

# JOURNEYS



जर्नीज़ 2015-16

Energising Dealers & Distributors



World's fastest Indian Formula 1 racer  
**NARAIN KARTHIKEYAN**  
relaunches **SPEED**  
the **FIRST** Premium fuel of **INDIA**



**Corporate Highlights & Speed Moments**



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2015-16 Energising Dealers &amp; Distributors

# JOURNEYS

जर्नीज़

## Speed, India's first and finest

Talk of *Speed* and a million visuals flash right across the mind. To Bharat Petroleum, it is our contribution to the Nation, as the first branded premium fuel of India. There is a whole lot of emotion that goes with it, as it has been crafted with much love and consideration for every vehicle we energise. Winner of various awards, the finest brand *Speed* has been an undisputed choice of its proud patrons - infact all premium luxury vehicles and of-course the hard-core speedsters. And today this iconic life-style brand is back with a bang!

The spirit and the promise of the brand is still the same. It has only grown in reach, as today, we are certain that it's not just for any car that matters, instead it is meant for every car on the road. There is every need why one can switch to *Speed* and we are happy to bring you the finer details of this unique branded fuel in this special edition! We are also happy that none other than the world's fastest Indian Formula- 1 racer, Narain Karthikeyan is back with us as the Brand Ambassador of *Speed*.

From the facts to the fantasies that came live as part of the revival of the brand, this has been one huge roller-coaster ride, that gets more exciting with each milestone crossed. It is already creating a trend on the social media space. And the journey is not meant to stop any time soon. Please join the *#Speed*, if you haven't already.

Fasten your seat-belts and enjoy the ride, because with *SPEED*, every car is a super car!

Warm regards,  
Team Journeys.

*Strong brands are the backbone of our business! The year saw the revival of Speed, our premium brand of petrol. A gigantic effort was involved in restoring the Speed network by adding additional tankages, supported by intensive sales and marketing activities.*

*The 360 degree approach to revival of Speed can create a classic case study if we surpass the past peak performance of Speed this year itself, which will be remembered for a long time. We are now ready to shift gears and deliver another superlative Speed performance in the next FY too*

- George Paul, ED (Retail)

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Mr. Dharmendra Pradhan the Hon'ble Minister of State (I/c) for Petroleum & Natural Gas, dedicates the Multi Product pipeline and the Jobner Installation in the presence of Ms. Vasundhara Raje, the Hon'ble Chief Minister of Rajasthan, Mr. Rajyavardhan Singh Rathod, Hon'ble Minister of State for Information and Broadcasting, Mr. Rajpal Singh Shekhawat,, Hon'ble Minsiter for Urban Development, Housing & Autonomous Bodies, Government of Rajasthan, Dr. Premchand Bairwa the Hon'ble MLA, Dudu and Mr. S Varadarajan, C&MD, BPCL

## Kota – Jobner multiproduct pipeline & Jobner installation dedicated to the nation

The Kota – Jobner multiproduct pipeline and the Jobner installation of Bharat Petroleum was dedicated to the nation on 4 December 2015 at a glittering ceremony held at BPCL Jobner Terminal in Rajasthan.

The dedication ceremony was presided over by Ms. Vasundhara Raje, the Hon'ble Chief Minister of Rajasthan. Mr. Dharmendra Pradhan the Hon'ble Minister of State (I/c) for Petroleum & Natural Gas, Government of India, who was the Chief Guest, dedicated the pipeline and the Jobner Installation to the Nation by unveiling the plaque in the presence of special invitee Mr. Rajyavardhan Singh Rathod, Hon'ble Minister of State for Information and Broadcasting, Government of India and Mr. Rajpal Singh Shekhawat, the Hon'ble Minsiter

for Urban Development, Housing & Autonomous Bodies, Government of Rajasthan and Dr. Premchand Bairwa the Hon'ble MLA, Dudu.

Jobner Installation is the ultra-modern petroleum product storage and distribution Installation located in Asalpur village in Jaipur, Rajasthan. This Installation is the first fully complied OISD-244 petroleum installation in India. The Jobner Installation uses the state of art technology for process excellence with integrated terminal automation. The installation is built in an area of 95.75 acres at an investment of Rs. 145 Crore. The combined storage capacity at Jobner is 91580 KL consisting of fixed roof storage tanks for diesel & kerosene; and environment friendly floating roof tanks for highly volatile

(Below)

1. At the control room
2. A moment for "Give-Back"



## C&MD, inaugurates the Administration and Office Block

petrol.

The installation has a tank lorry loading facility with 10 bays and can fill 3000 KL of petroleum product per shift. The installation is equipped with bottom loading facility combined with vapour recovery system and also with state of art and automated emergency handling facilities. BPCL has developed an integrated drainage network that passes through an effluent treatment plant, which operates on the philosophy of zero discharge of petroleum products into the soil and water.

A water harvester has been constructed to harness rainwater to reduce underground water depletion in the area. It is proposed to install a Railway siding facility in the next financial year to secure the product supply for Jobner during routine refinery shut down or pipeline maintenance. Thus availability of petroleum products in the Jobner Installation supply area shall be maintained all the time. In future this will also supply Euro – IV petroleum products to the region.

The Jobner Installation is strategically located along the stretch of busy NH-8, at Jaipur and would meet the demand of petroleum products of six districts viz. Jaipur, Ajmer, Sikar, Jhunjhunu, Churu & Sawai Madhopur. The Jobner installation would receive petroleum products through the Kota – Jobner multiproduct pipeline. The Kota – Jobner multiproduct pipeline is a 211 km and 14" underground pipeline and it has the unique distinction of



being connected with two refineries at Mumbai & Bina. This line is hooked up to the 1389 km MMBPL (Mumbai Manmad Bijwasan pipeline) at Kota.

The pipeline has been designed for 1.7 MMTPA throughput and passes through four districts, railway lines, two major rivers, national highways and forests. At an investment of Rs. 276 crores this Kota-Jobner Pipeline would ensure uninterrupted supply of petroleum products at Jaipur and the nearby markets. The pipeline has six Sectionalizing Valves (SV) enroute to handle emergencies. SV stations are fully operated on the green energy of solar power and remotely monitored from the control room through CCTV.

Surveillance of the pipeline route is ensured physically by route monitoring personnel on a daily basis through GPS. Apart from the above, the leak detection system is fully functional to identify any kind of leakage in

the pipeline and take corrective action. The pipeline control room is manned round the clock by officers who monitor pipeline parameters through Supervisory Control And Data Acquisition (SCADA) to ensure safe and smooth running. With the commissioning of this installation at Jobner and the Kota – Jobner product pipeline, the products will now be made available in the region in the shortest possible time. Jobner Installation and the Kota-Jobner Pipeline are instrumental in building a strong foundation for inclusive and sustainable socio-economic development and transformation of the state of Rajasthan.

Agriculture and rural development will receive a fillip with the enhanced availability of petroleum products, signaling a glorious future of economic growth and progress. This marks a major milestone on Rajasthan's journey towards self sufficiency.





Hon'ble MoS (I/C), MoP&NG launch various Consumer Connect Initiatives of MNGL, City Gas Distribution Company in Pune and the Oil Marketing Companies BPCL, HPCL and IOCL.

## MoP&NG introduces Consumer Connect Initiatives

**M**r. Dharmendra Pradhan, Hon'ble Minister of State (I/c), Petroleum & Natural Gas launched various Consumer Connect Initiatives of MNGL, City Gas Distribution Company in Pune and the Oil Marketing Companies BPCL, HPCL and IOCL at a function in Pune in October 2015 .

Hon'ble Minister also launched MNGL's *Clean-Green-Smart* Pune initiative which aims at making Pune a pollution free city with a yearlong activity plan which include tree plantation 'Each One Plant One', Green Run for Green Cause – 'Greenothon', 'Our Planet Our Future', Smart safety program 'Learn not to Burn', 'Alert today Alive Tomorrow', etc. He inaugurated MNGL's piped gas supply to Nanded City one of the prestigious projects of the Magarpatta group bringing 24 X 7 supply of gas on tap to the residents.

The Hon'ble Minister handed over Insurance policies gifted by MNGL to 10 autorickshaw drivers under the Pradhan Mantri Suraksha Bima Yojana. MNGL has provided insurance

cover to CNG Auto Rickshaw Drivers & PMPML Bus Drivers in and around Pune. This personal accidental policy is an insurance policy which covers death or disablement of the policyholder caused due to accident or accidental injuries and offers an accidental death and full disability cover of Rs. 2 Lakh and for partial disability cover of Rs. 1 Lakh to people in age group 18 to 70 years. Prominent citizen's of Pune gave up their LPG subsidies and joined the 'GiveItUp' movement by handing over the consent form to Hon'ble Minister.

The Hon'ble Minister handed over Deposit Free LPG connections to a few BPL families. He also launched 'online booking' of LPG cylinders with 'online payment' facility for those who want to use the web and for those who wish to pay at the time of delivery, option to pay by debit/credit card through POS available with the deliveryman.

Hon'ble MoS also launched the Kiosk which will be put in prominent places in Pune through which consumers can do their LPG transactions.



Mr. Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra and Mr. Dharmendra Pradhan, Hon'ble Minister of State [I/C] for Petroleum and Natural Gas dedicates the CDU 4 of Mumbai Refinery in the presence of Hon'ble MPs & MLAs, Mr. KD Tripathi, Petroleum Secretary, Mr. Sandeep Poundrik, Joint Secy, MOP&NG and Mr. S Varadarajan, C&MD, BPCL

## New MR Crude Distillation Unit dedicated to the Nation

The new state of the art Crude Distillation unit [CDU 4] of Mumbai Refinery was dedicated to the nation on 8 December 2015 at a glittering ceremony by Mr. Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra and Mr. Dharmendra Pradhan, Hon'ble Minister of State [I/C] for Petroleum and Natural Gas at the Mumbai Refinery. Also present on the occasion were Hon'ble Members of Parliament Mr. Arvind Sawant, Mr. Rahul Shewale, Mr. Gopal Shetty and Mr. Prakash Phaterpekar, Hon'ble MLA from Chembur and Mr. KD Tripathi, Secy., and Mr. Sandeep Poundrik, Joint Secy, MOP&NG and Mr. S Varadarajan, C&MD, BPCL

The CDU 4 of capacity 6.0 MMTPA has been installed at a cost of Rs. 1419 Crores as a replacement of old Crude and Vacuum units. The commissioning of this CDU 4 would ensure cleaner environment and efficient use of energy with lower emissions and reduction in energy consumption. The Sulphur dioxide emission from the Refinery would be less than 10.5 mt/d – the lowest in the country amongst all the Refineries. Tightly heat integrated with furnaces

of higher efficiency, the reduction in energy consumption in terms of Liquid Fuel Equivalent [LFE] is expected to be about 30 % which results into estimated savings of Rs. 128 Crores per annum on fuel consumption.

On his arrival for the ceremony, Hon'ble MoS (I/c) for P&NG was given a warm welcome by the BPCL team led by C&MD Mr. S. Varadarajan, in the presence of Mr. B. K. Datta, Director (R), Mr. S. P. Gathoo, Director (HR) and Mr. P. Balasubramanian, Director (F).

Subsequently, Hon'ble MOS, Secretary & Joint Secretary (R), MOP&NG were taken to CDU 4 Control Room wherein Mr. S. S. Sunderajan, ED (MR) made a brief presentation on CDU 4 Project and the plant operation through advance control systems. A warm reception was also extended to the Hon'ble Chief Minister on his arrival to the Refinery.

The grand ceremony was witnessed by invitees who included senior officials from Govt. of Maharashtra, Statutory authorities, C&MD & Directors of HPCL, IOC, EIL, Directors of ONGC, BPCL Stakeholders and employees.





With **Speed**<sup>®</sup> every car  
is a **Super Car**



BETTER  
DRIVING  
EXPERIENCE



LOWER  
MAINTENANCE  
COST



REDUCED  
EMISSIONS



## Exciting year, outstanding performance

*As we welcome the new financial year with great excitement and gusto, let us reminisce about the year gone by. This was the first year of complete deregulation of fuel retailing in the true sense, which came with the much anticipated competition from private players. With all our combined efforts, we have been able to improve our competitiveness in such challenging times and create value for all stakeholders.*

*The Year 2015-16 was another successful year for the Retail Business. We accomplished strong sales performance by surpassing the additional sales volume target of 1 MMT and achieved 1.3 MMT, ending the Year with 25.3 MMT. At an individual level, we grew by 15% in MS and 3.5% in HSD. We surpassed our Business Plan targets, as we continued to successfully implement our strategy, laying a strong foundation for our future.*

*We commissioned 630 NROs with a sizable network of 170 Rural NROs, signifying our commitment to the growth of this segment. We reached a landmark of 1000 PFS Platinum and 6600 PFS retail outlets contributing to almost 80 % of our total sales.*

*With **Project Vishwas**, we reached an all time high of 8400 Automated Retail Outlets with all mono pumps replaced with MPDs, extending the Quality and Quantity promise to all our customers, while heralding improved customer service.*

*Strong brands are the backbone of our business! The year saw the revival of **Speed**, our premium brand of petrol. A gigantic effort was involved in restoring the Speed network by adding additional tankages, supported by intensive sales and marketing activities. We have been able to sell 3,03,000 KL of Speed as against 32,000 KL during 2014-15, almost a leap of 10 times higher. This a feat accomplished with your unflinching support. This significant increase over the previous year was driven by continuous efforts in network and customer engagement and focused investments in building brand equity for Speed through on ground activations and events. We have identified 'Going Digital' as one of the key driver for brand building and made a first attempt at doing an integrated digital campaign for Speed at Baja SAE India 2016, which was widely appreciated.*

*As the business grew, we not only improved the overall profitability of the Corporation but also advanced key strategic initiatives while taking the network closer to the customer. We undertook the drive to know our customers better with **Project Sampark**. I am proud to announce the successful capture of 7 million unique customers' data through the retail outlets in a short span of time. This will be one of our biggest CRM*

initiatives in the Business, driving our future marketing strategy. In the same direction, we launched the **Smart Drive**, a Mobile App offering information and smart solutions to customers on the go.

On the Operations front, we had a remarkable year of meeting the increased product demand while ensuring operational safety. In our endeavor to deliver technology enabled operations, we completed Automation across 26 Supply locations and implemented NANO across 20 locations.

We dedicated the Jobner Installation, an ultra-modern Petroleum product storage & distribution location and Kota – Jobner Pipeline, a 211 KM long underground pipeline from Kota to Jobner, to the nation. We introduced the Common User Terminal at Raipur Chhattisgarh to meet the demand of petroleum products of a large population in Chhattisgarh, including Raipur City and National Highway Corridor connecting South to East.

We were also awarded the coveted OISD award for Operational Safety Best Performance in Retail Operations for Western Region.

During the Safety Week Celebrations, we promoted operational safety with inclusive programs, such as SafeQ, Surakshavani and Bandhan for the teams at operating locations and PCVO Crew to energizing them and create lasting bonds, while promoting a culture of safety. The week long activities culminated in to a National finale rewarding competing teams from operating locations.

Despite challenges in the first quarter, the Logistics team managed to meet the increased product demand.

We touched the lives of our customers with the '**Celebrating with Customers**' initiative by celebrating festivals with them across the Country starting with Onam, followed by Rakshbandhan, Ganesh Chaturthi, Durga Puja, Diwali, Eid, Christmas and Holi.

We provided for inclusion, by enrolling DSMs, PCVO Crew and their families in to the first ever Health and Life Insurance coverage under the Bharat Arogya Yojana. We also dedicated ourselves to the cause of Swacch Bharat Abhiyaan, by pledging to provide clean toilet facilities in all Retail Outlets.

I would like to congratulate each one of you and acknowledge your untiring efforts and contribution in making all these achievements a reality.

Led by our long-term vision and guided by our values, we want to continue to outperform the competition this year as well. Our clear focus would be on delivering a strong performance through a robust customer strategy. For all this to happen, I will need your steadfast efforts to strengthen the foundation of the Business and deliver an unmatched BPCL experience to our customers.

Once again wishing you and your families another remarkable year of great performances and achievements!

Warm Regards,



George Paul  
Executive Director (Retail)

# An iconic revival of an ICONIC brand



**B**harat Petroleum has been credited with offering many firsts in the Oil Industry, be it pioneering customer assurance programs such as *Pure for Sure*, *Pure for Sure Platinum*, *One Stop Truck* and *Tourist Shops-Ghar*, *Highway Stars*, most comprehensive non fuel Convenience offerings to name a few or India's first fuel Loyalty Programs- *PetroBonus* & *SmartFleet* or India's first branded fuels *Speed*, *Hi Speed Diesel* and *Speed 97*, powered by multi functional additives to deliver superior driving experiences and sustained peak engine performance.

Talking of branded fuels, way back in 2002, even before the full scale entry of new generation car manufacturers in the Country, we launched the first new generation premium petrol in the country under the brand name, 'Speed'. Another first by the Retail SBU, known for its obsession for introducing several customer focused initiatives ahead of its times. Soon after, the other leading Oil Marketing companies also launched their own branded fuels.

Branded fuels were introduced with a view to offer a clearly differentiated product for the new generation engines winning over the customers' fulfillment and preference. The product addressed customers growing concern about their vehicles performance and care and environmental impact of harmful emissions. From Bharat Petroleum's perspective, it demonstrated its core values of *Innovation*, *Caring* and *Reliability* while improving brand image and winning over loyal customers.

### An INNOVATION called SPEED

The introduction of premium additive based fuels was a welcome change in the rather commoditized fuel market of petrol and diesel. The Industry experts viewed this as a trend in line with the global trends to introduce new generation fuels to woo consumers buying new generation cars.

*Speed* was marketed as a superior fuel with multifunctional additives

that enhanced engine performance, lower emissions and better drivability. It also delivered on the promise of improved mileage. The multi functional additives were sourced from Chevron Oronite Company LLC, USA. We soon launched premium diesel, *Hi Speed Diesel* for the emergent segment of new generation diesel cars with CRDI engines. We also introduced *Speed 97*, high octane petrol for the premium luxury segment of cars.

### Marketing INNOVATION

*Speed's* journey as the first new generation fuel brand was an exciting one. The brand became synonymous with Motor Sporting activities in India, involving Formula 1 association by sponsoring **Narain Karthikeyan**, identification, nurturing and supporting Motor Sporting talent in the country, *GoKarting Championships*, *Amateur Motor Racing*, *Speed Run* – India's first drag race format, sponsoring young engineers for designing race cars and meet & greet events with brand ambassador.

*Speed* also introduced India's *First Motor Sports Quiz*, *Speed I Quiz* in partnership with a leading Media House. Fueling the passion of many Motor Sport enthusiasts in the country, *Speed* became the most loved brand in the category and a market leader with over 40% market share. *Speed's* positioning on performance and association with motorsports was enhanced and taken to another level by bringing on board MS Dhoni, India's master blaster as a brand ambassador along with Narain Karthikeyan. *Speed* and travel go hand in hand, a campaign – 'Take the first road out' was launched to promote travel and getaways with partnerships with leading travel publications.





Speed sales reached a crescendo with peak volume of 1100 TKL being sold across 4000 Retail Outlets. After a great start and an overwhelming response from the market, Speed, which was sold at a premium of a mere Rs. 1.5 to Rs. 2 higher than normal petrol. Speed not only became the highest selling premium fuel, but also enjoyed high brand equity as a result of our marketing investments.

**On the decline of the curve**

However, success comes with its own set of challenges. In 2009, new duties were introduced on branded fuels, which increased the price of branded fuels by Rs. 7- 8 per litre more than normal fuels. In 2012, the government withdrew the subsidy support for branded fuels, which further increased the prices of branded fuels to Rs. 10-12 per litre over the normal fuels. Due to the high price differential, sales plummeted as the market shrunk and brands suffered from waning demand.

Speed which was widely used by motorists and bikers now was bought only by premium luxury car and bike owners. In a positive move by the Government in 2015, the duties on branded petrol were reduced from Rs. 7.50 to Rs. 2.35 a litre. This came as a blessing for Oil Companies and the consumers too.

**Revival and REBIRTH**

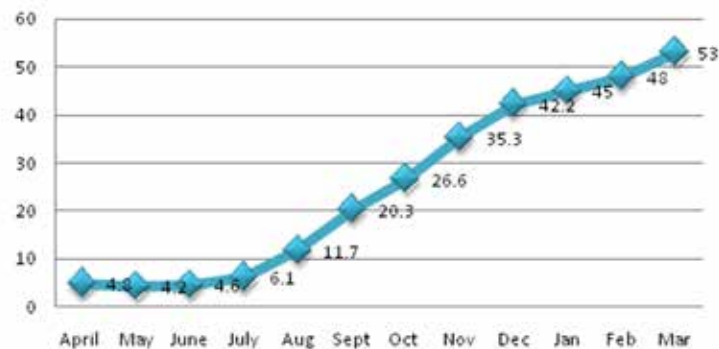
Retail SBU took on the challenge to revive Speed across the network, aware of the challenges of reviving an almost extinct brand with low network strength of Speed retail outlets, extremely low sales volumes as loyal Speed customers distanced themselves from the brand owing higher prices and the newer ones did not know of its existence.

Revival of Speed became the business's top most priority with a clear target of regaining the leadership status in premium fuels segment to become the customers' first choice. The task at hand was to address the users of Speed who migrated back to normal petrol due to the price differential, bring in new users into the fold and convert competitor's customers to our side. Comprehensive strategies were drawn out, detailing the strategic and tactical goals for Speed's revival and re-establishing its strong brand equity.

A systematic plan to improve product availability by adding hardware in the form of additional tanks in retail outlets and increased brand prominence in the Retail outlets was drawn out, coupled with rigorous network engagement & training.

Network partners were enthused and encouraged to promote Speed sales and were attractively rewarded through strategically designed

**Speed Sales Performance (2015-16)**



monthly sales schemes. Awareness building activities, ground activations and brand engagement opportunities




**Speed Grand Prix**  
CHAMPIONSHIP



*Congratulations Speed Champs!  
You have made it to finish line in great style...with 303 TKL Speed Sales in the year...*

\*\*\* **Championship Winners** \*\*\*

<b>GROUP 1</b>	<b>GROUP 2</b>	<b>GROUP 3</b>
<b>NELLORE</b>	<b>UDAIPUR</b>	<b>AHMEDABAD</b>



<b>GROUP 1</b>	<b>GROUP 2</b>	<b>GROUP 3</b>
<b>MUZZAFARPUR NELLORE</b>	<b>UDAIPUR JABALPUR</b>	<b>AHMEDABAD</b>



<b>GROUP 1</b>	<b>GROUP 2</b>	<b>GROUP 3</b>
<b>NELLORE</b>	<b>UDAIPUR</b>	<b>AHMEDABAD CHENNAI</b>

**Special Recognitions**

- **Most Consistent Territory with 100% Point Score and Highest Conversion – Udaipur Territory**
- **Territory with Highest Overall Speed Sales and Highest Sales of 4 TKL pm in March 2016 - Chennai Territory**
- **Territories with consistent Podium Finishes**

<b>GROUP 1</b>	<b>GROUP 2</b>	<b>GROUP 3</b>
<b>NELLORE</b>	<b>UDAIPUR</b>	<b>AHMEDABAD</b>
<b>MUZZAFARPUR</b>	<b>JABALPUR</b>	<b>CHENNAI</b>
<b>PATNA</b>	<b>VARANASI</b>	<b>MUMBAI</b>
<b>BARAUNI</b>	<b>MANMAD</b>	<b>PUNE</b>
<b>DURGAPUR</b>	<b>MYSORE</b>	<b>THANE</b>
<b>JAMSHEDPUR</b>		<b>TRICHY</b>

*A special thanks to all Territories for the encouraging participation in the Speed Grand Prix and such superlative performance! Kudos to the Spirit of Speed...*



were undertaken to woo Speed loyalists and prospects.

**SPEED Grand Prix**

The Territory teams were enrolled to participate in the Sales Competition based on a *SPEED Grand Prix Championship* format, where in each month there was a Grand Prix with a challenging target to add network and achieve sales and conversion goals. The Speed Grand Prix was designed to promote healthy competition amongst the sales teams, while scaling higher each month in Speed sales. The Speed Grand Prix received an overwhelming response from the Sales teams and with its growing popularity Speed became the buzz word in all markets.

The Territory teams competed in their respective groups and aimed for a podium finish with top scores in their groups every month. Consistent performance in the Grand Prix with Top position in three races won the Speed



#SPEED  
MORE REPORTS : [www.bharatpetroleum.in/SPEED\\_FUELS](http://www.bharatpetroleum.in/SPEED_FUELS)



Sales Champions a place in the 'Speed Grand Prix Hall of Fame'. The 'Fastest Lap Award' was instituted for Territory teams achieving the Business Plan target earliest in each group, which encouraged them to realize the Business Plan goals well in advance. The Speed Grand Prix participation by the sales teams was enthralling as they aimed to exceed their targets by modulating their strategies with each race and helped the Business to achieve more than 6 X growth in network and 10 X growth in Sales and in just one year.

**Iconic Brand AMBASSADOR**

Speed sensation Narain Karthikeyan was once again engaged as Speed's brand ambassador to popularize Speed across the Country and a communication campaign "With Speed every car is a Super car" was launched across the country. 'Speed Speak', the exclusive meet & greet events with select customers and Speed dealers were conducted at select markets to strengthen Speed's association with motoring passion and performance.

High Octane campaigns of SPEED with Narain Karthikeyan in Indore (above) and the Maharaja of Udaipur (below). Read more and view complete album on BPCL website and Facebook.

A number of relaunch events and brand engagement initiatives were conducted to build resonance with



Speed users across most prominent markets. The **Royal Riders Rally** in Udaipur, **Speed Treasure Hunt** in Mumbai and Thane, **Speed Car Treasure Hunt** in Kolkata, **Speed Rovers** luxury Car and Bike Rally at Indore, **Speed Biker Rallies** in Gwalior & Bhopal, **Speed Womens' Rallies** and co sponsorship of MP Auto Expo in Bhopal, **Speed Slogan Contest** in partnership with 'The Week' magazine in Chennai to name a few. Speed's long term **association with Bond films** was also revived with the launch of the Hollywood movie, 'Spectre'. An invitation to watch the movie was extended to customers, select Speed dealers and sales teams across markets to leverage the association and acknowledge their contribution in promoting Speed sales.



**SPEED @ BajaSAE India**

Speed's continued association with Baja SAE India, 9th year in a row, was another feather in the cap, as Baja SAE India gives the perfect impetus for the young engineering talent to augment design and engineering skills, giving the country its next generation of automobile professionals.

**SPEED Digital**

Speed energized the young teams at Baja on the race track and off it too by leveraging the power of the digital media. As the official fuel partner, Speed not only energized the All Terrain Vehicles (ATVs) through the static, dynamic and endurance tests at Pithampur



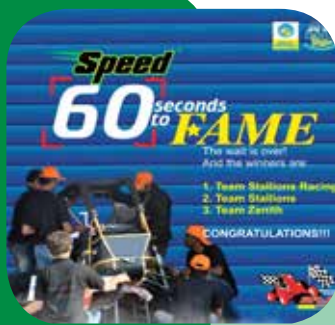
1. Speed Treasure Hunt
2. Speed PIT-STOP
- 3 Mr.M.S Patke, GM (Brand & PR) along with ED(Retail) selects winner of the online contest SPEED IQ

Indore but also encouraged them to showcase their digital currency with the exhilarating digital and social media contests, "60 Seconds to Fame", "They Battle-You win" and "What's your Speed IQ?".

In association with Corporate Brand, we also experimented Speed on Digital with an exclusive **SPEED micro-site on www.bharatpetroleum.in**, live coverage and engagement programmes on Social Media.

On the successful revival of Speed, Mr. George Paul, ED, Retail remarked, "The 360 degrees approach to revival of Speed can create a classic case study if we surpass the past peak performance of Speed this year itself, which will be remembered for a long time. We are now ready to shift gears and deliver another superlative Speed performance in the next FY too" ■

**Team BPCL at #BajaSAE India 2016 in Indore. Read more and view complete #SPEED album on BPCL facebook.**





with **Speed** every car  
is a **Super Car**

NARAIN KARTHIKEYAN  
INDIA'S FIRST FORMULA 1 RACER



#SPEED

MORE REPORTS : [www.bharatpetroleum.in/SPEED\\_FUEL](http://www.bharatpetroleum.in/SPEED_FUEL)



BETTER  
DRIVING  
EXPERIENCE



LOWER  
MAINTENANCE  
COST



REDUCED  
EMISSIONS

**S**peed Fuels are enriched with world-class "Clean-All" and "Keep-Clean" special multi-functional additives (MFA) that keep your vehicle's engine free of deposits thereby giving us peak engine performance leading to better driving experience, lower maintenance cost, reducing emissions and improved mileage.

### How Speed Fuels work

In a new vehicle engine, fuel-port injectors, intake valves, and combustion chamber are free of any deposit. With time, deposits begin to accumulate on these engine parts, affecting the vehicle performance through deposits in the Fuel Injector, which lead to poor ignition, rough idling, loss of power, increased emissions & reduced fuel economy.

Deposits in Intake Valve & Ports, which soak a fraction of the fuel like a sponge,

resulting in an improper fuel-air mixture, hence, poor combustion. Deposits in the Combustion Chamber, which lead to rise in pollution levels, octane requirement increase (ORI), reduced power and sluggish acceleration.

### The Speed PROMISE

**BETTER DRIVING EXPERIENCE** - The superior additive chemistry of Speed fuels keeps these deposits in check and helps in restoring and sustaining original engine performance, bringing you maximum conversion and realization of power and acceleration.

**REDUCED EMISSIONS** - The MFA technology used in Speed cleans-up the harmful deposits from intake valves and ports, fuel injectors and combustion chamber. Moreover, it prevents the formation of new deposits, ensuring correct air-fuel mixture and improve fuel spray pattern.

**LOWER MAINTENANCE COST** - Speed provides all round protection to fuel system components from rust and corrosion, thereby a cleaner engine.

**IMPROVED MILEAGE** - Speed brings to you enhanced overall engine performance - easy starting, smooth idling, maximum power and acceleration, reduced emission and engine knocking.

to complement technology enhancements is also increasing. Speed 97 is the only petrol in India, with an octane rating of 97. Speed 97 is a unique blend of high-octane petrol of an octane rating greater than 97 RON, with specially designed components. As the petrol with the highest octane rating in India it enables advanced modern design engines to work more efficiently thereby delivering more power. It has the ability to remove performance sapping deposits left by other fuels from the airways of the engine. The combination of these effects means that fuel and airflow smoothly and quickly to the engine, burning more effectively to give you increased performance and a quicker response.

It also contains world-class multi-functional additive, which enables these vehicles to deliver their designed outputs by removing harmful deposits from all fuel metering systems and components, making Speed 97 give Better responsiveness, Maximum power output, Cleaner Environment, Improved drivability to the high end cars.



Speed 97 is formulated for those who care about their car. Petrol, as advanced as today's latest high performance engine, brought to you after years of research into what drivers really want from their cars.

The top three luxe marquees Mercedes-Benz, Audi and BMW — which together command around 90% of the Indian luxury car market — are all looking at top-gear growth, with market leader Mercedes-Benz clocking a 41% increase in sales in 2015. With more than 40 new cars and SUVs lined up for the entire year in the segment, we are looking at another year of strong double-digit growth for India's luxury car brands. With growing demand of luxury cars, demand of high-octane petrol



## Leadership



It was the return of jubilations at the **Leadership in Action**, the All India Retail Business Summit that saw the convergence of Leaders of the Retail Business group. Bangalore played host to the summit and several initiatives were launched at this tremendous platform. This summit is the launch pad for growth strategies to propel the business.

Placing the summit in perspective was Mr. George Paul, Executive Director (Retail) who gave an overview of Business performance, challenges ahead and our strengths as a business, as he welcomed the Retail

Leaders and the Junior Retail Council Members to the Summit that he had revived after a gap of 5 years. He stressed entirely on the importance of business expansion, leveraging technology in every aspect of the business, connecting with customers of today, value maximization for all stakeholders, energizing people through inspirational leadership, and values to be internalized for nurturing talent, as we steer through the present with an eye on the future.

In his address, ED, Retail, also emphasized on the fact that achievement of *Project Dream Plan* targets during the current year will be of top most priority as we embark on a new journey with Project Sankalp from 2016-17.

Unveiling the theme of the Summit, Mr. George Paul, called the attention of all participants to the fact that our business is built on the foundation

of the strong relationships that we build and nurture along the way, with our people and our customers, our 'Rishta Dil Se', which makes us what we are today. Based on the theme of 'Rishta Dil Se' an Audio-Visual film was showcased, which enthralled and energized the participants.

Business Sessions at the meet were, moderated by senior leaders in the areas of Operational Excellence, Logistics as a differentiator, Digital Retail, Building Retail across Urban, Rural and Highway markets and Creating BPCL as the most loved brand.

Ensuing sessions were rich with thought provoking exchange of ideas and reflections for strategies that would enable realization of business goals through creating strong customer connections. For the first time, members of the Junior Retail Council participated in the LIA Summit and brought several new perspectives to the business sessions. Mr.K K Gupta, then Dir (M) expressed his delight over the



Inauguration of the "Leadership in Action" summit



Mr. George Paul, ED(Retail), Mr. MS Patke, GM(Brand & PR), Mr.S Ramesh, then ED(LPG), Mr.I S Rao, ED(Gas Business), Mr.R P Natekar, ED(I&C) and Mr.K P Chandy, ED(Lubes) at the LIA 2015



## in Action

business achievements and stressed on the importance of prudence in dealing with challenges that lie ahead due to competitive forces and market dynamics.

At the 'BPCL First' Session, SBU Heads, Mr. George Paul, (ED, Retail), Mr. S Ramesh, (then ED, LPG) Mr. K P Chandy, (ED, Lubes), Mr. R P Natekar, (ED, I&C), Mr. I S Rao, ( ED, Gas Business) and Mr. MS Patke, (GM, Brand & PR) discussed the significant contribution of the BPCL First initiative on the business performance and building an inclusive culture in the Corporation.

Views shared by Business leaders resonated with the fact that the BPCL First Initiative provides immense opportunities that will enable meaningful collaborations for business to engage with consumers and deliver measurable performance, which will be tough for competition to replicate. The Business leaders also opined that BPCL First initiative would go a long way in building a collaborative culture in the organization. An

encouraging and inspiring 'Leadership Talk' Session with C&MD, Director Marketing, Director Finance and CVO invigorated the participants.

Our C&MD, Mr. S Varadarajan, in his opening remarks lauded the efforts of the field teams in making the landmark performance a reality. He also appreciated the unparalleled synchronization of the businesses to create success stories of the future and emphasized the importance of value creation for all stakeholders, including BPCL teams, channel partners and shareholders. He asked the Retail TMs to take ahead the tradition of customer centricity to provide value to the customers on a sustained basis. The Summit witnessed the launch of the New Avatar of the BPCL Website and the SmartDrive Mobile App by our C&MD.

The Leadership in Action Awards 2015 recognized the feats achieved by Retail Territories and Regions during 2014-15, across business goals. Chennai Territory was honored with the Best Territory Award and Southern Region was awarded the Best Region for the overall excellence in performance. The Summit concluded with a session on 'Leapfrog Strategy' by Mr. Porus Munshi, author of the best seller on 'Making Breakthrough Innovations Happen'.



CMD at the Leadership Talk. Also seen, then CVO, D(M) and D(F) along with ED(R)



TOP : Southern Region jubilates on winning the All INDIA Best Region title.  
BELOW : The LIA team with C&MD and Directors.





## SmartDrive from Bharat Petroleum

*One-stop smartphone App for all fuelling and services needs*

**S**martDrive is a Smart mobile app from Bharat Petroleum, which helps one locate Fuel Stations, services and much more. This app has been designed for motorist and bikers who like to keep updated on the go.

It has several features which helps one find all their needs while driving. From planning one's trip to finding the distance to the destination, locating fuel stations on way - with food outlets, where you can refresh, rejuvenate, eat, shop, use ATMs and do much more. Additional features are saving vehicle documents in digi format for anytime retrieval, managing PetroCard and SmartFleet and much more. With these facilities SmartDrive, a smart application from Bharat Petroleum, is more than a friend as one drives on. It is the one stop solution for all journey needs from BPCL.

C&MD, Mr.S Varadarajan launching the SmartDrive App in the presence of Mr. KK Gupta, (then Director - Marketing), Mr. P Balasubramaniam, Director (Finance), Mr. Maonj Pant (then CVO, BPCL), Mr. George Paul, Executive Director (Retail) and Mr.AK Kaushik, GM (IT Retail), at the National Retail Summit - "Leadership in Action" in Bengaluru

## Sampark

*A digital wave for creating a databas of our customers*

**O**ur retail business is fast moving away from commodity-based selling towards service-driven marketing, with competition expanding the base and customers demanding more and better.

Being the largest customer-facing business of the corporation, offering an ideal pool of captive audience for sales and brand promotional activities, it is our endeavor to create memorable experiences and strong connections with our customers at every touch point.

To get a spot at the top of mind recall of the customer, we need to constantly communicate and engage them in meaningful customer-centric activities. In our endeavor to know our customers better, their buying habits and their preferences, we have launched Project Sampark to create an ambitious target of 1 Crore database of our Patrons.

This is achievable only with the active participation of each and every Dealer in our network. To enable our dealers to gather this data easily and efficiently, Bharat Petroleum has launched a mobile app called **Sampark**. We encourage every dealer to use the mobile application- to collect the data of the customers visiting their retail outlets.

We urge the dealer to ask his RO Manager or Forecourt Supervisor or Team Lead to carry out this activity on Sampark application. In Rural outlets where there may not be an RO Manager or Forecourt Supervisor or Team Lead, DSMs may be engaged in data collection.

**Getting to know our customers better**

## Bharat Arogya Yojana

Employees of our dealers and transporters are the face of our company and we are more than willing to go out of our way to make them feel at home with us. With this in mind, BPCL initiated the Bharat Arogya Yojana, which is a unique health and personal accident insurance scheme for employees of our dealers. "We have launched Bharat Arogya Yojana, a health and personal accident insurance scheme for employees of our business partners, who are employed for more than three years. They may not be our direct employees but are the crucial linkage to our relationship with our customers. We were looking at how to enhance the quality of life of this community, how they would respond to our customers needs differently," said Mr. S. Varadarajan, C&MD, BPCL, while launching this scheme early last year.

This scheme is our way of extending care to the larger family. Launched in collaboration with New India Assurance, it is applicable to all employees working for franchisees, across the country and it provides health cover of Rs.1 lakh for the individual and the family (spouse and two dependent children) and a personal accident cover of up to Rs.2.0 lakh. The scheme provides cash less cards which can be used at 6,000 hospitals across the country.

BPCL has undertaken environmental friendly initiatives through its retail network across the country. We have ambitious plans to provide renewable energy solutions such as solar systems, save on energy by providing energy efficient light at Retail outlet and improve ground water level by way of Rain Water Harvesting.

**Solar Power Systems at Retail Outlets:** As a part of Green Retailing concept Solar Power Systems have been provided at 535 Retail Outlet having capacity of 2650 KW.

**Green Lighting:** More than 1000 Retail Outlets have been covered by energy efficient Lights like Induction & LED resulting in almost 40% savings on electricity bill.

**Rain Water Harvesting:** Around 100 Rain water harvesting systems have been constructed in the current year, which has resulted in conserving 116 lacs lits of water /Year.

Retail network has been organizing various activities at retail outlet for sensitizing dealer network and generating awareness towards green retailing. In addition to that we have been utilizing our retail network In & Out store and Beyond LPG channel in rural areas to sell rechargeable solar lanterns to help and replace the traditional kerosene lamps in rural households.

## Green Retailing

The scheme provides cash less cards which can be used at 6,000 hospitals across the country.

## Automation for transparency and trust

Launched in 2006-07, Automation started a new movement in Oil Industry, recognizing the consumer need for trust worthy and reliable fuel stations. Automation brings transparency, giving customers not only Quality & Quantity assurance of the product delivered, but tank stock & dispenser deliveries across the network are also closely and remotely monitored. Any dispensing unit which is not automated gets disconnected from the system and stops dispensing fuel, till it gets rectified.

Once fueling is done, bill gets generated automatically, capturing rate, volume, details of the dealer, Start & End time, mode of payment, preset quantity and value details. If the customer vehicle is registered with us, bill captures these details as well, and a SMS is received by the customer on his registered mobile phone with all transactional details. Traceability of each transaction is ensured as dispenser is secured by Password, which also captures the details of the delivery sales person, operating the pump thus helping in tracking back transaction, in case a customer has any query.

With more than 7000 automated fuel stations across the length and breadth of the nation, we guarantee our customers transparent operations at our forecourt with assured quality and quantity, and accurate & automated billing.



Mr. S Varadarajan, Chairman & Managing Director handing over the cheque for the highest ever Dividend from Bharat Petroleum to Mr. Kapil Dev Tripathi, IAS, Secretary, Ministry of Petroleum and Natural Gas in the presence of Ms. Monica Widhani, ED(Coordination), BPCL and officials of BPCL, MoPNG on 15 September 2015 in New Delhi.

## Bharat Petroleum presents highest ever Dividend to Govt of India

**B**harat Petroleum has presented a cheque of Rupees Eight Hundred and Ninety Three Crores, Seventy lakhs, Two Thousand Seven Hundred only to the Government of India as Dividend for the financial year 2014-15.

Mr. S Varadarajan, Chairman & Managing Director handed over the cheque for the highest ever Dividend to Mr. Kapil Dev Tripathi, IAS, Secretary, Ministry of Petroleum and Natural Gas in the presence of Ms. Monica Widhani, Executive Director (Coordination), BPCL and officials of BPCL, MoPNG on 15 September 2015 in New Delhi.

At the AGM that was convened on 09 Sept 2015, C&MD declared that BPCL has recorded outstanding results in all the facets of business for the year 2014-2015. Both in Refining and Marketing, excellent results have been delivered. Company has achieved the highest ever net profit of Rs. 5084.51 crores during 2014-15 representing a 25% leap over last year's record of Rs. 4060.88 crores.

BPCL's Gross Revenue from Operations for 2014-15 was Rs 2,53,254.86 crores, compared to previous year's revenues of Rs 2,71,051.81 crores. BPCL generated the highest average Gross Refining Margin (GRM) amongst the

PSU Oil Companies during 2014-15. BPCL's market sales volume was 34.45 MMT as compared to 34.00 MMT achieved during the last year.

BPCL's market share amongst the public sector oil companies stood at 23.29% as against 23.50% recorded in the previous year. BPCL's net worth as on 31.3.2015 stands at Rs.22,467.48 crores as compared to Rs. 19,458.76 crores at the end of the previous year. In 2014-15, the Earnings per Share stood at Rs.70.32 as compared to Rs. 56.16 during 2013-14.

The BPCL board has recommended a dividend of 225% (Rs.22.50 per share) for the year.

Mr. S Varadarajan, C&MD, BPCL presenting the Dividend cheque of Rs.1399.99 lakhs to Mr. Oommen Chandy, Hon'ble Chief Minister of Kerala in Thiruvananthapuram in the presence of Mr. P.K. Kunhalikutty, Hon'ble Minister for Industries & IT, Mr. KM Mani, Hon'ble Minister for Finance, Law & Housing, Mr. K Babu, Hon'ble Minister for Fisheries, Excise & Ports, Mr. Jiji Thomson, Chief Secretary and Mr. PH Kurian IAS, Secretary (Industries), Govt. of Kerala and Mr. Prasad K Panicker, Executive Director (Kochi Refinery) and other senior executives of BPCL.

## BPCL Dividend to Govt. of Kerala





## BPCL corporate website now in a brand new avatar

The Corporate Website of BPCL [www.bharatpetroleum.in](http://www.bharatpetroleum.in) in its brand new avatar was launched by Chairman & Managing Director, Mr. S Varadarajan at the Retail Leadership in Action Summit -2015 in Bengaluru in August 2015.

Mr. K.K. Gupta, Director (Marketing), registered as the first customer on the website. Mr.P Balasubramanian, Director (Finance), Mr. Manoj S Pant, Chief Vigilance Officer, Mr. George Paul, ED(Retail), Mr. S Ramesh, ED(LPG), Mr. KP Chandy, ED(Lubes), Mr. R.P. Natekar, ED(I&C), Mr. I. S. Rao, ED(Gas), Mr. Milind S Patke, GM(Brand & PR) and the Corporate Brand & PR Team witnessed the launch along with the huge gathering of the LIA Summit.

In our efforts to being innovative, caring and reliable, the website has been developed with a host of new facilities. Apart from information about the business and services, the website will also serve as a business enabler with features to share, connect and do business with us. 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. Planned digital marketing services and customer conversations on Website / Social Media to enrich consumer mind-space have also been integrated in the website.

The site in its all new avatar is equipped for real time methods and platforms for e-transactions and knowledge sharing for customers and global network. The website will also be an easily accessible platform for capturing customer feedback.

C&MD, Mr.S Varadarajan, Directors Mr. KK Gupta (M), Mr. P Balasubramanian, (F), Mr. Maonj Pant (then CVO, BPCL), Executive Directors Mr. KP Chandy, (Lubes), Mr. George Paul (Retail), Mr. Ramesh S (LPG), Mr. R P Natekar (I&C), Mr.I S Rao (Gas) and Mr. Milind S Patke, GM (Brand & PR) along with the corporate Brand & PR team at the launch of BPCL website in its new avatar at the National Retail Summit - "Leadership in Action" in Bengaluru

The website is equipped to create a superior user experience with single user dashboards and conveniences, therefore please login and register at your own [www.bharatpetroleum.in](http://www.bharatpetroleum.in) to experience the value adds designed for all our valuable customers.

The launch only marks the beginning of another new journey that requires continued collaborative support from all BUs, Entities and Business Associates. We dedicate the all new site to BPCL's continued commitment to being *Innovative, Caring and Reliable*.



## Bharat Petroleum bags "HR Excellence Award" in India Today PSU Awards 2015

**B**harat Petroleum has bagged the "HR Excellence Award" in the India Today PSU Awards 2015. Mr.S.P Gathoo, Director (HR) received the award from Shri. Ravi Shankar Prasad, Hon'ble Minister of State for Telecom, Ministry of Information Technology and Mr. Piyush Goyal, Minister of State for Power at a glittering function in New Delhi on 14 December 2015.

The India Today Group's study on the Best India PSU is an attempt to find out which of the Country's Public Sector Undertakings are contributing

the most towards various aspects of Nation-building. This survey on Indian PSUs that are playing a very significant role in India's economic development and industrialization is the first ever comprehensive survey of Indian Public Sector Undertakings.

It evaluates PSUs across four segments namely the Maharatna, Navaratna, Mini-Ratna and other PSUs, under eight categories; offering a rare insight into the functioning of Indian PSUs. Bharat Petroleum receives this accolade in the Navaratna Category.



## Bharat Petroleum Most attractive Brand

**B**harat Petroleum has been adjudged MOST ATTRACTIVE BRAND by TRA. BPCL C&MD Mr. S. Varadarajan, Mr. K. K. Gupta, Director (Marketing), Mr. S.P. Gathoo, Director (HR) and Mr. Milind S. Patke, GM (Brand & PR) are seen with Corporate Brand & PR Team. Mr. Patke received the award on behalf of Bharat Petroleum recently.





## **BPCL C&MD is BEST Oil PSU CEO**

Mr. S Varadarajan, Chairman and Managing Director, BPCL receives the Business Today BEST CEO AWARD, in the Oil & Gas Sector, from Mr. Jayanta Sinha, Hon'ble Union Minister of Finance at the Business Today Awards ceremony, December, 2015

## **EFI Award for Significant Achievement in Employee Relations-2015"**

It was a proud moment for BPCL when the EFI National Award for Excellence in Employee Relations- 2015 was bestowed upon BPCL for Significant Achievement in Employee Relations. Employers' Federation of India (EFI) is a leading apex national organization of Employers recognized by the Ministry of Labor and Employment, the State Governments and the ILO. Mr. R.R. Nair (GM- HRS), Mr.K. Padmakar (GM- HRD) and Ms. Sujata Chogle (GM-HR, Mumbai Refinery) received the award on behalf of BPCL from Shri Arun Maira (former Member, Planning Commission, GOI). The award is reflective of BPCL's strong commitment to excel in Employee Relations and recognises the positive initiatives that have been taken in the workplace to the benefit of both the organisation and its workforce.

## **BPCL among top ten in "BEST Companies for CSR 2014"**

Touching lives every day is what Bharat Petroleum does and we are proud that Bharat Petroleum has been ranked among the Top Ten "Best Companies for CSR" in the recent survey by The Economic Times partnering with Futurescape and IIM Udaipur.

From 115, the number of companies that were analyzed has risen to 216 in the second edition of the survey this year, which means there's more competition, and as a result several new companies have risen to find a place in the top 10 rankings of the "Best Companies for CSR 2014" study.

The survey reports that only about 18% of all companies surveyed met the mandatory 2%

spending norm and that not a single services company features in the Top 10. What do these facts reveal? "Companies need to think of CSR more strategically," says Namrata Rana, director, Futurescape. For now, companies are engaging with communities in limited areas. "Education, health and environment are prominent. Areas like women's empowerment and supporting artisans, sportspersons etc get a short shrift," says Janat Shah, director, IIM Udaipur.

Having said that, the top 10 corporates featured in this report are veterans, with a tradition of executing and monitoring CSR projects. Others can learn from them. This year's CSR study finds that many companies have scaled up operations in CSR and are looking at it as a priority.



## Catch them young : Junior Retail Council

JRCians with Mr. George Paul, ED Retail at the JRC review in Indore

The Retail Business introduced another path breaking initiative, by instituting first ever Junior Retail Council (JRC) of the Retail SBU. The JRC is a council of young managers of the Retail Business across various business functions, formed with the purpose of engaging the youth power and creating a driving force for effective realization of the business goals of today and for times to come. This team would be the business's evangelists connecting the threads and enabling its progress in line with the overall business vision. This phenomenal initiative is the brain child of Mr. George Paul, Executive Director (Retail).

The energetic and tenacious JRC team has been handpicked by a rigorous selection process, with an objective of getting a fair representation from all

functions and geographies. The JRC team would work under the tutelage and guidance of ED, Retail and work on taking ahead various initiatives and projects across key high leverage areas. In the first Junior Retail Council Meeting, the team co created the Core purpose, Vision and Team Operating Principles (TOPs) for the JRC. High leverage result areas (HLRs) were identified by the young team for developing future strategies, which mirrored the thoughts of the Retail Council team.

Over the past few months, the JRCians have been taking forward the communication mandate across all Territories and locations in the Retail Business. The communication series is designed to establish a connect with the young officers in the business, share their JRC experience

and use this platform for influencing & participating in the decision making process. The response from the Territories has been overwhelming and a significant step in the remarkable journey to creating an inclusive, growing and sustainable business.

For the first time, representative members of the Junior Retail Council also participated and brought several new perspectives to the business sessions during the Retail **Leadership in Action Summit**, Bengaluru.

The institution of the Junior Retail Council is another positive step towards building a strong sense of camaraderie and common purpose to deliver business excellence.



## Sangam 2015

The confluence of Highway Retailing, Fleet Sales and Retail Technology teams at the City of Lakes, Udaipur was designed to enable the teams coming together and craft winning strategies for market dominance on Highways.



## Team Kota lends a helping hand

**K**ota Retail Pariwar joined hands towards the noble cause of saving lives, further promoting the cause 'Samajik Sarokar Ke Sath – Bharat Petroleum Ka Haath'.

A brand new ambulance with all necessary medical accessories was donated to Nirmal Hridya Home - Missionaries of Charity of Mother Teresa for their Orphanage and Old Age Home at Kota. The Ambulance

prominently branded with Bharat Petroleum logo on sides and roof, was handed over by Head Retail North, Mr. T Peethambaran at BPCL retail outlet M/s Bedi Brothers in the presence of Chief Manager Sales North, Mr. Rauf M Khan; Territory Manager Retail Kota, Mr. Rajeev Jaiswal; other officers of BPCL; BPCL dealers of Kota Retail Territory; Father of Bishop House; and, other prominent personalities and customers.

## Safety Innovation Award

For Sewree Installation, Mumbai

**B**PCL Sewree Installation has bagged the "Safety Innovation Award" for various initiatives introduced for inculcating awareness and a safety culture in operations in the fields of Occupational Safety, Health & Environment at "The International Safety Convention & Exhibition, 2015". Mr. Sreedhar Sidagam, Chief Installation Manager, Sewree and Ms. Kakoli Bharali, Executive Operations Sewree received the award in the presence of high profile luminaries from Indian industries in September 2015.



## A promise beyond excellence

All India Retail Operations Meet

**A**s its theme, so was the All India Retail Operations Meet, a "Promise Beyond Excellence". Held in Hyderabad from in October 2015, it saw the convergence of Incharges of all Retail Locations, Regional Roleholders of Operations and Logistics and Headquarter Operations Team.

ED Retail, Mr. George Paul; ED HSSE, Mr. P C Srivastava; ED Legal, Mr. S Vijayakumar; ED E&P, Mr. M M Chawla; ED I&C, Mr. R P Natekar; and,

GM Operations, Mr. N Manohar Rao performed the traditional launch of the Meet. The presence and address of C&MD, Mr. S Varadarajan; Director Marketing, Mr. K K Gupta; and, Director HR, Mr. S P Gathoo, energised the team that had converged after a gap of nearly five years.

"Tank Lorry Crew Training Video", "Product Loss Manual", "Tanker Operations Manual", and "Safety Booklets" were launched by C&MD. The presence of Padmashri P V

Sindhu was a source of inspiration and encouragement to Women participants to perform & excel. The **Leadership in Action** awards for the year 2014-15 and other Awards were given away during the meet. Western Region Operations bagged the Chairmans Rolling trophy.

The meet concluded with GM Operations, Mr. N Manohar Rao, urging everyone present to raise the bar of performance, bring in professionalism in every activity and to continuously strive to deliver the **Promise Beyond Excellence**.



## NR Regional Distributors Advisory Panel Meet

**R**egional Distributor Advisory Panel has been formed in NR LPG and its first meeting was in Udaipur and graced by Mr. S. Ramesh, ED (LPG), along with Mr. Suresh Nair, GM LPG (Sales) HQ. The distributors were welcomed by Mr.D.N.Mathur, RLM North who shared the purpose of the meeting, the performance highlights and various customer centric initiatives taken in North.

Mr.Ramesh, in his inaugural address, mentioned about the need of having such platforms where larger business aspects can be discussed among BPCL officials and network. He emphasized that the biggest investment is

Customer service and in such competitive scenario conventional ways of doing things may not work. He also shared about future strategies of BPCL including *Project Sankalp*, *Project Chanakya* covering training aspects and adaptation of Technological upgradation.

GM LPG Sales explained in detail about RDAP concept, its roles and how to take it forward further and sustain this initiative. Meeting was attended by 2 to 3 distributors including RGGLV from each territory who are DAP members and have been regular participants of territory level meetings every quarter.

Detailed action plan was chalked out on *Safety at Customer premises*, *Customer service & prompt complaint redressal*, *Commercial sale and other New Initiative being introduced in LPG Business* for the entire year.

The forum was successful in enabling the sharing of best practices/ ideas, success stories, processes and distributors' inputs on existing initiatives. It also provided a sense of ownership and will create synergy within network.

NR DAP meeting will be held every quarter and valuable inputs will be further shared with distributors.

## A continuous mission

**I**n continuation of the nationwide sanitation and cleanliness Campaign as part of the national mission **Swachh Bharat**, various activities were conducted in four districts of Alwar Sales Area under Jaipur LPG Territory. SO and distributors also took part in these activities. Cleanliness Campaigns at Railway Stn, Sikar by all distributors of Sikar City was well appreciated. The MLA of Sikar also joined the drive. Cleanliness Campaign was also organised at Govt. Hospital Dausa.

Going a step ahead LPG Plant, Mumbai Refinery undertook a cleanliness drive at the playground and the Cultural Centre Hall

of Anikgaon Municipal School, Shankar Devool, Vashi Gaon, Chembur.

Jalgaon LPG Territory distributors and staff also participated in cleanliness missions at public places like railway station, hospitals and schools. LPG and HRS, East jointly conducted a Campaign on Cleanliness & Sanitation at M/s. Alolika, Howrah (LPG Distributor) covering about 200 LPG customers. The showroom staffs, mechanics, and delivery men of the distributorship also attended the campaign that had spot quiz and talks.





## New showrooms and vitaraks, Jabalpur



**R**LM-West, Mr. SK Jain inaugurated the new Showroom of M/s Suvidha Gas Agency, Sihor and the newly commissioned Shankar Bharatgas Gramin Vitrak, Bhedhaghat.

He also launched the MAK Quick Oil Change setup at M/s Harshit Bharatgas Gramin Vitrak , the BPCL FIRST initiative at Bargi. He also launched Implementation of printing of Pan India's First Refill Cash Memo in Hindi Language at M/s Mittal Gas Company, Jabalpur through LPG One. He appreciated the team for championing the Give It Up mission and later distributed Bharat Arogya Insurance Policies to Distributors' Staff.

## Spreading the Give-It-Up message at TIMES Utsav

**M**umbai LPG Territory participated in Mumbai's largest consumer exhibition, *Times Utsav* at Bandra Kurla Complex. The Times Utsav boasts of occupying more than 1.5 lakh sq.ft of Exhibition Space and having footfall of around 2 lakhs during the complete exhibition period. We grabbed this opportunity to propagate our Brand Bharatgas at this forum.

Leading with our message of "Safety first and Safety must", we designed the stall with graphics to propagate safe usage of LPG cylinders. All safety instructions were prominently displayed in the stall. A live demo was set up to show the visitors the safe usage and operation of LPG at

home. Display of ideal & safe LPG connection was also set up. We used this opportunity to also promote the 'Give it Up' campaign. Our Give it up campaigner was stationed at the stall to promote this campaign. LED screen playing the audio visual of the Give it up campaign caught the attention of most the visitors.

In order to ensure that customers remember the safety instruction, we have distributed stickers of "Surakha ke Panchamantra" to the visitors at the exhibition. These can be displayed in household kitchens as they also have indicated the emergency contact number for Mumbai. LPG emergency number 1906 was also actively promoted at the exhibition.



## Deliverymen Training at Solapur

**D**eliverymen are our most important Brand Ambassadors who make a direct impact on our LPG consumers and their good conduct is critical to our success. To train these important Brand Ambassadors, Solapur LPG conducted "Deliverymen Training Program" at Solapur LPG Plant recently in which 40 deliverymen from Solapur City (BPCL First city) participated.

Safety, Customer Service Standards & Zero Defect Cylinders were main theme of training program alongwith "IS-12936 1990- Code for Basic Requirement for Delivery Persons engaged in the delivery of LPG cylinders". The entire program was anchored by Dy.Mgr. Sales Mr Firoj, TC, Dr. Makarand, Asst. Mgr. HSSE Mr. Nageswara Rao and GO Mr. V D Jadhav.



## Catching more attention at Kolkatta

If you are in a popular destination with great foot traffic, create a great window that tells one story and tells it well. Your window display must be your invitation to the passerby. A well-designed window display encourages impulse sales and peaks a customer's curiosity. It might even tug at their heartstrings." The Retail Doctor, speaker & consultant Bob Phibbs .

Taking a cue from the above, Kolkata Reseller Lubes Territory Transformed two Retail Lubricant shops and one PCMO Garage to the second level

with the thought - "By creating an experience, allowing us to connect with our customers in a physical space that communicates our MAK brand message"

Marketing Manager, Lubes, Mr. G .Krishna Kumar inaugurated the 2nd level branding Retail shops and the 2nd level MAK Serve Garage along with Regional Manager (Lubes) East Mr. S. Kannan in Kolkatta.

The joyous occasion was celebrated with members of Prem Automobiles Khidderpore, Loknath Auto Parts,

Budge Budge and A R Motors, Rajarhat . CMMS & TM (Lubes) Kolkata Mr. M. Sudhakar, BCM(Lubes) Mr. Tapas Mitra and Dy. Mgr Sales Mr. Souman Das completed these Level 2 Branding jobs successfully working in close coordination with Brand Manager LHQ.

The Retail shop owners and Garage owners were very happy with Level 2 branding jobs done by the company and made a remark that these have really "Created a Lasting First Impression in the market with Eye-catching displays".

**BPCIL introduces**  
**SmartLine**  
Toll-free **1800 22 4344**  
**Ek Call...Sab Solve**

**Bharat Petroleum**  
energising lives

**Mak Lubricants**  
MAK makes it possible

**Speed**  
High Performance



## MAK Glitters at CII Expo - Pune

Being one of the top Industrial Lubricants suppliers to major industries in Pune, MAK Lubricants showcased to customers the Research and Innovation being carried out to offer the best lubricants to the customers at the 5th edition of Industrial Maintenance Expo (IMX 2015) in Pune

An exhibition on maintenance technology, solutions and innovation in industrial sector that was held in Pune during 18-20 December 2015 and the theme – Enabling Industries. Mr. K P Chandy inaugurated the MAK stall in the presence of DGM Industrial Lubes - Mr. V Y Vartak, RM Lubes (WR) - Mr. K. Ravi, Chief Manager (P&AD) – Mr. Deepak Jha along with other members from Lubes, Retail and LPG territory teams apart from BPCL Channel partners.



Mr. K.P.Chandy, ED(Lubes), inaugurating the MAK Stall at the IMX Expo in Pune

Hon'ble Minister of Heavy Industries and Public Enterprises, Mr. Anant Geete also visited our stall showing keen interest in the new initiatives of BPCL for better products and customer services. The event was organised by Confederation of Indian Industries (CII), is a Non-Profit / Non-

Government organization working for the development of Industries and plays a proactive role in India's development process. Various reputed firms from Manufacturing, Electronic Products, Auto Component, Oil & Gas and other sectors participated in the expo.

## Fuelling the first flight at CHIAL

The newly constructed International Airport at Mohali (CHIAL) was inaugurated by Prime Minister Mr. Narendra Modi on 11th September 2015. The Greenfield airport is a JV of Airport Authority of India, Governments of Punjab and Haryana and will cater to the business and travel volumes of Punjab, Haryana, Himachal Pradesh and Chandigarh.

Bharat Aviation has been the first to commission its Aviation station at CHIAL in a record time of 30 days after receiving award of land. A containerized unit along with

refuellers, Jeep, Porta cabin have been positioned. Quick leg work by the AM North and Aviation HQ teams with help from E&P and our Retail friends at Jalandhar Territory in true BPCL First spirit, saw us cross the finishing line first.

Approvals, inspections, clearances etc were taken from a host of departments and authorities on a fast track mode. Thus Bharat Aviation has set a new record in rapid network expansion – a feat that will be replicated at other upcoming airports too.

## Fuelling more skies

After stiff competition and negotiations, Bharat Aviation has been successful in signing the deal for fuelling Qatar Airlines at Nagpur AFS and the British Airways at Chennai AFS and Hyderabad.

Bharat Aviation is all set for the Jet A1 supplies for Air Canada.

Meanwhile, as Vistara, the TATA-SIA JV airline is on its expansion spree in India, Bharat Aviation has landed the ATF fuel supply and Into Plane business at Bhubaneswar. We are also fuelling their flights at Guwahati and Bagdogra. It is currently operating at 12 destinations with Varanasi and Bhubaneswar as the latest touchdown points.



कार्यपालक निदेशक (रिटेल)

## उत्साहपूर्वक वर्ष, बढ़िया प्रदर्शन

### प्रिय साथियों,

नये वित्तीय वर्ष का स्वागत बड़े उत्साह और जोश के साथ करते हुए, आइए हम गत वर्ष के बारे में सोचें। सही मायनों में ईंधन रिटेलिंग के सम्पूर्ण विनियंत्रण का यह पहला वर्ष था, जो निजी कम्पनियों की संभावित प्रतिस्पर्धा से संभव हुआ। हम सभी के संयुक्त प्रयासों से, ऐसे चुनौतीपूर्ण समय में भी हम अपनी प्रतिस्पर्धात्मकता बढ़ा पाए हैं और सभी पणधारकों को बेहतर सेवाएं दे पाए हैं।

रिटेल कारोबार के लिए 2015-16 का वर्ष सफल वर्षों में से रहा। 1 एमएमटी का अतिरिक्त बिक्री लक्ष्य पार करके और 1.3 एमएमटी की बिक्री करते हुए हमने वर्ष के अंत में 25.3 एमएमटी बिक्री करके बढ़िया प्रदर्शन किया। व्यक्तिगत तौर पर, हमारी वृद्धि एमएस में 15% और एचएसडी में 3.5% हुई। अपनी कार्यनीति सफलतापूर्वक लागू करते हुए हमने अपनी कारोबार योजना के लक्ष्य पार किए और अपने भविष्य हेतु मज़बूत नींव डाली।

170 ग्रामीण एनआरओ के व्यापक नेटवर्क वाले 630 एनआरओ आरंभ करते हुए हमने इस खण्ड की वृद्धि के प्रति अपनी वचनबद्धता जताई। हम 1000 पीएफएस प्लैटिनम और 6600 पीएफएस रिटेल आउटलेट की संख्या तक पहुंचे जिसका हमारी कुल बिक्री में लगभग 80% योगदान है।

प्रोजेक्ट विश्वास के साथ, हम अब तक की सबसे ऊंची संख्या अर्थात् 8400 स्वचालित रिटेल आउटलेट तक पहुंचे। इन रिटेल आउटलेट के सभी मोनो पम्पों को हटाकर एमपीडी लगाया गया है जिससे हमारे सभी ग्राहकों को गुणवत्ता एवं मात्रा का आश्वासन मिलता है और ग्राहक सेवा बेहतर होती है।

मज़बूत ब्राण्ड हमारे कारोबार का आधार हैं। इस वर्ष, पेट्रोल के हमारे प्रीमियर ब्राण्ड स्पीड को नया जीवन मिला। स्पीड नेटवर्क को बहाल करने के लिए अतिरिक्त टैंकेज लगाकर और गहन बिक्री एवं विपणन गतिविधियों द्वारा भारी प्रयास किया गया। 2014-15 के दौरान 32,000 किली. स्पीड बेची गई, जबकि इस वर्ष 3,03,000 किली. स्पीड बेची गई जो लगभग दस गुना अधिक है। आपके निरंतर सहयोग से यह संभव हुआ है।

नेटवर्क और ग्राहक सहभाग के निरंतर प्रयासों के कारण ही पिछले वर्ष की तुलना में उल्लेखनीय वृद्धि हुई है तथा विभिन्न गतिविधियों और कार्यक्रमों के जरिए स्पीड की ब्राण्ड इक्विटी बढ़ाने हेतु निवेश किए गए। ब्राण्ड निर्माण के लिए हमने 'गोइंग डिजिटल' को प्रमुख साधन के तौर पर अभिज्ञात किया है और इसके लिए हमने बाजा एसआई इंडिया 2016 में एकीकृत डिजिटल अभियान करके पहला प्रयास किया, जिसकी काफी प्रशंसा हुई।

कारोबार बढ़ने के साथ-साथ, हमने न केवल कॉर्पोरेशन की कुल लाभप्रदता में सुधार किए, बल्कि प्रमुख महत्वपूर्ण अभिक्रम शुरू करके नेटवर्क को ग्राहक के पास लाए। अपने ग्राहकों को बेहतर जानने के लिए हमने प्रोजेक्ट सम्पर्क शुरू किया। मुझे यह घोषित करते हुए खुशी हो रही है कि रिटेल आउटलेट के जरिए हमने बहुत ही कम समय में 7 मिलियन विशिष्ट ग्राहक डेटा इकट्ठा किया। यह हमारे सबसे बड़े सीआरएम अभिक्रमों में से एक है, जो हमारी भावी विपणन कार्यनीति तय करेगी। इसी दिशा में, हमने स्मार्ट ड्राईव नामक मोबाईल ऐप शुरू किया जो सफर के वक्त ग्राहकों को जानकारी और योग्य सलाह देता है।

परिचालन क्षेत्र में, इस वर्ष हम परिचालन सुरक्षा सुनिश्चित करते हुए उत्पाद की बढ़ती हुई मांग पूरी कर पाए। प्रौद्योगिकी सक्षम परिचालनों के प्रयास स्वरूप हमने 26 आपूर्ति लोकेशनों में स्वचालन पूर्ण किया और 20 लोकेशनों में एनएनओ लागू किया।

हमने अत्याधुनिक पेट्रोलियम उत्पाद भण्डारण एवं वितरण लोकेशन-जॉबनेर संस्थापन तथा कोटा से जॉबनेर तक 211 किमी. लंबी भूमिगत पाइपलाइन-जॉबनेर पाइपलाइन, राष्ट्र को समर्पित किया। छत्तीसगढ़ की भारी आबादी, जिसमें रायपुर शहर और दक्षिण से पूर्व जोड़नेवाले नेशनल हाईवे कॉरिडोर भी शामिल है, इस आबादी की पेट्रोलियम उत्पादों की मांगे पूरी करने के लिए हमने रायपुर छत्तीसगढ़ में कॉमन यूजर टर्मिनल शुरू किया।

पश्चिमी क्षेत्र के रिटेल परिचालनों में परिचालनीय सुरक्षा उत्कृष्ट निष्पादन के लिए हमें प्रतिष्ठित ओआईएसडी पुरस्कार से भी सम्मानित किया गया। सुरक्षा सप्ताह समारोह के दौरान, हमने परिचालनीय सुरक्षा का प्रचार करने के लिए परिचालन लोकेशनों और पीसीवीओ क्लू को विभिन्न कार्यक्रमों में सम्मिलित किया जैसे कि सेफक्व्यू, सुरक्षावाणी और बंधन, जिससे वे उत्साहित हों और एक-दूसरे से लम्बे समय तक जुड़े रहे, साथ ही सुरक्षा की संस्कृति का प्रचार हो। सप्ताह भर चलनेवाली गतिविधियों के अंत में राष्ट्रीय कार्यक्रम हुआ जिसमें परिचालन लोकेशनों के प्रतिस्पर्धी दलों को पुरस्कृत किया गया। प्रथम तिमाही में चुनौतियों के बावजूद, लॉजिस्टिक्स टीम, उत्पाद की बढ़ती मांग पूरी करने में सफल रहे।

'सेलिब्रेटिंग विद कस्टमर्स' अभिक्रम द्वारा हमने देश भर में अपने ग्राहकों के साथ ओनम, रक्षाबंधन, गणेश चतुर्थी, दुर्गा पूजा, दीवाली, ईद, क्रिसमस और होली जैसे त्योहार मनाकर उनके जीवन को छुआ।

हमने भारत आरोग्य योजना के अंतर्गत, डीएसएम, पीसीवीओ क्लू और उनके परिवारों को अब तक की सबसे पहली स्वास्थ्य एवं बीमा योजना कवरेज में शामिल किया। अपने सभी रिटेल आउटलेट में स्वच्छ शौचालय उपलब्ध कराने की शपथ लेते हुए हमने स्वच्छ भारत अभियान के प्रति अपनी वचनबद्धता जताई। मैं आप सभी को बधाई देता हूँ और मानता हूँ कि इन सभी उपलब्धियों के पीछे आप सभी के अथक प्रयास एवं योगदान हैं।

अपनी दीर्घकालीन दृष्टि को साकार करने और अपने मूल्यों के मार्गदर्शन में, हम इस वर्ष भी प्रतिस्पर्धा में आगे बढ़ना चाहते हैं। हमारा स्पष्ट उद्देश्य होगा कि हम मज़बूत ग्राहक कार्यनीति के जरिए बढ़िया प्रदर्शन करने पर ध्यान दें। इन सभी के लिए, मुझे कारोबार की नींव मज़बूत करने और अपने ग्राहकों को बेजोड़ बीपीसीएल अनुभव देने में आपके दृढ़ प्रयासों की जरूरत होगी।

एक बार फिर, आपको एवं आपके परिवार को उत्तम निष्पादन और उपलब्धियों भरे वर्ष की शुभकामनाएं।

सादर,  
*जॉर्ज पॉल*  
जॉर्ज पॉल



## स्पीड का कमाल

स्पीड ईंधन विश्व स्तरीय 'क्लीन ऑल' एवं 'कीप क्लीन' नामक विशेष मल्टी फंक्शनल एडीटिव्स (एमएफए) की विशेषताओं से समृद्ध है जो हमारे वाहन के इंजन को डिपॉजिट फ्री रखता है जिससे हमें इंजन का पीक प्रदर्शन देखने को मिलता है और हम बेहतर ड्राइविंग अनुभव, कम मेन्टीनेंस लागत, घटते उत्सर्जन और बेहतर माइलेज के अनुभव प्राप्त करते हैं।

### स्पीड ईंधन ऑटोमोबाइल पर कैसे काम करता है. . .

एक नए वाहन इंजन में फ्यूएल पोर्ट इंजेक्टर्स, इनटेक वाल्व्स और कम्बशन चेम्बर में कोई डिपॉजिट नहीं होता है। समय के साथ-साथ इंजन के इन हिस्सों में डिपॉजिट जमा होना शुरू हो जाता है जो वाहन के प्रदर्शन को इनके माध्यम से प्रभावित करते हैं।

फ्यूएल इंजेक्टर में डिपॉजिट से खराब इग्निशन, रफ आइडलिंग, लॉस ऑफ पावर, बढ़ा हुआ उत्सर्जन एवं गैर किफायती ईंधन खर्च होता है।

इनटेक वाल्व एवं पोर्ट में डिपॉजिट से ईंधन का एक अंश स्पॉज की भांति सोख लिया जाता है जिससे ईंधन-हवा का अनुचित मिश्रण होता है, फलस्वरूप कमजोर दहन होता है।

कम्बशन चेम्बर में डिपॉजिट से प्रदूषण के स्तर में इजाफा होता है, ऑक्टेन की जरूरतें बढ़ जाती हैं (ओआरआई) और गति मंद होती है।

### स्पीड से बेहतरीन अनुभव मिलते हैं:

- बेहतर ड्राइविंग अनुभव - स्पीड की सुपीरियर एडीटिव केमिस्ट्री इन डिपॉजिट पर नज़र रखती है और मूल इंजन प्रदर्शन को बहाल करने और संभालने में मदद करता है। इससे आपको पावर और एक्सीलरेशन का अधिकतम रूपांतरण एवं प्राप्ति होती है।
- कम उत्सर्जन - स्पीड में इस्तेमाल की गई एमएफए प्रौद्योगिकी से इनटेक वाल्व एवं पोर्ट, फ्यूएल इंजेक्टर्स तथा कम्बशन चेम्बर से नुकसानधारक डिपॉजिट साफ हो जाते हैं। इसके अलावा यह नया डिपॉजिट होने से रोकता है, हवा-ईंधन का सही मिश्रण सुनिश्चित करता है और फ्यूएल स्प्रे पैटर्न बेहतर बनाता है।
- कम रखरखाव लागत - स्पीड जंग एवं संक्षारण से फ्यूएल सिस्टम घटकों की हर समय रक्षा करता है इससे इंजन साफ रहता है।
- बेहतर माइलेज - स्पीड से आपको समग्र रूप से एक वृद्धित इंजन

प्रदर्शन मिलता है - आसान स्टार्ट अप, आरामदेह आइडलिंग, अधिकतम पावर एवं एक्सीलरेशन, घटा हुआ उत्सर्जन एवं इंजन नॉकिंग।

सामान्य पेट्रोल से मात्र 1.5 या 2 रुपये अधिक पर बेचे जाने वाले स्पीड की वर्ष 2002 में शानदार शुरूआत करने और देश भर से भारी उत्साहवर्धक प्रतिक्रिया मिलने के बाद न केवल यह सर्वाधिक बिक्री वाली प्रीमियम ईंधन बन गया बल्कि अन्य प्रतियोगी ब्राण्ड की तुलना में इसे बहुत ऊंची ब्राण्ड इक्विटी का सम्मान भी प्राप्त हुआ। पेट्रोल और डीज़ल के वस्तुपरक ईंधन बाज़ार में स्पीड - द प्रीमियम ब्राण्डेड फ्यूएल - एक स्वागत योग्य बदलाव लेकर आया।

वर्ष 2009 में, ब्राण्डेड फ्यूएल्स पर नई ड्यूटीज़ लगाई गई जिससे स्पीड और पेट्रोल के बीच प्रति लीटर 7-8 रुपये का फर्क आ गया। वर्ष 2012 में सरकार ने ब्राण्डेड फ्यूएल से सब्सिडी सपोर्ट भी वापस ले लिया जिसने वापस सामान्य ईंधन की तुलना में स्पीड को प्रति लीटर 10-12 रुपये अधिक मूल्य का बना दिया। इससे स्पीड की बिक्री में वित्तीय वर्ष 2015 में 4.5 टीकेएल की कमी आ गई।

वर्ष 2015 में सकारात्मक कदम के तौर पर सरकार ने ब्राण्डेड पेट्रोल पर ड्यूटी घटा दी जिससे स्पीड और पेट्रोल के बीच कीमत का अंतर प्रति लीटर 2.35 रुपये के युक्तियुक्त रूप से कम कर दिया। अप्रैल 2015 में स्पीड ने मात्रा और नेटवर्क विस्तार दोनों दृष्टि से ऑकड़ेंवार वृद्धि हासिल की है। स्पीड के विपणन को गति देने और इसके लिए एक रूझान तैयार करने हेतु हमने एक बार फिर पूर्व फॉर्मूला 1 ड्राइवर नारायण कार्तिकेयन को स्पीड का ब्राण्डेड अम्बेसडर बनाया है। जल्द ही हम अपनी विपणन की गतिविधियों में नारायण कार्तिकेयन के साथ स्पीड कैम्पेन शुरू करने जा रहे हैं। 10 गुना अधिक बिक्री का महत्वाकांक्षी लक्ष्य तय करने के बाद हम अपने लिए तय की गई मात्रा पर निकल पड़े हैं।





## चलो बनाएँ स्पीड को सबसे पसंदीदा ब्राण्डेड प्रीमियम फ्यूएल

अपने ग्राहकों को प्रश्नों का उत्तर देने की प्रक्रिया को आसान बनाने के लिए नीचे स्पीड पर आधारित कुछ अक्सर पूछे जाने वाले पूछताछ का जवाब दिया गया है। स्पीड को सबसे ज्यादा पसंदीदा ब्राण्डेड प्रीमियम फ्यूएल बनाने के लिए कृपया अपने आपको और अपने डीएसएम को शिक्षित करें।

### 1. स्पीड क्या है ?

‘भारत पेट्रोलियम का एक नया हाई परफॉर्मेंस पेट्रोल है’ जो समग्र रूप से इंजन का प्रदर्शन बढ़ाता है और आसान ड्राइविंग क्षमता सुनिश्चित करता है। स्पीड पेट्रोल के साथ विश्वस्तरीय मल्टी फंक्शनल एडीटिव का मिश्रण है।

### 2. हमें स्पीड क्यों लेना चाहिए ?

जब वाहन ब्राण्ड न्यू होता है तब फ्यूएल इंजेक्टर्स, कॉर्बोरेटर, फ्यूएल इनटेक वाल्व एवं पोर्ट तथा कम्बशन चेम्बर डिपॉजिट फ्री होते हैं। तथापि परिचालन के पहले कई हजार किलोमीटर के दौरान उक्त पार्ट में डिपॉजिट इकट्ठा होते जाते हैं। ये डिपॉजिट वाहन के प्रदर्शन पर प्रतिकूल प्रभाव डालते हैं। स्पीड के इस्तेमाल से मौजूदा डिपॉजिट को हटाने तथा नए डिपॉजिट बनने से रोककर मूल इंजन निष्पादन बनाए रखने में मदद मिलती है।

जब किसी कार के साफ इंजन में या नई कार में स्पीड का इस्तेमाल किया जाता है तब देखा जाता है कि माइलेज में बढ़ोतरी नहीं होती। ऐसा इसलिए होता है कि कोई डिपॉजिट जमा नहीं हो पाता जिसकी सफाई स्पीड को करनी पड़े। तथापि इन कारों में स्पीड का इस्तेमाल करना महत्वपूर्ण है क्योंकि स्पीड इंजन के महत्वपूर्ण हिस्सों को साफ रखता है इसलिए इंजन का निष्पादन खराब नहीं होता है।

**मेरे पास पुरानी कार है (नॉन-एपीएफआई/जीडीआई), क्या मैं स्पीड का इस्तेमाल कर सकता हूँ ?**

पुरानी कार में कार्बोरेटर आधारित इंजन होता है। यद्यपि इन इंजनों में एमपीएफआई/जीडीआई इंजन जैसे अत्यंत संवेदी पार्ट्स नहीं होते हैं फिर भी ऐसे कई हिस्से होते हैं (इनटेक वाल्व, कम्बशन चेम्बर) जहाँ डिपॉजिट इस तरह की समस्याएँ खड़ी कर सकते हैं।

कार्बोरेटर भी कई छोटे चैनलों का उपयोग करता है और मीटर फ्यूएल पर सुराख छोड़ता है; इन मुद्दों पर जमा डिपॉजिट के फलस्वरूप ईंधन की अनियमितता आपूर्ति हो सकती है। अतः वाहन का प्रदर्शन कमजोर हो सकता है। इसके अलावा इनके कम्बशन चेम्बर में डिपॉजिट इकट्ठा होने की प्रवृत्ति होती है। फलस्वरूप नॉकिंग होती है। कुछ वर्कशॉप नॉकिंग टालने के लिए इंजन रीट्यून करते हैं। इससे वाहन अच्छी तरह नहीं चलता।

स्पीड कम्बशन चेम्बर सहित फ्यूएल इनटेक सिस्टम में जमा सभी डिपॉजिट हटा देता है और इंजन को किसी ब्राण्ड न्यू कार के जैसे बना देता है।

### 4. फ्यूएल डिपॉजिट किस तरह आपके इंजन के काम में बाधा डालते हैं ?

ज्यादा तर नई पीढ़ी के वाहनों में मल्टी पोर्ट फ्यूएल इंजेक्टर्स (जीडीआई) फिट होते हैं ताकि इंजन तक ईंधन को सटीक मीटर कर सकें और स्वच्छ दहन के लिए नाजुक ड्रॉपलेट्स के रूप में बड़ी सफाई से ईंधन आपूर्ति किया जा सके। पतले फ्यूएल पैसेज के कारण महत्वपूर्ण क्षेत्रों में यदि थोड़ा भी डिपॉजिट इकट्ठा होता है तो इंजेक्टर्स काफी संवेदनशील हो उठते हैं जहाँ ईंधन मीटर और अणुकृत होते हैं। ये डिपॉजिट स्प्रे पैटर्न को कम ज्यादा कर सकते हैं और ईंधन प्रवाह को कम कर सकते हैं। परिणामस्वरूप ड्राइविंग की क्षमता, पावर कम करना तथा ईंधन की किफायत और बढ़ते उत्सर्जन को प्रभावित कर सकते हैं। डिपॉजिट इसी तरह की समस्या कार्बोरेटड इंजन में भी खड़ी कर सकते हैं क्योंकि कार्बोरेटर भी फ्यूएल मीटर के लिए तंग रास्तों और छिद्रों का प्रयोग करते हैं।



# जर्नीज़ पाठकगण सर्वेक्षण

1. आप जर्नीज़ कितनी बार पढ़ते है ?

- 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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आयु : ..... जेंडर: .....

प्रदेश/क्षेत्र: .....

सीसी नं.: ..... संपर्क नं.: .....

ई-मेल : .....

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भारत भवन, 4 एवं 6 करीमभाय रोड, बेलार्ड इस्टेट, मुंबई- 400 001.

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## स्मार्टड्राइव

ईंधन भराई और सेवाओं की जरूरतों  
का एक वन-स्टॉप स्मार्टफोन

स्मार्टड्राइव, भारत पेट्रोलियम का एक स्मार्ट मोबाइल ऐप है, जिससे फ्यूएल स्टेशन, सेवाएं इ. ढूंढने में सहायता मिलती है। यह ऐप उन मोटरचालकों और बाइकचालकों के लिए बनाई गई है जो सफर के दौरान अद्यतन जानकारी पाना चाहते हैं।

इसमें कई फीचर्स हैं जिससे ड्राइविंग के दौरान अपनी सभी जरूरतें पूरी करने में सहायता मिलती है। जैसे कि अपनी यात्रा की योजना बनाना, गंतव्य स्थान तक की दूरी पता करना, राह में फ्यूएल स्टेशनों का पता ढूंढना जहाँ फूड आउटलेट हों, जहाँ आप तरोताजा हो सकते हैं और बहुत कुछ और अपनी पसंद के अन्य क्षेत्र, वाहन दस्तावेज अपलोड करना जिससे पुलिस द्वारा मांगे जाने पर भूलने या खोने का डर खत्म होता है। पुलिस, चिकित्सा सहायता पाना या रास्ते में गाड़ी खराब होने पर सड़क सहायता पाना, पेट्रोकार्ड एवं स्मार्टप्लटी होल्डरों से निपटना और बहुत कुछ।

इन सुविधाओं से युक्त स्मार्टड्राइव नामक भारत पेट्रोलियम का स्मार्ट एप्लीकेशन, सफर के दौरान दोस्त से बढ़कर है। तो अगली बार, स्मार्टड्राइव करें! भारत पेट्रोलियम की बदौलत, ड्राइव करना अविस्मरणीय अनुभव बन जाता है।

## सम्पर्क

हमारा रिटेल कारोबार, सामान बिक्री आधारित विपणन से हटकर, तेजी से सेवा- चालित विपणन की ओर बढ़ रहा है, क्योंकि प्रतिस्पर्धा का दायरा बढ़ता जा रहा है और ग्राहकों की मांग भी बढ़ती जा रही है। कॉर्पोरेशन का सबसे बड़ा ग्राहक-सम्मुख कारोबार होने के नाते, हम बिक्री एवं प्रचार गतिविधियों के लिए मंत्रमुग्ध दर्शकों का आदर्श समूह उपलब्ध कराते हैं, हमारी कोशिश रही है कि हम प्रत्येक सम्पर्क बिन्दु पर अपने ग्राहकों के लिए यादगार अनुभव छोड़ें और उनके साथ मज़बूत संबंध बनाएं।

ग्राहकों के लिए यादगार बनने हेतु, हमें उनके साथ निरंतर सम्प्रेषण करना है और उन्हें अर्थपूर्ण ग्राहक-केंद्रित गतिविधियों से जोड़ना है।

अपने ग्राहकों, उनकी क्रय आदतों और उनकी पसंद को बेहतर ढंग से जानने के लिए, हमने प्रोजेक्ट सम्पर्क शुरू किया है, जिसका उद्देश्य है हमारे रिटेल आउटलेट से ईंधन भरवानेवाले ग्राहकों के 1 करोड़ डेटाबेस का महत्वाकांक्षी लक्ष्य पूर्ण करना।

यह तभी हो पाएगा जब हमारे नेटवर्क का प्रत्येक डीलर सक्रिय रूप से सहभाग लेगा। हमारे डीलरों द्वारा आसानी से और कुशलतापूर्वक यह डेटा इकट्ठा करने के लिए, हमने 'सम्पर्क' नामक एक मोबाइल ऐप लॉन्च किया है। हम अपने प्रत्येक डीलर को प्रेरित करते हैं, कि वे उनके रिटेल आउटलेट में आनेवाले ग्राहकों का डेटा इकट्ठा करने के लिए इस मोबाइल एप्लीकेशन - 'सम्पर्क', का प्रयोग करें। डीलर अपने आरओ प्रबंधक या फोरकोर्ट सुपरवायज़र या टीम लीड को सम्पर्क एप्लीकेशन पर ऐसा करने को कह सकता है। यदि ग्रामीण आउटलेट में आरओ प्रबंधक या फोरकोर्ट सुपरवायज़र या टीम लीड नहीं हैं तो डीएसएम से डेटा संग्रहण करवाया जा सकता है।



B.P. Andhra Kurta Complex



Ganesh  
Chaturti



*Celebrating with Customers*



Raksha  
Bandhan



Eid





Onam

If you are yet un-initiated to this unique concept of **Celebrating with Customers** please gear up for what you have missed. Here is a game-changer concept for energising dealers, customers and festivities across the network. It is not that we have not had celebrations and seasonal schemes for product or service promotions before. What's unique is that this concept of celebrating with customers right on the forecourt has given a reason for patrons and passers-by to enquire and experience a new found excitement at BPCL outlets. The buzz and the thrills simply increased from State to State, festival to festival.

Yes, across locations, at select outlets, on different festivals, the seriousness and the fun of business has taken a new turn altogether. Breaking away from the mould, even Dealers pitched in with new found energy. Innovating and caring for our customers is our continuous mission and to that we have added an extra bit of love in the lives of everyone involved. We call it the "Rishta Dil Sey", a story that we will unfold in the next exclusive issue. To relive the fond memories of celebrating with customers, we invite you to visit the Retail Business Page at [www.bharatpetroleum.in](http://www.bharatpetroleum.in) >> Motorists/FleetOwners >> Celebrating with customers, where you can view and share the images on your social media handles and pages. At BPCL, the bond never ends!



Christmas



Navratri



Diwali

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