent. For this unique effort, the jury has decided to award **Mr. Rajendra Nair a Special Mention in Skill Development.**

The winner in this category is a man who watched a traditional art declining and took it

upon himself to not just practise it but also popularise it. His efforts have led to traditional Rajsthani painting styles being taken up by more than 700 people from all walks of life, including the inmates of Jaipur's Central Prison. **The winner of the Energising Bharat Award for Skill Development is Mr. Yeshwant Shrivastava.**

Water Conservation : Every one of our winners is special but what is truly heartwarming is the inspiration we can draw from a schoolgirl who looked at the shower in the bathroom of their house in Nashik and calculated a way that could potentially save an astonishing 100 crore litres every day! All she did was experiment with, and implement a nozzle borrowed from motor garages. For this extraordinary achievement, the jury decided to award **Kumari Shrushti Narendra Nerkar a Special Mention in the Energising Bharat Awards Water Conservation category.**

The winner in this category is a professor who realised that poor quality water was

endangering lives and, with a combination of scientific methods, he didn't just improve its quality but also helped save water. **Prof. AL Ramanathan from New Delhi is the winner of the Energising Bharat Award for Water Conservation.**

Women's Empowerment : Our winner is a young man who overcame personal adversities and bounced back to take up the cause of defending women's rights by turning to the one medium that has us all hooked: social media. His is a story of tears and triumph. From Navi Mumbai, **Harish Iyer, was selected winner of the Energising Bharat Award for Women's Empowerment.**

Energising Lives being our always open mission, we are proud to institute these awards to recognize individuals committed to Energising our nation with their selfless service. We are truly proud to say that we are motivated by the Energisers of India!

Read individual stories :
www.bpcleba.com

View full album on [BPCL Facebook](#) .



Nayi umang hai

*Nayi umang hai
Hum nayi umang hai
Seva mein tayyar hum rahein
Nayi sikh se behetar hum banein
Hum bharat petroleum hai*

*Surakshit humara har kadam
Hum hai nayi soch ka darpan
Vishwaas ki hum pehechan hai
Karte mushkil aasaan hai
Hum har pal sabke sang hai*

*Nayi umang hai
Hum nayi umang hai*

*Hauslo ki udaan hai
Dil mein naye armaan hai
Har manzil ko paate hai,
har jeet ko dohrate hai
Hum rakhte hai sada aage badhne ka josh bhi,
junoon bhi, yakeen bhi
Humse har pal roshan hai*

*Nayi umang hai
Hum nayi umang hai
Hum Bharat Petroleum hai*

The young singing sensation, **Tushar Joshi** who rendered his melodious voice for the **BPCL Corporate Anthem**, makes it immortal at the Foundation Day celebration in Mumbai.

*Sing along wherever you are.
Scan the QR Code to download the
BPCL Corporate Anthem-English.*



हम नई उमंग हैं



नई उमंग हैं
हम नई उमंग हैं
हम नई उमंग हैं
सेवा में तैयार हम रहें
नई सिख से बेहतर हम बनें
हम भारत पेट्रोलियम हैं

सुरक्षित हमारा हर कदम
हम हैं नई सोच का दर्पण
विश्वास की हम पहचान हैं
करते मुशकिल आसान हैं
हम हर पल सबके संग हैं

नई उमंग हैं
हम नई उमंग हैं

हौसलों की उड़ान हैं
दिल में नये अरमान हैं
हर मंज़िल को पाते हैं, हर जीत को दोहराते हैं
हम रखते हैं सदा आगे बढ़ने का जोश भी,
जुनून भी, यकिन भी
हमसे हर पल रोशन हैं

नई उमंग हैं
हम नई उमंग हैं
हम भारत पेट्रोलियम हैं

Sing along wherever you are.
Scan the QR Code to download the
BPCL Corporate Anthem-Hindi.



A Journey Called Bharat Petroleum

INVITING STORIES FROM PARTNERS

1975-1980



1981-1985



1986-1990



1991-1995



1996-2000



2001-

FIND YOUR SPOT ON THE BPCL TIMELINE AND SHARE IT WITH US

The timeline has captured some of the epic moments in the 40 years of Bharat Petroleum. You are our precious partners along this journey. We are sure you have very proud moments in your personal time-line with Bharat Petroleum. Tell us about your journey. From the year you started with us, your achievements and unforgettable moments. In a story not exceeding 1500 words please send us your beautiful memories of Bharat Petroleum. We would like to share it with many more, on our Social Media and even in exclusive compendiums that are planned as part of the Foundation Year. As you know, the journey does not end, it continues with you. Together, let's tell the world about the journey called, Bharat Petroleum.



HOW TO SEND YOUR SPECIAL STORY :

1. **Like and follow the official pages** of Bharat Petroleum on Facebook and Twitter and send us your Facebook and Twitter profile names with your entry
2. **Send your story** in a word document to kavithamathew@bharatpetroleum.in
3. **Photos** from the past and 3 recent photos of your Dealership/Distributorship
4. **Contact details** to include email, mobile number and office number.
5. All inputs to reach us by **15 September 2016**.

Celebrations from across the States

Karnataka



Mr. D.N. Narasimharaju, IAS, Additional Chief Secretary to Chief Minister of Karnataka was the Chief Guest for the 40th year foundation day celebration at Karnataka. We also had the august

presence of Mr. A. M. Prasad, IPS, Additional Director General of Police, Govt. of Karnataka was the Guest of Honour. Retail Outlet Dealers, LPG Distributors, Lubes Channel Partners, I&C customers, Aviation customers,

Smart fleet customers & business associates from across the State, numbering around 400, participated in the Mega event and brought the glittering event to a grand success.

Tamil Nadu



Mr. Shiv Das Meena, I. A. S., Principal Secretary, Cooperation, Food and Consumer Protection, Government of Tamil Nadu, was the Chief Guest at the occasion. Mr. Santosh Kumar, Head Retail, South, while welcoming the distinguished Dealers, Distributors, Customers and Stakeholders vividly highlighted BPCL's remarkable achievements and invited them to join the Ruby Anniversary celebrations.

Andhra and Telangana



Mr. Dendra Pathak, JE, Commissioner of Police (South West), Delhi was the chief guest who along with Mr. Suresh Tripathy, SC, AP and Telangana. Mr. Rajat Kumar, (IAS) Commissioner of Civil Supplies, Telangana was the Chief Guest of the evening. The programme was graced by High ranking officials from BSNL, PESO, Central Labour Department, Railways and also Sr. State Govt. officials from Electricity Dept. Lit the traditional lamp to mark the beginning of the celebrations welcomed everyone.

Kerala



The function was presided over by Mr. APM Mohammed Hanish (IAS), Secretary PWD & LSGD Govt of Kerala. The event was also graced by Smt Rani Aparajita Sriram, Regional Labor Commissioner, Cochin, Mr. Vijayakumar KK, Head of Kochi Unit - HOCL, Mr. Prasad K Panicker, Executive Director - Kochi Refinery, apart from the BPCL team of in-charges and officers of all business units in Kerala.

Madhya Pradesh



The occasion of the 40th year Ruby Celebrations at Madhya Pradesh was graced by Hon'ble Cabinet Minister for Home & Jail Mr. Babu Lal Gaur and our Chief Manager Sales (Retail), West Mr. Subhankar Sen.

Delhi



Mr. M M Chawla ED E&P, Mr. Gautam Mukerji GM (Aviation), Mr. D. N. Mathur RLM(LPG)-North, Mr. T. Peethambaran , Head Retail North , Ms. Anu Mohla Ch Mgr Legal North, Mr. Omprakash Dealer of M/s Pushpanjali and Mr P N seth Distributor of M/s United agencies.

Goa



Mr. Siddhartha Kunkolienkar, Hon. MLA, Panjim – Chairman of EDC Goa & Mr. Michel Lobo, Hon. MLA Calangute, blessed the function with their august presence as Chief Guest & Guest of Honor. The Function was attended by a huge gathering of our Dealers, Distributors, Customers, State Functionaries, Press & Media Delegates & the whole BPCL staff along with their Families.

Chattisgarh



Mr. Thakur Ram Singh District Collector, Raipur Graced the grand celebration with his family at the gala evening with dealers, Distributors and premium customers. Earlier in the day Mr. Promod Dubey flagged off a cycle rally



Gujarat



Mr. Bhupendrasinh Chudasma, Minister of Food and Civil Supplies and Mr. Ranjit Kumar, Principal Secretary, Food and Civil Supplies graced the occasion of Gujarat's 40 year celebration. The Ruby Day Function celebrations started at the BPCL RO, Kargil Petroleum which was 100metres from the Auditorium.



Rajasthan



All the Territory Teams across Rajasthan graced the function along with their Channel Partners in Retail, LPG, Lubes and I&C. Mr. D. N. Mathur, Regional LPG Manager, North, welcomed Sh. Manoj Bhatt, DGP, Rajasthan who was the Chief Guest on the occasion. Mr. Rajesh Mangal, Independent Director, BPCL, Mr. R K Meena, CMPE, NWR and Dr. A P Singh, Deputy CCOE, PESO were the other dignitaries on the Dias.



Himachal Pradesh



The Chief Guest for the function was the Additional Director General of Police (Law & Order), HP Sri Sanjay Kundu, who was accompanied by Mr. Mansaram, Chief Parliamentary Secretary, Himachal Pradesh. The function was attended by dealers, distributors, customers and territory teams of all SBUs. The dealers who have completed 40 years with BPCL on this occasion were felicitated at the event.



Uttarakhand



The evening event had Mr. Jairaj, Principal Chief Conservator of Forest (IFS), Government of Uttarakhand as Chief Guest and Dr. M.O.Garg, Director, IIP-CSIR, Dehradun was the Guest of Honour. Dr. S. Farooq, President, Himalayan Drugs Company was the special guest at the ceremony along with Mr. M.S. Negi, Deputy Commissioner, Weights and Measures Department, Dehradun and Mr. Bhattacharya, General Manager of Uttarakhand Sugar. Mr. Madhukar Bidani, DGM Logistics Retail, North, represented BPCL as the State Head for Uttarakhand, on this memorable occasion.



Delhi



The Chief Guest on the occasion was the Secretary to CM of UP, Partha Sarthi Sen Sharma is an 1994 Indian Administrative Service. It was a grand event and saw lively participation from all BPCL employees and associated partners in Lucknow.



Odisha



Over 250 Dealerships, LPG Distributors, Smart Fleet customers, Lubes channel partners, major customers from I&C and Aviation were present for the grand occasion. The event was graced by DGM (Retail), East – Mr. T N Ramakrishnan along with two erstwhile BPCL employees – Mr. S Rath (ex GM Lubes) & Mr. S K Sahu (ex DGM Operations) who felicitated the oldest dealers / distributors. DGM Retail East, welcomed the audience and briefed about BPCL achievements and future investments in the state of Odisha. TM Retail Bhubaneswar Mr. Susmit Das addressed the gathering and read out the Chairman’s message to the audience.

Bihar



The celebrations commenced with Chief Manager-Sales (Retail) Sri Rajiv Dutta welcoming the gathering of officers, staff, dealers, distributors and our esteemed customers. Senior state government officials across statutory bodies we also graced the occasion. This was followed by the lighting of the ceremonial lamp by Chief Manager-Sales (Retail), State Co-ordinator, Bihar, Manager-Aviation, East, oldest dealership and distributorship in Bihar.

West Bengal



Mr. T. N. Ramkrishnan DGM (Sales), Retail- ER welcomed everyone and Mr. Surjeet Mahadik Head, (Retail-ER) addressed the gathering. Dealers and customers also spoke on the occasion. One thing which reflected in every person’s speech was how proud and enriched one felt to be a part of this ever evolving organization and how its ethics and marketing strategies distinguishes itself as a world class marketing company.

Jharkhand



The Chief Guest for the occasion was Mr. Pawan Kumar Sharma, President, Jharkhand Chamber of Commerce and Industries. The guests were welcomed by Mr. Rajiv Dutta, Chief Manager Sales (Retail), East. This was followed by lighting the Lamp by our Chief Guest along with the esteemed customers and members from Dealer and distributor fraternity. Mr. Rajiv Dutta, delivered the welcome address.

Speed Superbike Rally At Pune

Pune territory celebrated 40th Anniversary Celebrations with the entire BPCL Team at Pune city. A Speed Superbike rally was organized with 40 Superbikers. These comprised of the premium Superbike Triumph group and the Lord's Superbike group of Pune which had bikes like Harley Davison, Honda, Kawasaki etc.

The bike rally was flagged off on 24th January at from Triumph showroom at Pashaan, Pune city in the presence of TM Retail, Mr. Gorav, TM Lubricants, Mr. Ashish Nigam and TC Retail, Mr. Mahendra Dalvi. The rally then moved through Pune city, over to M/s Kedari SS, the highest MS selling RO of Pune city. All the bikers were given refreshments and fuelled 10 liters of Speed in the presence of TM Retail Pune, and TM I&C Pune, Mr. Mr.kantYadwadkar and TMLubs, direct Mr. Deepak Gusain. The rally then moved towards the final leg, BP RTO. Where entire Pune BPCL Team along with DSMs as well as Dealers were present to cheer and welcome

the bikers. BP RTO was decorated with a festive look with the theme of our Ruby Anniversary. Everyone engaged in an extensive interaction with the bikers as well as a photo session.

The Superbikers expressed their gratitude for inviting to the event, and were proud to be associated with Speed. They proposed to have more such bike rallies on the highway on larger stretches. The bikers also took selfies with the group and enjoyed the event thoroughly.

The bikers were felicitated with Speed T-Shirts, Caps, and a participating

certificate by TM Retail Pune, Mr. Gorav, TM I&C, Pune, Mr. kant

Yadwadkar, TMLPG, Pune, Mr. Pawan Kumar, TM Lub Pune, Mr. Ashish Nigam, TM and TM Lub Direct, Mr. DeepakGusain.

The gathering then moved towards the backdrop of our Ruby Anniversary Celebrations at BP RTO, where a bunch of balloons were released with a placard of our 40th Anniversary.

It was overall a lively and well attended event, with complete participation from all the territory officers.



Doodling on canvas by Ms. Nasreen Khan, IS, Mumbai Refinery and daughter Ayesha



सपने साकार करने के 40 वर्ष

15 अगस्त, 1947, देश ने नई जिन्दगी पाई, नई राह चुनी, नये ख्वाब देखे और एक दिन हमने भी, एक नई रंगत ली, नया रूप लिया और देश के इस सफर में साथ चल पड़े, और जब चल पड़े तो बस रुके नहीं।

हम जानते थे कि देश के सपनों की गाड़ी को दौड़ाना हो तो हमें देश में ही तेल के उत्पादन को बढ़ाना होगा। इसलिए मुंबई में पहली रिफाइनरी से शुरुआत करके, हमने अपनी रिफाइनिंग क्षमता को मुंबई, कोचि, नुमालीगढ़ और बीना रिफाइनरीज तक बढ़ाया। साथ ही सारे देश में आसानी से तेल पहुंचाने के लिए पाइपलाइन्स का नेटवर्क कायम किया।

आज हमने हमारी रिफाइनिंग क्षमता को 30 मिलियन मेट्रिक टन तक पहुंचाया है। हमारी मुंबई रिफाइनरी ने अपनी ताकत 2.2 मिलियन मेट्रिक टन से 12 मिलियन मेट्रिक टन करके नवीनतम तकनीकी से युक्त रिफाइनरी का रूप लिया है। सुरक्षा और पर्यावरण के मानकों के अंश, वो भी उतनी ही सीमित जगह में। और देश की सपनों की गाड़ी को ईंधन देने का जिम्मा, हमने अपने कंधों पर ले लिया।

आज हम विश्वस्तर की इंटीग्रेटेड पेट्रोलियम कंपनी हैं जो उत्तर में लेह से दक्षिण में कन्याकुमारी और पश्चिम में कच्छ के रण से पूर्व में जोरहट तक फैली है।

हमारा वादा है घरों को रोशन करना, यात्रा, उद्योग और आजीविका को साधन देना, हमारे अनगिनत ईंधन उत्पादों और सेवाओं से, वो भी सुरक्षा और गुणवत्ता के साथ।

'पहले सुरक्षा' जैसे सूत्र वाक्य को हमने अपने काम और जीवन में भी उतारा। पिछले 40 वर्षों से सारा बीपीसीएल परिवार याने कि हमारे कर्मचारी, डीलर्स, पार्टनर्स, देश, देशवासियों और हमारे ग्राहकों के सपने पूरे करने में सब जुट गए, और हर सपने को पूरा भी

किया। बीपीसीएल ने देश और अपने ग्राहकों की जरूरतों को समझा, उनसे निरंतर संवाद जोड़ा और उसी के अनुरूप अनुसंधान किये, सुधार किये और अपनी अत्याधुनिक सेवाएँ प्रस्तुत की।

बीपीसीएल परिवार के लाखों हाथ हैं, जो देश के एक कोने से दूसरे कोने तक दिन रात जुटे हैं ताकि तरक्की का पहिया यूँ ही तेजी से दौड़ता रहे, और हम कभी रुकते नहीं ताकि करोड़ों गृहिणियों के चूल्हे रोज जलते रहे, चाहे वह देश के सुदूर कोने में ही क्यों ना हो आपको मंजिल तक पहुंचाने में हमारा दम भी गाड़ियों के साथ चला। आपके हर सफर में आपके कदमों के नीचे हम सड़के बिछाते चले, तो कभी आपको रोशनी देने वालों को ईंधन दिया। उद्योगों को भी ऊर्जा दी ताकि देश को उद्योग में सर्वश्रेष्ठ बनाने का सपना पूरा हो सके।

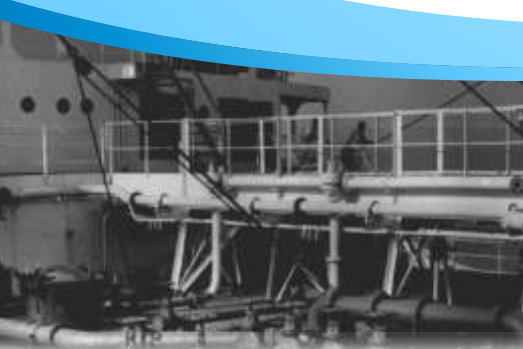
जब देश ने ऊँचाईयों का सपना देखा, हमने उन पंखों को उड़ने का दम दिया जब देश ने गहराईयों का सपना देखा, हमने समंदर को चीरने का जोश दिया, कोई दूरी लम्बी नहीं थी, कोई इलाका मुश्किल नहीं था, जब हमने वादा किया अपनी माँ भारती के लिए।

हमने सेना की हर ऊर्जा जरूरत को उसी मुस्तैदी से पूरा किया जिसमें हमारे सैनिक सीमाओं पर तत्पर हैं। देश के ख्वाब पूरे करते-करते हम देश की सीमाओं से पार भी निकल पड़े। चाहे मोजाम्बिक हो, ब्राज़िल, ऑस्ट्रेलिया, इंडोनेशिया या ईस्ट तिमोर। हर नई मंजिल पर, हर नई चुनौती को स्वीकारा और ऊर्जा की खोज सफलतापूर्वक आज भी जारी रखे हुये हैं।

हमारे ग्राहकों को बेहतरीन सेवाएँ प्रदान करने के लिए गैस और ऑइल की दुनिया में इतने आगाज किये कि हर काम पहले करना हमारी खूबी बन गई। अपने ग्राहकों के उपयुक्त सुझावों से और तकनीक का अधिकतम इस्तेमाल करके हमने अपने आप को युवा

हम भारत पेट्रोलियम में अपने ग्राहकों के प्रति प्रतिबद्ध रहते हैं तथा हर समय उत्कृष्ट सेवा देने में विश्वास करते हैं। पिछले 40 सालों से अधिक समय से भारत पेट्रोलियम इस राष्ट्र के सपनों को साकार करते आया है। हम अपने ग्राहकों के सपनों को समझना जारी रखेंगे ताकि हम इन सपनों को साकार करने में उनके साझेदार बन सकेंगे

—एस. वरदराजन, अध्यक्ष एवं प्रबंध निदेशक,





और चुस्त बनाये रखा। प्योर फॉर श्योर से ऑइल की शुद्धता और सही मात्रा का वादा दिया। ग्राहकों के कन्विनियन्स के लिए देश को पहली बार पेट्रो कार्ड और स्मार्ट फ्लीट कार्ड जैसी सुविधाएँ भी दीं। कभी घर आउटलेट्स से सड़कों पे पसीना बहाते ड्राइवर्स को सुकून का एक कोना दिया, तो भी फ्लीट मैनेजर्स को जर्नी मैनेजमेंट सोल्यूशन्स की विविध सुविधाओं के साथ विश्वास दिया।

हमारा ओएसटीटीएस वन स्टॉप टूरिस्टस् एण्ड ट्रैवलर्स शॉप यात्रियों के लिए एक ही छत के नीचे ईंधन से बढ़कर कई तरह की सेवाओं को पाने की जगह बन चुकी है। बियॉण्ड एलपीजी और इन एण्ड आउट स्टोअर्स हमारे फ्यूएलिंग स्टेन्स और एलपीजी डिस्ट्रिब्यूशन सेंटर्स को सुविधाजनक बाजार बनाने की एक पहल है। वैसे ही हमने देश को पहले एन्वायरमेंट फ्रेंडली फ्यूएल 'स्पीड' की सौगात भी दी। हमने ना सिर्फ सैप को कार्यान्वित करने की शुरुआत की, बल्कि यह एशिया की सबसे बड़ी सैप पहल बन गई। और हमने उसमें महारथ हासिल करके प्रशिक्षण देना भी शुरू कर दिया। कभी अत्याधुनिक तकनीकी के गुप 2 बेस ऑइल से बना नया प्रॉडक्ट मैक लुब्रिकेन्ट्स पेश किया, जो ओईएस और दुनिया भर के ग्राहकों की जरूरतों पर खरा उतरा। तो कभी भारत मेटल कटिंग गैस लॉच करके, मेटल कटिंग के क्षेत्र में क्रांति ले आये।

ऑटोमेशन ने हमारे ग्राहकों के हाथों में पारदर्शिता की

ताकत दे दी। हमारे ग्राहक और उनकी सुविधाएँ हमारे लिए महत्वपूर्ण हैं। इसलिए हमने पेश की एक टोल फ्री सर्विस स्मार्ट लाइन। इससे यह भरोसा दिलाया कि बीपीसीएल बस एक कॉल की दूरी पर है।

और गर्व है कि हमने हर देशवासी के सपने को अपना बनाया।

जहाँ-जहाँ हमने कदम रखे, वहाँ-वहाँ लोगों की जिंदगी को छुआ। चाहे जल संरक्षण हो, शिक्षा हो, स्वास्थ्य हो या समाज के लिए और भी कई जिम्मेदारी भरे काम। (सीएसआर एनिशिएटिव्स)।

भारत पेट्रोलियम के युवा शक्ति देश के सपनों को पूरा करने में दिन रात जुटी रही है। ये ही युवा बीपीसीएल की ताकत हैं।

आज बीपीसीएल के युवा हर दिन सीखते और हर दिन कुछ नया करने और अपने उत्पादों को और भी बेहतर बनाने के जज्बे से भरपूर हैं जिसका फायदा हमारे देश को मिल रहा है।

पिछले 15 सालों से अपने एम्प्लॉईज को आईडियाज अवार्ड्स का एक बड़ा मंच दे कर सारे परिवार को इस सफर में भागीदार बनाया, और ऐसे हजारों इनोवेटिव्स आईडियाज की खोज की।

आज बीपीसीएल देश की अन्य पहचान बनाने में जुटा है। पहचान एक लीडर की, पहचान एक इनोवेटर की, और पहचान एक पायोनीर की।

देश की ऊर्जा जरूरतों से आगे बढ़कर, और भी कई सेवाओं में जुट गए। हर दिन आपके घर पहुंचने लगे, चाहे बियॉण्ड एलपीजी से जरूरत की चीजें हों या, इन एण्ड आउट स्टोअर्स हों, या एज्युकेशनल इन्स्टिट्यूट्स, अपने ग्राहकों को हर क्षेत्र में सर्वश्रेष्ठ सेवाएँ प्रदान की।

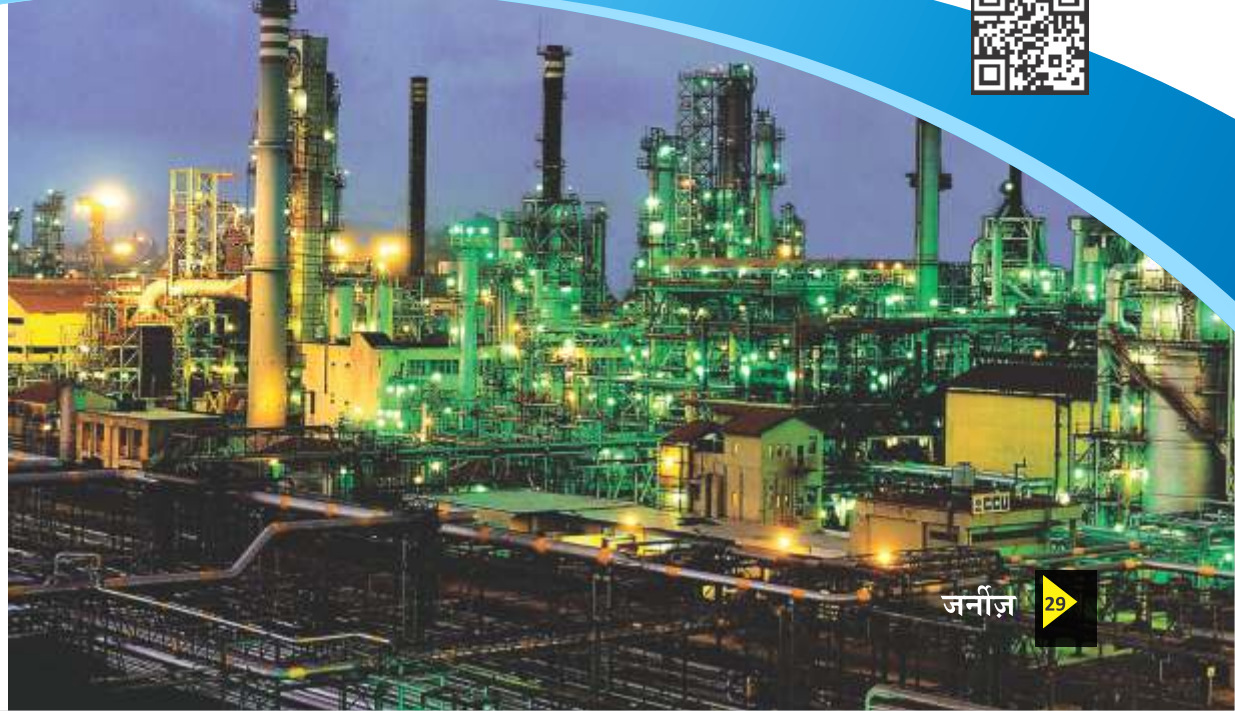
फिर देश की स्मार्टलाइन, क्योंकि हमारे ग्राहक और उनकी सुविधाएँ हमारे लिए महत्वपूर्ण हैं। टोल फ्री हेल्पलाइन ने यह भरोसा जगाया कि बीपीसीएल बस एक कॉल की दूरी पर है। इसलिए दुनिया ने एक बार, हमारे परिश्रम और जज्बे को सराहा, और कई पुरस्कारों से नवाजा है। भारतवर्ष के हर स्वप्न को पूरा करने के सफर में हमने इनोवेशन, केअर और रिलायबिलिटी को अपना आदर्श बनाया।

बीते 40 सालों में देश के सपने पूरे करते-करते हम देश की प्रगति का ईंधन बन चुके हैं।

विविध क्षेत्रों में पहल कर आगे बढ़ते हुए हम बायो-फ्यूएल, रिन्युएबल एनर्जी, आत्म-निर्भरता और संयुक्त विकास से अपने कल की राह को रोशन कर रहे हैं और एनरजाइजिंग लाइव्स के वादे को एक नई ऊँचाई तक ले जा रहे हैं।

यही इरादा है। यही वादा है।

कॉर्पोरेट फिल्म से रूपान्तरित कृपया फिल्म देखने के लिए क्यूआर कोड स्कैन करें।



स्थापना वर्ष की शुभकामनाएँ



स्थापना दिवस के अवसर पर मुंबई में हुए समारोह में अध्यक्ष एवं प्रबंध निदेशक का संदेश

प्रिय साथियों,

वर्ष 2016 के संदर्भ में भारत पेट्रोलियम के बारे में कुछ ऐसी शानदार बात है, जिसको आपके साथ साझा करते हुए हमें बहुत खुशी हो रही है। 'ईंधन आपूर्ति के सपनों' का यह हमारा 40वाँ वर्ष है और जब हम 24 जनवरी 2016 को हमारी स्थापना की रूबी वर्षगाँठ मनाएँगे, तो उस समय हम जो सबसे महत्वपूर्ण बात करना चाहेंगे, वह यह है कि इस गौरवशाली यात्रा में आपकी बहुमूल्य उपस्थिति का धन्यवाद करना।

भारत पेट्रोलियम में हमारा एक राज है, जिसको हमने संभाल कर रखा है— कि हमारे ग्राहक जिस कारण से हमारी कद्र करते हैं, वह हमारे उत्पाद और हमारी सेवाओं से बढ़कर और भी बहुत कुछ है। जिस मज़बूत बुनियाद पर हमारा निर्माण हुआ है, उसी से यह सब फर्क पड़ता है, इसके कारण हमारे ग्राहक के मन पर हमारी अमिट छाप रहती है और इसी से हम उनका पसंदीदा विकल्प बनते हैं। चार दशकों के आपके संरक्षण ने इसे सही साबित किया है।

हाँ, लोग और विचार भले ही निरंतर बदलते रहें, लेकिन ग्राहक-केंद्रीयता, नवाचार, नैतिकता, सहयोग और विश्वास, आदि वे मूल्य हैं, जो हमारी बुनियाद की दृढ़ चट्टान पर उकेरे गए हैं और इसलिए अचल हैं तथा हमारी विश्वसनीयता को परिभाषित करते हैं। यह हमारे लिए अनमोल है। परिवार के सदस्यों के बीच के अदृश्य बंधन की तरह, जिसकी व्याख्या नहीं की जा सकती, आपके दिल से हमारे दिल को जोड़ने वाली एक विश्वास की रेखा है, जो हमें मज़बूती से आगे बढ़ने की प्रेरणा देती है और भविष्य में भी देती रहेगी।

इसलिए, निरंतर नयापन लाना हमारे डीएनए का हिस्सा है। जिस तरह आपके दिल में हमारे लिए

स्थान है, हम भी सबसे पहले आप ही के बारे में सोचते हैं और इसी के चलते नई राह तलाशने वाली पहलों जैसे **प्योर फॉर श्योर**— गुणवत्ता और मात्रा को सुनिश्चित करने वाली गतिविधि; **पेट्रो बोनस** — देश का सबसे पहला लॉयल्टी कार्यक्रम, प्रीमियम ब्रांडेड ईंधन जैसे **स्पीड**, जब यह संकल्पना देश में नई थी; **MAK** जो विश्व स्तरीय लुब्रिकेंट का हमारा ब्रांड है और **भारतगैस** का जन्म हुआ, ताकि हम आपको निरंतर खुशी और प्यार प्रदान कर सकें। **इन एंड आउट** सुविधा स्टोर, एक ब्रांडेड श्रृंखला **बियॉन्ड-LPG**, भारत मेटल कटिंग गैस और एकाधिक संकल्पना वाले ईंधन स्टेशन आदि के हमारे प्रस्ताव भी देश के इस तरह के पहले ही प्रस्ताव थे तथा इसके लिए 'ग्राहक-वरीयता' के रूप में हमें स्वीकृति, सम्मान और मान्यता मिली।

प्रत्येक ग्राहक के जीवन में त्योहार अनमोल पल लाता है। हम आपसे जुड़कर, हमारे पेट्रोल स्टेशन तथा अन्य टच-स्थानों पर भारत पेट्रोलियम के साथ बिलकुल नाए ढंग से त्योहार मनाने का अनुभव प्राप्त करने हेतु आपको आमंत्रित करने के लिए उत्सुक हैं। 24 जनवरी 2016 से शुरू होकर पूरे साल भर हमारे रूबी वर्षगाँठ के उत्सव का हिस्सा बनने के लिए आपको सादर निमंत्रण है। हमसे जुड़ें, हमें लाइक करें और आपके मूल्यवान विचार, सोशल मीडिया के मंच पर हमारे साथ साझा करें। आप ऑनलाइन मंच पर हमारे बारे में क्या साझा करते हैं, यह जानने के लिए हम अत्यंत उत्सुक हैं, इसके माध्यम से हमारी सेवाओं को बेहतर बनाने का कोई भी अवसर हम गँवाना नहीं चाहते हैं।

हमने हाल ही में हमारी ग्राहक-सेवा को समर्पित हेल्पलाइन, **स्मार्टलाइन** के ग्राहक से संवाद का

दस लाखवाँ पल मनाया। पूरी मूल्य श्रृंखला में समय सबसे महत्वपूर्ण है, इसलिए हमारे क्षेत्रीय कर्मचारी और दूसरे सिरे की टीम आपको हर बार उत्कृष्ट अनुभव कराने के लिए वचनबद्ध हैं।

हमारे द्वारा **बुनियादी ढाँचे** में और **प्रक्रिया** में **सुधार** हेतु निवेश करना जारी है, जो हमारी विकास योजनाओं के हार्डवेयर और **सॉफ्टवेयर** हैं। और सबसे महत्वपूर्ण, संस्था के भीतर और हमारे नेटवर्क से जुड़े मानव संसाधन में हम भारी निवेश कर रहे हैं, ताकि वह हमारे लिए मूल्यवान **विश्वास** की मशाल को आगे ले जा सके। **जैव-ईंधन**, **नवीकरणीय ऊर्जा**, **आत्म निर्भरता** और **सम्मिलित विकास** में हमारी प्रगति के कारण **जीवन को ऊर्जा प्रदान करने** के हमारे वचन को गहरा अर्थ मिलेगा।

इस वर्ष रूबी वर्षगाँठ के उपलक्ष्य में समाज कल्याण के लिए निःस्वार्थ सेवा प्रदान करने वाले व्यक्तियों की सराहना के रूप में **राष्ट्र-स्तरीय सामाजिक प्रभाव पुरस्कार** शुरू करना हमारे लिए सौभाग्य की बात है। इन पुरस्कारों को उचित रूप से **एनर्जाइजिंग भारत अवॉर्ड्स** नाम दिया गया है, जो जीवन को ऊर्जा प्रदान करने के हमारे निरंतर अभियान को प्रतिध्वनित करता है।

समूचे भारत पेट्रोलियम परिवार की ओर से हम आप सब को 'ईंधन आपूर्ति के सपनों' के 40 वर्ष के अवसर पर पूरे साल भर चलने वाले उत्सव का हिस्सा बनने हेतु निमंत्रित करते हैं। भारत पेट्रोलियम के प्रति हमारा अभियान हर साल तभी सफल होता है, जब हम आपके दिल में सर्वाधिक प्रिय ब्रांड के रूप में अपना स्थान बनाए रखते हैं।

हम फिर एक बार आप सबके लिए **सुरक्षित, सफल और शानदार** वर्ष की कामना करते हैं!

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एक शाम बीपीसीएल के साथ- गैस एसबीयू द्वारा आयोजित एक ग्राहक बैठक



बीपीसीएल फ़र्स्ट टीम द्वारा सोलापुर में रूबी स्थापना दिवस समारोह



ईआरपीसीसी में रूबी उत्सव का जोश



तंजावुर एलपीजी प्रादेशिक कार्यालय में बीपीसीएल स्थापना दिवस समारोह



रुड़की में कर्मचारियों के साथ पारिवारिक समारोह



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

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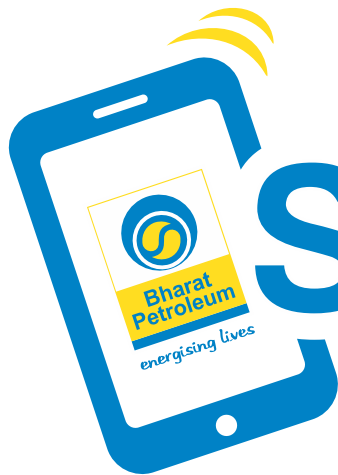
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