



# जर्नीज

# JOURNEYS

JUNE | 2014

Energising Dealers & Distributors



TRACKING THE MAGICAL JOURNEY OF **MAK**<sup>®</sup>



Wadilube Blending Plant, Mumbai



## IT'S ALL ABOUT THE CHAIN OF ACTIONS...

Excellence in customer service is the essence of success of any business. It goes beyond doubt that SCM has been instrumental in making MAK Lubricants a brand to reckon in terms of quality of goods and services in Lubricants industry. SCM has robust processes in place for not only procurement of input material of highest quality in most cost effective manner but also stringent quality checks during production to well established delivery process in order to ensure that right product reaches the right place at right time.

They have set a very high standard for vendors, right from procurement of raw material to delivery of finished product and simultaneously ensuring best production practices in plants for optimal utilization of resources...

# A <sup>®</sup>MAK<sup>®</sup>nificent journey

With MAK, every journey is not just a pleasure, it's magical!  
Turn to Page 14 for a feel of the MAK magic and further on, discover the House of MAK that brings you the magic blends!

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**READERS' Say**

**Cheers to Team Journeys!**


Territory Manager of Bharat Petroleum at Bhopal passed on JOURNEYS APRIL 2014 issue to me. Having read through, I would like to share my observations.

What does a member of the internal publics, in this case, Dealers, Distributors and employees, look for? Material which is of interest to them and their associates, which is inspiring and which helps them firm up their association with the Organisation and also on long-term basis. JOURNEYS fulfils all the above yardsticks. It is excellent. Congrats to you and your team.

I have spent a lifetime in Public Relations & Corporate Communications and superannuated as General Manager, Corporate PR, Bharat Heavy Electricals Limite, New Delhi. I then took to teaching PR/CC as Professor & HOD in Makhanlal Chaturvedi National University of Journalism & Communication at Bhopal. So far, so good.

Best wishes to you.

Prof. C.K. Sardana  
Editor, UPKRAM (Bhopal)



Every story has a reason to be heard. The most simple one being that it's a story! Send us your stories, funny anecdotes at work; saving or life changing incidents that inspired your customer or even how a customer brought happiness to you! Interesting ones would be shared in Journeys and you would receive an exclusive gift voucher for your genuine and exclusive creativity!

**What you must ensure:**

- ◆ Original stories from your life or what you have witnessed
- ◆ Language : Hindi or English
- ◆ Word count : 1000 (Max)
- ◆ Interesting images (At least 2 MB)

**How to send :** Type and send your story with Photograph, Contact Details & CC number.

**Post to:** Editor-Journeys, Bharat Petroleum Corporation Ltd, Bharat Bhavan-1, Currimbhoy Road, Ballard Estate, Mumbai 400001

**e- Mail :** editor\_journeys@bharatpetroleum.in

**Please note manuscripts will not be considered**

## EDITORIAL

### Time to get zappier!

That's exactly what *Journeys* promises! We are out this month with exciting reports from the MAK business on what it takes to blend happiness into every pack of MAK. No, we are not giving out the secrets of the magic blends, but we are definitely taking you on a fantastic tour of where the magic happens.

It's more than just a peep into the SCM of MAK. It's also about the happiness it spreads as shared by the Dealers & Lubes Distributors in the centrefold.



Apart from that, you have a very compelling opportunity to do your bit for the Nation if you still have not. Turn to page 10 to revel in the 'Joy of Giving'

#### Echo it

**Excellence in customer service is the essence of success of any business**

- K. P Chandy  
ED(Lubes)

Being zappy is to be lively and energetic. And we want all our efforts to be just that for you. In your *Journeys* this month, we have announced interesting contests for you to take your business forward with brand BPCL. And in the annual readership survey that we have included in this issue, we also seek your valuable suggestions to make your *Journeys* more infotaining.

We also invite your suggestions as we plan the new-look for the BPCL website. Do share your thoughts not just as a partner, but also as a precious customer and brand ambassador of Bharat Petroleum.



To cut the story short, we hope this issue just leaves you zapped!

Warm regards,  
Team Journeys.



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Mr. KK Gupta, Director (Marketing), 2nd from Left with the excellence award for BPCL

## World Petroleum Council Excellence Award for CSR bestowed on BPCL

Every three years at the World Petroleum Congress, the World Petroleum Council recognizes outstanding projects and innovations in the oil and gas sector with the World Petroleum Council Excellence Awards (WPCEA). These awards are aimed at companies that operate with high standards of excellence in Social Responsibility and Technological Development.

Bharat Petroleum Corporation Ltd was declared winner of the “Excellence Awards for Social Responsibility” at the 21st World Petroleum Congress organized in Moscow. Competing with finalists like Shell & Exxon Mobil, and from among 100 nominations worldwide, “Project Boond”, BPCL’s flagship CSR Program has received this recognition. Mr. K. K. Gupta, Director Marketing, received the award at the World Petroleum Congress on 16 June 2014.

“Project Boond” is the water management program where BPCL has been executing Rain Water Harvesting Projects in

villages near the company’s business locations since 2009. BPCL initially started with four villages and today BPCL has made more than 90 villages water positive.

Recognizing the severity of this daily battle being fought by thousands of people living in rural and urban India, BPCL has over the years committed itself to this cause, and supported projects to arrest this problem. When BPCL started, the focus was on ‘drinking- water’ - introducing projects that would facilitate conservation of water for drinking purposes. However, the strategy gradually evolved to include projects and practices that are aimed at increasing availability of water for agriculture, livestock and ground water recharge, all of which assume importance as bore-wells are still used in the country which results in the depletion of ground water.

A worldwide recognition of this magnitude would encourage Bharat Petroleum to continue working on social issues relevant to business areas and also energise BPCL teams and locations to work with higher zeal and commitment to the corporate vision of sharing wider responsibility.

**BPCL**  
makes the most impressive jump  
among Oil & Gas companies in

# Forbes

## GLOBAL RANKING

Rank #1112 in 2013  
Rank #1045 in 2014

Up by **67** Ranks

## BPCL jumps higher

Bharat Petroleum has made a very impressive jump, improving its Rank to 1045 in the Forbes Global 2000 list for 2014. Forbes Global 2000 is the definitive ranking of the world’s largest, most powerful and most valuable companies. Amongst the Indian Oil & Gas companies listed in Forbes Global 2000, Bharat Petroleum is the only oil company to make a significant leap over 67 rungs. Bharat Petroleum has moved higher from 1112 in 2013 to 1045 in 2014!

Forbes, the leading source for reliable business news and financial information, has reported that 54 Indian companies has made it into the top 2000 companies in 2014; compared to 56 companies in 2013. Many companies have shown a de-growth in their ranking, however, Bharat Petroleum has shown a good jump in their ranking owing to its increase in profits, sales & assets.

## Petroleum Secretary's first visit to BPCL

**P**etroleum Secretary Mr. Saurabh Chandra, was given a very warm welcome to Bharat Petroleum Head Quarters in Mumbai by Mr. S Varadarajan, C&MD, Mr.K.K. Gupta, D(M), Mr. S P Gathoo, D(HR), Mr. B.K. Datta, D(R), Mr. P. Balasubramanian, D(F) and Mr. Manoj Pant, CVO on his first visit to BPCL Corporate Headquarters on 8 May 2014.

In a meeting with the senior executives, Mr. Chandra appreciated Bharat Petroleum for its professionalism and operational excellence and also expressed his best wishes to the Company.

Soaking in the positivity emanating from the BPCL team that had gathered to hear him, the Petroleum Secretary shared that with the kind of initiatives underway, the Company is definitely prepared to take on competition when the market opens up. He also opined that it was imperative for us to strengthen up for a free-market situation. He believed strongly in

**Team BPCL extends a warm welcome to Petroleum Secretary**



**C&MD with Petroleum Secretary Mr. Saurabh Chandra**

encouraging a culture of innovation and entrepreneurial spirit and congratulated BPCL on these very inherent traits.

While inviting more focus on benchmarking performance on Refinery parameters he capped his views with two important words "cost efficiency", which would, he said, be the 'source code' to excellence.

Dr. Neeraj Mittal, Joint Secretary (Marketing) and Mr. R.K. Singh, Joint Secretary (Refineries) were also present at this meeting.

At the outset, Mr. Varadarajan, C&MD, welcomed the Petroleum Secretary and the Joint Secretaries and also introduced the BPCL team to them. Ms. Dipti Sanzgiri, Executive Director (HRD) made a brief, yet comprehensive presentation on BPCL.

## BPCL opens Fuel depot for Army at the frontiers

**G**eneral Officer Commanding-in-Chief (GOC-in-C), Eastern Command, Lt. General M. M. S. Rai inaugurated the Prestigious Army FSD (Fuel Supply Depot) at Dahung (Arunachal Pradesh) in the presence of Mr. S. Varadarajan, C&MD, BPCL. Dedicating the facilities to the nation, Lt. General M. M. S. Rai lauded BPCL for developing this state-of-art project and expressed the importance of Dahung in reinforcing India's frontiers of Arunachal Pradesh.

C & MD then inaugurated the lorry loading infrastructure. In his address, he highlighted BPCL's strengths, innovative approach, our global presence and deep-rooted culture for no compromise on quality and safety standards. Mr. R. P. Natekar, ED(I&C) also stressed on our strengths in the North-East belt with our state-of-art NRL Refinery. Mr. P Padmanabhan,



**C&MD with General Officer Commanding in Chief at the Fuel Supply Depot in Dahung**

MD, NRL was also present. The Dahung project exhibits an engineering marvel by E&P (East) in the difficult terrains of Arunachal Pradesh, with a tankage of 800 KL of HSD, 600 KL of SKO, 90 KL of MS and 40 KL of ATF. Dahung is strategically located in Arunachal Pradesh and comes under the jurisdiction of the prestigious Gajraj Corps (4 Corps.) of The Indian Army.



**Mr. S Varadarajan (C&MD), inaugurating the HR Summit hosted in Kerala**

## BPCL hosts Oil & Gas PSU's HR Summit

BPCL hosted the 49th HR Summit of Oil & Gas PSUs in Kerala during 6-8 April. The summit brought together over 100 senior executives of HR fraternity including Directors and Executive Directors of Oil & Gas PSUs. The summit focused on 'Agenda for HR Next' with discussions, explorative thinking, deliberations and sharing of experiences in HR areas.

C&MD Mr. S Varadarajan inaugurated the Meet. He gave the 'CEO's Perspective about HR Next' and his vision of taking BPCL into the new young and brave world by shaping future leaders.

Dr. Debashish Chatterjee, Director (IIM-Kozhikode) and a new age management Guru, inspired the gathering with his insights about timeless leadership values as *Satyam* and *Poornam*. With anecdotes and his innate understanding about management and ancient Indian ethos, he urged the HR fraternity to go beyond the comfort zones and mind frames to take on the emerging social and business environment.

Mr. Saikat Chatterjee, Advisor CEB, spoke about the main trends in the field of HR as Convergence of Talent Management & Business Management and leveraging the global and multi-generational workforce.

Thereafter, individual companies made business presentations. BPCL Team led by Director (HR) Mr. Srikant P Gathoo spelt out the important agendas for HR Next. He had earlier welcomed the gathering.

HR Directors Mr. K. S. Jamestin (ONGC), Mr. N. K. Bharali (OIL), Mr. M. Ravindran (GAIL), Ms. Veeena Swarup (EIL), Mr. Pushp K Joshi (HPCL) and Mr.P.P Sahoo (Balmer Lawrie) were also present.

Mr. S. Vijayakumar, Executive Director (Legal) made a presentation on 'Updation of Labour Case Laws.' Ms. Ellis George and Ms. Aidaphi Giri had anchored the programme.

## C&MD receives best CFO Award



**Mr. S. Varadarajan, C&MD receiving the CFO Award from Mr. K.V.Kamath, Chairman, ICICI Bank.**

Chairman & Managing Director, Mr. S. Varadarajan, has been recognized as the 'Best Performing CFO' in the Oil & Gas/ Chemicals Sector. The prestigious award instituted by CNBC TV18 was presented to him at a glittering awards ceremony in Mumbai on 28 June 2014.

Mr. S. Varadarajan received the award at the hands of Mr. K.V.Kamath, Chairman, ICICI Bank. While receiving the award Mr. S. Varadarajan remarked "This award is a testimony to the value created by each and every employee of BPCL in the market place". The CNBC TV18 CFO 2013-14 awards were presented to honor the best minds in finance across various sectors that have steered their organizations through the rough waters of the economic downturn. The awards were designed to acknowledge the changing role of CFOs ranging from cross border M&A to business diversification, and from business expansion by venturing in newer markets to transforming organizations under each category.



## Kerala State assures full support for IREP

Mr. S. Varadarajan and Director (Finance) Mr. P. Balasubramanian had fruitful discussions with Mr. Oommen Chandy, Hon'ble Chief Minister of Kerala and other senior ministers of the State Mr. P. K. Kunhalikutty, Minister of Industries & IT, Mr. K.M. Mani, Minister of Finance, Law & housing and Mr. K. Babu, Minister of Ports, Fisheries & Excise on 5 June.

Mr. P. H. Kurian IAS, Principal Secretary (Industries) who is also our Board Member, and Mr. G. Chandramouli, Managing Director, Kannur International Airport Ltd. and BPCL officials Mr. Prasad K Panicker, Executive Director (Kochi Refinery), Mr. P. M. Somachudan, State Coordinator and Mr. George Thomas, Chief Manager (Estates & Administration) were present during the meeting.

BPCL C&MD appraised the progress of Integrated Refinery Expansion Project (IREP) and other projects of BPCL. He thanked the State Government for finalizing the tax incentives for IREP and Petrochemical Venture recently and for the



Mr. S Varadarajan, C&MD and his team meet CM of Kerala for the Kochi Refinery IREP

continuous support being extended to BPCL. Hon'ble Chief Minister and other Ministers assured all support to BPCL in Kerala and also sought BPCL's assistance to increase LPG cylinders in Northern Districts of Kerala and in enhancing BPCL equity in Kannur Airport.

## BPCL, first to map SFIS

Govt of India, with a view to encouraging exports, has introduced various schemes from time to time with the objective of attracting industries to set up units with long term commitments to exports.

On 31st March 2003, Ministry of Commerce had introduced a scheme of duty free import for service providers engaged in providing specified tradable services covered under Appendix 10 of the FTP for which payment is received in convertible foreign exchange. The Scheme is called as SFIS. Under the SFIS, the service providers are entitled to duty credit equivalent to 10% of the foreign exchange earned by them in the preceding financial year.

It provides that duty free credit scrips earned under the scheme shall be permitted to be utilized for payment of excise duty in terms of the notification issued by Department of Revenue on this behalf, for procurement from domestic sources of such inputs that are permitted for imports. Airlines requested supply of ATF under Served from India Scheme by debiting excise duty to Scrip.

After receiving appropriate approval from authorities, the process was mapped in the system as per Aviation SBU Requirements and as per the same, removal of ATF from Mumbai refinery under SFIS scrip started from 05 April 2014. Bharat Petroleum is the first in the Industry to map the SFIS process and this has helped BPCL Aviation SBU in long term engagement with the customer.

### Quick bytes



**Mumbai Refinery** crossed 10 Million Accident free man-hours in May 2014. C&MD & Director Refineries joined the extensive celebrations at MR.



**New contracts** were signed in Dubai & Kuwait by the BPCL delegation led by C&MD Mr. S. Varadarajan, and comprising of Additional Secretary & Financial Advisor, MOPNG Dr S.C.Khuntia, Mr. B.K.Datta D (R), Dr B. K. Das MD (BORL), Mr. RK Mehra Executive Director (International Trade) and Senthilkumar G R Chief Manager (International Trade) in the last week of April, 2014.



**BPCL SAP Training Center** receives good number of enquiries at the Times Education Boutique 2014 at BKC, Mumbai during 18-20 April 2014. The education fair attracted large number of students, parents, teachers and academicians.



Retail Operations Team with C&MD and Directors

## Mission “Operational Excellence”

Mr. S. Varadarajan, Chairman & Managing Director, Mr. B.K.Datta, Director (Refineries) and Mr. P Balasubramanian, Director (Finance) complimented the Retail Operations team on their valuable contribution for the safe and profitable operations for the Company. They were addressing the team of Retail Location In charges across India at the first workshop on Operational Excellence during 11-12 June 2014 in Mumbai.

They, elaborated on the highly commendable performance in 2013-14 as also on the emerging scenarios and future

challenges for BPCL. All participants were highly energised to be interacting with C&MD and Directors of the company.

Also speaking on the occasion were, Mr. Pramod Sharma ED (I/C) Retail, Mr. G.S. Wankhede ED (Operations) and Mr. Manohar Rao GM (Retail) Operations.

Outstanding performance of locations in various categories were recognized and rewarded during this occasion. It was a memorable moment for the winners to receive the recognition at the hands of C&MD and Directors.



Mr. S Varadarajan, C&MD with a DSM of M/s Padma & Sons Filling Station

## Team Guwahati thrilled!

C & MD's recent visit to Guwahati Territory has left them thrilled with warm memories and greater passion to excel for Bharat Petroleum.

Mr. Varadarajan accompanied by Mr. R.P. Natekar, ED (I&C), Mr. P. Padmanabhan, MD (NRL), Mr. M. M. Chawla, ED (E&P) and Mr.S Banerjee GM, (Retail) East visited two City ROs of Guwahati- M/S NES Jayanagar and M/S Padma & Sons Filling Station.

While interacting with dealers of both the Retail Outlets, he enquired about their business plan and outlook to sustain their leadership position in their respective Trading Areas. He also commended both the dealers and the Territory Team on being able to achieve leadership in a traditionally IOC dominated area. C&MD then met each and every DSMs present at the forecourt and presented a bouquet to each of them. Thereafter, C&MD also interacted with the Guwahati BPCL FIRST Team. Young officers of Guwahati also shared their aspirations and put forth their to the C&MD

## Mr. Pramod Sharma, new ED(Retail)

Mr. Pramod Sharma has taken over as Executive Director of Retail SBU. He was earlier the Executive Director of Aviation Business.

Joining Bharat Petroleum in 1982, Mr. Sharma has over three decades of experience and has held several leadership positions from Information Technology, Aviation to heading Government Coordination and Northern Region Retail. He was Executive Assistant to C&MD from May 2006 to May 2011. He was also deputed to Oil Coordination Committee, Ministry of Petroleum & Natural Gas as Joint Director from February 1990 – January 1994 and later on as Additional Director from October 1999 to June 2002. He was part of the Sunderarajan Committee who formulated "Hydrocarbon Perspectives 2010", which was the backbone for deregulation roadmap of Oil Industry in India.

He is known as a diligent, effective, multi-tasker and believes - No change is a challenge for a person who is willing to change.



## DSM training at Sambalpur

DSMs play a key role at the ROs and are perceived as the first link to BPCL from a customer's point of view. An exclusive training programme was organised for the DSMs of Sambalpur Territory with a view to keeping them appropriately informed.

Mr. Bidhan Sikder, TM Retail inaugurated the programme that had sessions on sales and services, facilities, operations and safety. Mr. Partha Chanda, Chief Manager Infrastructure, Logistics(Retail) also spoke to them. Mr. Abhinav Prakash, Mr. Nilotpal Bayan, Mr. Vijay Verma and G. Santosh handled the sessions and demonstrations.

Mr. A.K. Mohini, Territory Coordinator, Sambalpur and Mr. Manoj Tanty- Depot I/c Sambalpur gave the certificates along with Mr. Sikdher to winners of the spot quiz.

## Congratulations Dr. Ankita Bakre

Ms. Ankita Bakre, Manager (Urban Retailing RHQ), has been awarded a PhD Degree in Management by NMIMS University, Mumbai. The Convocation was presided over by Mr. Vinod Rai, Former CAG of India, Dr. Rajan Saxena, Vice Chancellor, Dr. M. N. Welling, Pro-Vice Chancellor and Dr. Debasis Sanyal, Dean, School of Business Management, NMIMS University, apart from distinguished faculty and guests.



Ms. Bakre's research was based on 'Brand Experience and its implications on Brand Equity'. Her work was widely appreciated by the reviewers from leading institutions such as IIM, Ahmedabad; IIM, Bangalore; XLRI,

Jamshedpur; TISS, Mumbai and Indian Institute of Science, Bangalore. Senior Professors from American Universities. Prof. Kevin Keller, E.B. Osborn Professor of Marketing, Amos Tuck School of Business, Dartmouth, USA and also a renowned Marketing Guru commended Ms. Bakre for being the first to research and empirically test the conceptual 'Customer Based Brand Equity framework'. Management thinker and acclaimed author of many bestsellers, Mr. Gurcharan Das independently reviewed Ms. Bakre's work and complimented her on the contextual and relevant research work for both academia and industry.

### News bytes



**At Kochi Refinery**, Mr. B.K. Datta , Director (Refineries) inaugurated the modified gasoline splitter that would facilitate processing of the excess Naphtha from Crude Distillation Units I & II in the FCC Block. It can also extract all potential Naphtha stream as CCR feed and take out the 5.75 MT/hr Heavy Naphtha from the present CCR feed into the HSD pool.



**Kolkata Retail Territory** has donated two ambulances to Kolkata Police for emergency services. Mr. Pramod Sharma, ED (Retail) made the donation in the presence of Mr. V Anand, GM(Sales) Retail HQ, Mr. S Banerjee, GM (Retail) East and the BPCL Team



**Journeys Survey** Turn to page 36 to jot down your thoughts, views and valuable suggestions for making 'Journeys' your prized infotainer.



**Let's do our bit for the Nation,  
says ED(LPG)**

# Joy of Giving

**Opt out of LPG subsidy to provide Bharatgas to more needy homes in India. Gift clean fuel at [www.ebharatgas.com](http://www.ebharatgas.com)**

Dear Friends,

We have been marketing LPG for almost 60 years now. However, to date, only 64% of India's population enjoys the benefit of clean fuel in their homes and we are among the fortunate ones.

This means 36% of our own fellow Indians are using other fuels like firewood, coal and biomass, all of which cause intense indoor pollution that affects the health of the people living in these homes and particularly the womenfolk, who cook in such conditions for the family to Aenjoy a good meal. You would agree with me, that we need to make LPG available to these households and save lives that are cut short due to indoor pollution.

You are aware that LPG is a highly subsidized fuel in India and the subsidy amount was a whopping Rs. 46,000 crores during 2013-14. Any subsidy given is money out of the exchequer. The same money, if not given out as subsidy could be used to make LPG available to those who are today deprived of it.

We at BPCL believe in Energizing Lives and feel this is one area where we need to contribute, particularly, as we are marketing a clean fuel. If those of us who can afford to buy LPG at market price, give up the subsidy entitlement which is to the tune of Rs. 3600/- for 7 cylinders or maximum Rs. 6200/- for 12 cylinders for the whole year, it will go a long way to taking clean fuel to every home.

The Dealer - Distributor fraternity has always been a committed lot engaged in several yeomen service for society and ever-ready to walk that extra mile to bring smiles to people in need. Therefore, I feel you will not hesitate to join in supporting the cause of nation building, in making more and more homes free of indoor pollution! Our C&MD has already sent a personal message to each one of us within BPCL to opt out of subsidy and this has evoked an encouraging response. The Bharatgas Distributor fraternity would also recall my recent personal appeal on the same lines. I would like to appreciate the Mumbai Territory team who has the distinction of being the first team where all members have opted-out of the LPG Subsidy. This is in fact a very noble gesture for the Nation.

Let us now, each one of us, take it as our personal mission to opt out of LPG subsidy by the end of September, 2014 and join the National drive to reaching out to more people. Please get in touch with your Territory Manager or Sales Officer or logon to [www.ebharatgas.com](http://www.ebharatgas.com) to gift clean fuel to needy and deserving homes.

Together let's contribute willingly to the cause of Nation Building and Energizing Lives!

Warm Regards,

George Paul  
Executive Director (LPG)





## Kudos from Jawaharlal Nehru Port Trust

**B**harat Petroleum received the award for its outstanding contribution in handling cargo and earning revenue for Jawaharlal Nehru Port Trust. The award was presented by Mr. Nitin Gadkari, Union Minister for Road, Transport, Highways, Shipping and Rural Development on 25 June 2014, on the occasion of silver jubilee celebrations of Jawaharlal Nehru Port Trust. Mr. George Paul, ED (LPG) received the award on behalf of BPCL. Present on the occasion were Dr. Vishawapati Trivedi, IAS, Secretary (Shipping), Government of India and Mr. N. N. Kumar, IRS, Chairman, JNPT.

BPCL operates a liquid cargo jetty in JNPT. The first Oil Industry investment by BPCL & IOC in port sector under BOOT model, the jetty was commissioned in 2002 at an investment of Rs. 158 Crores. During 2013-14, the liquid cargo jetty handled record volume of 6.17 million ton, 10% of total cargo handed in port, registering a growth of 5%, earning revenue of Rs 41.8 Crores, in which BPCL's share is 25%.

BPCL is handling 71 different types of products, namely, Crude Oil, Petroleum products, LPG, Ammonia, and various chemicals at JNPT jetty. Liquid Cargos are handled for prestigious customers like ONGC, IOCL, BPCL, Reliance, IMC, Deepak Fertilizers, Ganesh Benzoplast, Bharat Shell and Suraj Agro. Liquid Cargo volume and Revenues have increased from 2.26 MMT and Rs. 13.23 Crores in 2003-04 to 6.17 MMT and



Mr. George Paul, ED (LPG) receiving the award for BPCL from Mr. Nitin Gadkari, Union Minister for Road, Transport, Highways, Shipping and Rural Development. Dr. Vishawapati Trivedi, IAS, Secretary (Shipping), Government of India and Mr. N. N. Kumar, IRS, Chairman, JNPT are also seen

Rs 41.81 Crores in 2013-14 respectively. Presently, the Jetty is being operated at 88% occupancy level against the standard norms of 80%.

This recognition from a premier Port in the country adds one more feather to the cap of BPCL for its excellence in setting up and managing an allied facility and for serving the Nation in key economic infrastructure sector, besides Oil and Gas.

## Safety compulsory, says Director (M)

**S**afety has to be given the highest priority with zero tolerance stressed Director Marketing, Mr.K.K.Gupta. He also said that customer education and staff training can help avoid accidents to a great extent. He shared this while reviewing the performance of LPG Northern Region for the year 2013-14 at the regional meet recently.

He congratulated TMs on the excellent performance in Domestic Sales showing a growth of 7% as against All India

growth of 5 % and for being among the highest domestic sales Region in the country. NR has commissioned 205 new distributorships, posting the highest release of NCs/DBC's and highest turnover and ORC amongst all Regions in Beyond LPG.

D(M) also complemented Plant Managers and Operations team for exhibiting commendable performance in all parameters and desired that the same trend of efficient operations would continue during the current fiscal.

Director (Marketing) with the LPG (NR) team



## MAK Garage on Wheels

**M**AK Garage on Wheels' a unique customer service initiative has been launched by Eastern Region Lubes team to take vehicle servicing to the door step of the customer especially in Rural areas.

ED (Lubes), Mr. K.P.Chandy, flagged off the 'MAK Garage on wheels' in the presence of MM (Lubes), other HQ members, the ER Lubes Team and channel partners at the Annual Review meet of the ER Lubes Team recently.

A step forward in customer service, to increase awareness and trust levels for MAK Lubricants it is also to assess the potential for Lubricants in rural and untapped markets. The activity also aims at educating customers on using the right lubricants and promoting MAK Lubricants sales especially in rural areas.

Like "Hospital on wheels", where experienced doctors offer services, the "MAK Garage on wheels" utilizes the services of reputed mechanics who are available on-the-spot to diagnose and rectify problems in the vehicle.

On a pilot basis, the activity was launched in Kolkata (Reseller) Lubes Territory in the Howrah/Hooghly area under the Lube Distributor area of M/S. Tarama Oil Trading, mainly for 2 wheeler servicing. Based on the feedback and response, the initiative would be scaled up and taken further. Lubes



ED(Lubes) flags off the MAK garage on wheels, a Lubes (ER) initiative

Team is continuously engaged in developing new ideas and initiatives for better customer care and enhancing brand image of MAK as our product is virtually identical to what is available elsewhere and there is a constant need to create differentiation, preference, value and market share acceleration.

Selling value and creating preference through "service " is the main differentiating factor in this initiative. The activity will also create substantial Brand awareness among our target segment and we hope would be an innovative and unique initiative to promote MAK.

## An inspired Guwahati bags best territory award



Three cheers to the Best Territory champs

**G**uwahati Territory was adjudged the 'Best Territory-Overall Performance' at the Eastern Region Lubes Review meet in May, 2014. The meet was weaved around the quote "Learn something valuable from the Past, do things differently in the Present and make better plans for the Future"

Mr. K.P. Chandy, ED (Lubes) appreciated Eastern Regions's performance in 2013-14 and encouraged them to continue with qualitative activities as well as focus on volume, value and brand to contribute towards better results in the year ahead. He also emphasized that field officers need to spend maximum time in the market so that they can learn and update themselves on market information for better performance. This would also bring in customer loyalty, retention and enrollment, he added.

Earlier, while welcoming the gathering, RM (Lubes) stressed on working with creativity and innovation to achieve outstanding results. Mktg. Mgr. (Lubes) also appreciated the ER team.

In the presentations by Sales officers, they shared the challenges faced by them and the support they were looking for in the year ahead. ED (Lubes), MM (Lubes), other senior officials from HQ, RM (Lubes) East and Regional role holders deliberated at length on each point.

Foreword

## Supply chain management an integral link in the journey of excellence

Dear Friends,

And while the law of competition may be sometimes hard for the individual, it is best for the race, because it ensures the survival of the fittest in every function. (Andrew Carnegie)

This is what real business environment teaches us. It is hard for any brand to be successful in such a competitive environment. We, as team MAK, relished each moment when we scored success over our key competitors and learned new ways of doing business as and when we were challenged by mighty competitors.

Those, who have been associated with corporation prior to 1991, would appreciate the transition Lubes Industry in India has undergone – right from de-regulation of lubes industry in 1991 paving the way for entry of multinationals post 1993 to economic reforms and entry of automotive and industrial OEM's in India. All these were instrumental in making this business highly complex, competitive and beyond doubt --- "challenging". These challenges have made the MAK team to evolve different business models, try out different marketing mix and create strategic groups to handle numerous challenges. One of the most important strategic groups created was an independent "Supply Chain Management" which came into existence in 2001 with an intention to seamlessly design, plan, execute, control, and monitor different supply chain activities in Lubes business. The objectives of supply chain management, since then, were to increase net value, build competitive infrastructure, leverage logistics, synchronize supply with Lubes demand from market and measure performance.

"Assured Quality and On Time Availability" had been the mantra of SCM. The activities envisaged initially were mere Procurement, Production and Logistics. SCM was later strengthened with implementation of Advance Planning and Optimization (SCM-APO) in 2006 to facilitate Demand Planning, Supply Networking Planning and Production Planning/Detailed Scheduling.

Large number of grades /packs is being catered either directly or through supply depots to various channel partners and customers making our supply chain management a complex process. Over the years, SCM Lubes has proved to be the back bone for Lubes SBU effectively integrating all material and information flows both within the organization as well as outside



**Mr. K.P.Chandy,**  
Executive Director (Lubes)

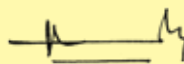
the company in most proficient manner. It has successfully integrated various business functions and processes within through coordination with Central Procurement Organization (CPO), Plants, Regions/Territories, Product and Application Development (P&AD) and ERPCC.

Excellence in customer service is the essence of success of any business. It goes beyond doubt that SCM has been instrumental in making MAK Lubricants a brand to reckon in terms of quality of goods and services in Lubricants industry. SCM has robust processes in place for not only procurement of input material of highest quality in most cost effective manner but also stringent quality checks during production to well established delivery process in order to ensure that right product reaches the right place at right time. They have set a very high standard for vendors, right from procurement of raw material to delivery of finished product and simultaneously ensuring best production practices in plants for optimal utilization of resources.

Through planned expansion of production facilities, hubs, transport facilities and depots Supply chain Setup has continuously provided the back end support to Sales & Marketing to be able to penetrate rural markets and market the products in difficult terrains of the country. SCM works in proactive manner to deliver wide range of products in different SKUs throughout the country in most cost effective and efficient manner.

In a nutshell, SCM has played a vital role in the journey of MAK Lubes to success. Year after year, SCM team has proved to be a back bone in our success and I am sure, they will continue to prove this in years to come and will be integral part of MAK in all future endeavours.

Warm regards,



K.P. Chandy  
ED (Lubes)

## Feel the **MAK**<sup>®</sup> magic!

The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart!

We invite you to do just that as we take you on this journey which invariably begins at one of BPCL's blending plants and ends at a happy destination, a success story, a swift mission accomplished or maybe just a new twist in an old tale! With MAK every journey is not just a pleasure. It's magical!

**Y**ES! MAK definitely makes it possible. But what makes MAK possible? Is it the magic blend, the trust that goes with it, the quality it promises, the ready availability, the designer packs or all these put together? **OBVIOUSLY ALL OF THESE PUT TOGETHER!**

If that be so, its easily decipherable that there are so many people and processes involved at several points to actually making that magic happen.

A well oiled Supply Chain Management (SCM) set up for BPCL Lubes Business is what facilitates in synchronizing the individual effort at plant, hub, regional and territory level in making MAK available in the market as and when required. SCM leads the operation team and also helps them understand opportunities in the market that could be tapped, by synchronizing their efforts with that of the field force.

That is, through planned expansion of production facilities, hubs, transport facilities and depots the Supply chain





Setup has continuously provided the back end support to Sales & Marketing to be able to penetrate rural markets and market products in difficult terrains of the country.

SCM works in a very proactive manner to deliver a wide range of products in different SKUs throughout the country in the most cost effective and efficient manner.

With a clear vision to ensuring assured quality and on time availability, the Supply Chain Management (SCM) Setup in Lubes was created over a decade ago in July 2001. A full-fledged SCM Department that gave special focus on all the activities related to Procurement, Production and Logistics was set up in 2002. SCM was further strengthened with implementation of the Advance Planning and Optimization (SCM-APO) module in 2006 to facilitate Demand Planning, Supply Networking Planning, Production Planning and detailed Scheduling.

### Strengthening Links

SCM Lubes is the backbone for the Lubes SBU as SCM is the integrating function with the primary responsibility

for linking major business functions and processes within and across the organization. It includes all logistics management activities and drives coordination of processes across Central Procurement Organization (CPO), Plants, Regions/Territories, Product and Application Development (P&AD) and ERPCC. SCM in Lubes SBU has been very effective in integrating all the material and information flows both within and outside the company.

### Superior customer service

SCM has been an enabler through which MAK Lubricants has been on the path of achieving a leadership position both in terms of volumes and brand. Formation of SCM department has helped to create an agile and responsive supply chain with superior product quality and best in class service levels leading to customer delight.

From procurement of raw material to delivery of finished product, the SCM has developed processes which allows only highest quality products from vendor to the plant, plant to depots and finally depots to customers. At the same time ensuring that the best production practices are followed in plants to

optimize the production cost while maintaining quality standards.

SCM works as an interface between market and plants. It coordinates with CPO so that procurement activities are completed in time and there is continuous supply of input material required for production.

### Lubes Supply Chain

#### Procurement:

The additives and packaging team in the SCM group looks after continuous supply of raw materials through strategic vendor selection and lining up contracts with suppliers in association with the Central Procurement Organization (CPO). Cost effectiveness is the key. Some of the packaging materials and traded products like Brake Fluids and Coolants are also procured directly.

MAK BASE, which is produced by BPCL Mumbai Refinery is of the superior quality Group II Plus and Group III base oils. The Base Oil team coordinates with refinery/Supply Chain Optimization group at CO for MAK BASE and also

arranges for procurement of imported as well as indigenous base oil grades which are not produced at BPCL Refinery.

**Planning :**

SCM has implemented Advanced Planning & Optimization (SCM-APO) solution from SAP for managing demand, production and distribution. Demand given by all the territories is therefore propagated by the system to respective depots, further to hubs and finally to production plants through APO.

Based on these inputs SCM and Plant Teams perform all the back end activities involved in raw material procurement, manufacturing of finished products and distribution to customers. SCM Planning ensures that right quantity of the product reach our depots at the right time so that it can be made available as per customer's demand.

SCM Setup continuously monitors demand and inventory levels to maintain adequate inventory at locations to fulfill customer demand, while not over stocking the products.

**Transportation :**

Transportation manager in SCM Setup arranges and coordinates for primary transportation contracts with reputed and reliable transporters across India so that vehicles are available for movement of products to our depots and distribution hubs.

**Strategy Operations & HSSE :**

Strategy Operations at SCM performs the important activity of policy making, capex administration, authorizations, governance and monitoring. SCM strategy team performs regular monitoring and study of operational performance in order to achieve maximum efficiency in a safe manner. SCM Strategy also looks after capacity planning and future infrastructure requirements of Lubes business and makes necessary arrangements as per the plan. SCM frames the requisite policies for C&F operators across the country.

As part of expansion strategy, there are plans for upgradation of existing infrastructure at Plants and Depots with increased automation and flexibility.

Health, Safety, Security and Environment is of utmost importance in all operations. BPCL Lubes plants are certified for ISO 9001, 14001 and OHSAS 18001 integrated management systems for ensuring proper management and governance of Health, Safety and Environment procedures.

**SCM APO:**

**This was implemented as the IT solution for planning the entire supply chain for Lubes. The 5 modules in it are:**

**1. Demand Planning**

Every month, territories give their demand for the future months (1 + 3 months). They enter their demands in the SCM APO between 15th and 24th of every month. These demands are reviewed by SCM and demand variation analysis is done along with BDMs after 24th. Then BDMs review it between 25th and 29th while HQ enters promotional demand if any. On the 30th or 31st of every month demand is released for planning.

**2. Supply Network Planning**

Based on the demand released in the system, stock at each location is considered and balance net





requirements are propagated to plants for production. All locations are linked to specific supply plants in the system and inventory of the intermediate chains is considered before propagating final requirements on plants.

### 3. Production Planning & Detailed Scheduling

Production planning takes into account various constraints built into the system, such as resource constraints, lot size constraints and optimizes the production plans given by SNP optimizer. System schedules production in such a way that there is minimum SLOP generation, product changeovers, inventory holding cost and product shortages. These plans are executed by production plants.

### 4. Deployment & Transportation Load Builder

Once production is done, stocks are deployed to locations based on fair share rules to demand originating locations. Once the product deployed to locations reaches the Transport Load Builder (TLB), profile quantity (generally truck size) and Stock Transportation Orders (STO) are created by the system. These STOs are executed by plant logistics.

### 5. Logistics and C&F

Lubes SBU has three blending & filling plants at **Wadilube**, **Tondiarpet** and **Budge Budge** and one filling plant at **Loni**. These plants also act as Hubs. Including the Central Warehouse (CWH) at Sewree, there are 56 Depots.

However, there are also instances where product is supplied directly from plants to customers instead of routing through intermediate locations.

There are four types of Lubes Depots. One where the Warehouse and its

## LOGISTICS PRODUCT FLOW :

**Plant >> Hub >> Depots >> Customers**

Operations both are managed by BPCL. Two, the Warehouse is on BPCL premises and Operations is by C&F Operator. Three, the Warehouse is taken on lease and Operations are carried out by C&F Operator. And finally, where both the Warehouse and Operations are managed by the C&F Operator

C&F operations at the depots act as the first point of distribution to customer after the product is manufactured at the plant.

MAK is moving towards full fledged Hub & Spoke model of Logistics. Hubs are being planned to be set up at various locations across the country which will be the first point of delivery from the plants. This will reduce the burden on the plants to deliver different products directly to depots.

### Plant Operations & Lubricant Blending

Blending of lubricants and production of finished products happen based on demand propagated to individual plants. Blending operation involves homogeneous mixing of base oils and additives based on the formulation given by the R&D Department. Base Oils and additives are tested according to quality requirement before processing in the plant. The final blended product is tested for quality parameters as per specifications and it is released for filling only after thorough quality checks so that only quality product reaches our customers.

### Filling activities

Filling of lubricants begin with quality inspection of empty packaging material, adjusting quantity parameters (weight and volume) in the filling machines and filling of quality tested products in the packages with utmost care and accuracy. There are various SKUs of size ranging from 20 ml pouches to 210 Litre Barrels. These finished products are stored at our warehouses and dispatched to depots as per the demand.

### Repacking and Outsourcing

Certain lubricant products marketed by BPCL are not manufactured in house by Lubricant plants. Products like greases, coolants, brake fluids and specialty products are either toll blended or purchased from suppliers and marketed by us. Specifications for these products and formulations are finalized by P&AD.

### Logistics Planning & Dispatch

Based on the Stock Transport Orders (STOs) created by SCM APO, logistics planners at Plants place call offs for vehicles. Apart from STO requirements, bulk products to other plants and direct orders if any are also executed by plant logistics. Delivery notes are prepared by logistics department and products are loaded and dispatched as per the requirements of market.

*This string of well planned actions is what makes MAK available to every customer without any loss in time or quality. Turnover to page 20 to the Blending and Filling Plants of MAK where they are brewed in their magical proportions.*



# Key **MAK** points of Learning

Each of it from top performing Dealers & MAK Distributors. They had a lot to share with Journeys, and we are pleased to capture what is closest to their heart and what they find as key to their success. Follow the MAK Champions unplugged on [www.facebook.com/BharatPetroleumcorporation](http://www.facebook.com/BharatPetroleumcorporation)



## Customer perception, highest award

**B**PCL is my first love! When my father handed over the retail outlet to me in 1998, I was so enthusiastic to be associated with Bharat Petroleum and MAK is a constant inspiration.

We are today one of the highest lube selling ROs pan India. I wish MAK becomes the number one lubricant Brand in India in terms of both Quality and Volume. One thing which has helped us, is being fully connected with our customers; to understand their demands, problems and provide them products on time! Two times winner for excellent performance, our biggest award is the customer perception about Goenka Service Station!

**Vijaya Kumar Goenka,**  
Goenka Service Station, Bihar

## Confidence from recognition



**M**AK - Makes it Possible for everyone including me. Getting in to a new business without any legacy has been quite a difficult task for me. Alliance with MAK set me into a mode of excellence as introducing BPCL to industry was never a challenge. Industries already knew about MAK. Task is just to cajole them to reckon that its 'The Best' for them and their company. Group II+ oils made the task easy.

It's highly motivating to receive acknowledgements like the 'Best Industrial Distributor' and 'MAK Recognition Award' for the hard work we put in.

**Lubes Centre**  
Jaipur

## Service to customers

Our RO, was commissioned in 1928 by Mr. Shivnandan Lal Garg, an Electrical Engineer from the first batch of Benaras Hindu University. Today we are a Platinum RO, offering the best customer

service in our city. We wish to be no. 1 in marketing Fuels and MAK Lubricants in particular. Service to customers through Best Price, QOC Initiatives, One Day Wonders, helps refresh customers' interest in MAK.

The market is growing and we think that the business scenario is positive. We are hopeful that we will grow too says Narendra Kumar Garg and his sons who are now at the helm of affairs of Shiva Automobile Stores, Ghaziabad.



◀ **'Oil Dispenser' for Mak Diamond**  
Newly added facility for Customers at Shiva Automobiles, Ghaziabad



## Big Brand, MAK

**B**PCL is among the Fortune 500 ranked companies and is a big brand . It gives me immense pride and honor to be associated with the company.

MAK is the best lubricant available in the market and way ahead in terms of quality from its competitors.

**Santosh Kumar Anand**  
Zenith Enterprises, Purnea, Bihar



**BPCL support, always**

We never felt we are just doing business, it's a family, and the family grows and enjoys together. As MAK grew in terms of quality, we at dealer level played our part and grew in quantity.

MAK is always first to adopt change and launch new/upgraded products, dealers always have something or the other to cash on. Special cheers to MAK R&D team as they always fuelled the business silently from the R&D Labs.

We've been ranked 2nd in WR since last couple of years! A dedicated delivery van for HSD and Lubes; dedicated online system to close customer inquiries within 1 hr with TDS are new initiatives for ensuring customer satisfaction shared Akalank Mishrikotkar, the third generation owner of the Distributorship.

**Deepali Multiservices, Jalna**



**Increase manpower**

We are satisfied with the constant support, co-operation and willingness to help by officers at all levels in BPCL Marketing team. We are looking at increasing our manpower so as to reach out to the smallest retailers and make the product available to him and increase the sales by 15% every year.

**Solar Oil Company, Mumbai**

**Continuous support**

Continuous and excellent support from the MAK Team has given us confidence in expanding the network and motivated us to grow stronger in the market. The periodical schemes have been the driver for the increase in sales. So also, the secondary sales software introduced by BPCL, has helped us win the confidence of our customers

**Sri Venkateswara Traders  
Balaji Road, Bellary**



**Most reliable, MAK**

Since 1980, we deal with Auto spare parts trading and also deal in Batteries, Inverters, and Lubricants. Our annual turnover is 8 crores and our vision is to touch the 12 cr mark in Lubricants business by 2016-17. MAK stands for reliable and best-in-class lube brand. If your motto is clear and structure in place to compete best services provided by competitors, success will certainly be achieved.

**Barai Enterprise, Mithapur**

**Reach wider**

We want to expand in each and every rural market and cater to every nook and corner of the area along with establishing healthy contacts and business relationships with customers. We want to make MAK the No.1 brand in the lubricants in our area.



**Mahamaya Sales Corporation, Raipur**

**Customers love MAK**



Dealer interacting with a Happy customer

Margins in MAK Lubricants are very decent and as a result we are able to promote our product in more focused ways.

Our vision for Lube business is to achieve a target of 100 kl this year and in the coming years we strongly believe that we can convert it to a target of 100 KL per month, shared the Rahaman brothers of the star performing RO in Khurda, Odisha. They also shared that they strongly felt the public accepts MAK as a top brand among lubricants and it has ample scope for growth and improvement. 'Our customers love MAK and we will make it scale greater heights!', they exclaimed.

**M/s S.K. Rahaman & S.F. Rahaman  
Khurda, Odisha**

**Perfect blend of services**



Jain Agencies strives to provide paramount service to its customers and hence switching from PLD to ILD has brought a huge difference. Jain plans to expand the company's profile and BPCL's Lubes to sugar industry so as to maximize on the brand name with profits. It would be a win-win situation for both, BPCL and Jain Agencies. A perfect blend of cooperation from BPCL executives, company polices and above all – customers trust in us is what we always bank on.

**Jain Agencies, Aurangabad**

# BLENDING WITH CARE, PACKED WITH LOVE

An exclusive journey to the Lubes blending and filling plants where MAK finds its magical mix.

**WELCOME TO THE  
HOUSE OF MAK!**

## HOUSE of MAK®

### Wadilube Plant

**Right quality,  
Right product  
in Right time.**

**W**adilube installation is the biggest Lube oil blending and filling plant among all lube plants of BPCL. Spread across 13 acres and located near Mumbai port, this plant has been operational since 1956. Wadilube has a base oil storage capacity of 56500 KL. This plant is run by a very young and dynamic team comprising of 35 Management staff, 26 Clerical staff and 153 workmen.

The current blending capacity of the plant is 100 TMTPA, extending up to 130 TMTPA. The Plant handles approximately 16 families of Lubricants by blending 300 grades and filling around 600 SKUs. For blending of Lubes, 15 types of Base oils are used, majority of which are Gr-II+ oils received from BPCL Refinery by Pipeline, and the balance from HPCL for Gr-I oils and other specialty base oils from third-parties.

The Plant handles around 150 different types of additive both in packed and bulk forms. It also has a dedicated laboratory for ensuring Q & Q at all stages of operations. Wadilube Plant is continuously growing in terms of blending thruput by infrastructure development and process improvements.

A decade back, the Plant operated at 60 TMTPA and now it has crossed 130 TMTPA. Wadilube Plant meets 70% of the all India lubricant demand of BPCL. Wadilube despatches packs of sizes ranging from 20ml/40ml/60ml in pouches, and HDPE packs size ranging from 250ml to 50L and also HDPE/ Metal barrels of 210L capacity for all India Lube requirements. Apart from sending packed products, bulk requirements of Loni, Tondiarpet and other direct customers are also met

from Wadilube Plant. Wadilube plant is certified for the standards of ISO 9001: 2008, ISO 14001: 2004 and OSHAS 18001: 2007

Few of the result oriented initiatives implemented to meet the dynamic market requirements are • In-house VI Solubilisation facilities and blending of VI improver, a major ingredient for lube blending. • In-house transformer oil manufacturing facilities and producing Transformer oil. • In-house production of LLPO (Light Liquid paraffin oil). • Blending Innovation with jet mixing facility for top quality product blending

Several initiatives have been implemented for improvement on the systems and processes towards cost savings also. The collective effort of the young, dynamic and vibrant Wadilube team reinforces the synergies between Production, Quality assurance and despatch departments. The Wadilube plant is energizing the lubricant business by being the mother plant for supplies and giving the desired mix of products adding value to customer relationship. Wadilube plant makes it possible by delivering the right products at right time quality and right time. Wadilube as a winning team is moving ahead "TO THE TOP- NONSTOP" in meeting Customer needs.

**Special Reports Research Team:**  
Mr.V.Kharche, Mr.P.Unnikrishnan &  
Mr. B.G.Reddy ( Lubes – SCM setup)  
Wadilube : Mr. S Mahindroo, Mr. Sandeep Shamarthi  
Loni : Mr. J K Gupta, Mr. Vijay Negi  
Tondiarpet : Mr. Ramesh Kumar, Mr. Sasikumar  
Budge Budge : Mr. Rajan Saha, Mr. Vineet Kashyap



## Loni Lube Plant

A relatively new set-up with several new filling facilities

The Lube Oil Filling Plant at Loni was inaugurated in 2005 after closing down the Shakurbasti Plant. Loni Plant is spread across an approximate area of 9 acres adjacent to LPG Plant. Loni Plant is taking care of most of the Northern Region's demand for limited number of fast moving grades. Loni Lube plant is only a filling and packaging plant. For finished bulk, Loni plant depends on the mother plants Wadilube and Budge-Budge. The Loni team consists of 7 management staff, 5 clerical and 22 workmen to carry out the operations.

With 20 tanks, Loni Plant has 1770 KL of finished product storage capacity and operates at a filling capacity of 25 TMT per annum. There are eight filling machines for production of 73 grade packs catering to 15 depots of Northern region market. There have been significant modifications and upgradation in the plant with additions of various modern filling facilities. In comparison to other Lube plants, Loni is a relatively new setup and is equipped with automation.



Quality is the essence of plant operations. At every stage quality control places a major role. All processes at plant are necessarily routed thru a defined quality assurance process. Loni plant has always excelled in innovation & environmental projects. Few of the projects recently executed by Loni were installation of solar system

for street lights, turbo ventilators in filling shed and MCC room, rain water harvesting with storage pond of 300 KL and catchment area 51786 sqm, Replacing of 140 conventional lights with LED lights, Magic wand system for security check, Plantation and development of green belt in plant.



**Perfect amalgamation of rich history and work ethics**

## Budge Budge

The Lube Oil Blending Plant at Budge Budge is a perfect amalgamation of the rich history and work ethics of erstwhile Burmah Shell and the vibrant and energetic work culture of BPCL.

Budge Budge Installation, of which LOBP is an integral part, has been serving the requirements of Eastern Region for more than a hundred years now. And since the first dawn of nationalized BPCL, the lubricant plant has grown in leaps and bounds. The Plant is located on the banks of River Hooghly spread over an area of approximately 36000 sqm with a base oil storage

capacity of 17500KL. The 25 TMT capacity lubricant plant is taken care of by the Plant Manager supported by his young and energetic team of 10 officers, 13 clerical and 70 workmen. Export to neighbouring countries Nepal and Bangladesh is also done from here. The plant saw a major revamp 2002-2003.

The blending operations are now fully automated with a high speed gravimetric small pack filling machine imported from France and other high speed filling facilities. The plant is self sufficient to blend any grade and blends more than 50 grades. The base oil supplies for this plant are received from Mumbai through ocean tanker and IOC Haldia Refinery through Barges.

Several environmental projects and cost saving projects have also been implemented to face the uncertainties and challenges of a dynamic and competitive Lubricant market.







## Tondiarpet

Grew up from a small pack filling plant of Burma Shell period

The Lube Oil Blending Plant at Tondiarpet is the second largest blending plant. Situated in North Chennai, the Plant in 4.84 acres takes care of most of the Southern Region's demand, though some finished products are received from Wadilube. Tondiarpet plant team has 11 management staff, 6 clerical staff and 22 workmen.

Tondiarpet started as a small pack filling plant during the Burma Shell period filling only metal tins from bulk finished products. Blending activities were augmented with three blending kettles in 2002 and subsequently three more. The blending automation system was

upgraded to DCS operating system in January 2013. Thermic fluid circulation pump is used for heating during the blending process. About 55 grades of automotive and Industrial grades of Lubricants are filled at LOBP Tondiarpet that has a blending capacity of 30 TMT per annum. Tondiarpet Plant receives MAK BASE from Wadilube and Sewree C-Lubes and Group I base oil from IOC Tondiarpet. The plant has nine base oil tanks with total capacity of 2467 KL, eleven finished goods tanks with capacity of 616 KL and seven additive storage tanks with 585 KL capacity.





## MAK® sixes and fours!

The MAK Cup Inter SBU Cricket tournament, now more of a tradition than a tournament, showcased all round exciting sixes and fours this year! With enthusiastic participation from veterans and youngsters alike, it definitely continues as an opportunity for die-hard fans to showcase their passion for the game and relive old memories. Catch the round up of the season!

### C&MD bowls the first over

The 24th Edition of Bharat Petroleum Inter SBU/Entities Cricket Tournament was inaugurated by Mr. S. Varadarajan, Chairman & Managing Director in a colourful and spectacular opening ceremony held at Kalka Public School Ground, New Delhi early this year. C&MD released balloons in the sky and declared the tournament open. He was honoured on the occasion with a "BPCL Cap". The Tournament was played among Six Teams representing different SBUs and Entities.

As a part of inaugural ceremony all the six teams, named with the Theme of "KINGS" held a march past with the band playing the tune of "Sare Jahan Se Achcha Hindustan Hamara". The players also took the oath before the start of the tournament. The annual event is looked upon as an event to energise employees and helps in building a healthy competition spirit, camaraderie, enthusiasm amongst the players. C & MD being a keen sportsman and cricketer himself played (batted and bowled) in the inaugural match.

### Ladies tournament

The MAK CUP 2013-14 (Ladies Cricket Tournament) was held for the first time this year at the Refinery Sports Club Ground. Four teams consisting of 2 each from Mumbai Refinery and Marketing (comprising of Mumbai based players) participated in this tournament. The tournament was organized by HRS West.

Mr. S.S. Sunderajan, General Manager I/C, Mumbai Refinery and Ms. Sujata Chogle, General Manager (HRS) – West inaugurated the tournament. The function was graced by the presence of other senior officials and members of the Marketing Sports Club.

The final match was played between "A" Teams of Mumbai Refinery and

Marketing respectively. In a thrilling match, Marketing team won the match by a single run.

The prize distribution function was held on the same day at Refinery Sports Club where the Trophies and prizes were given by Mr. S.S. Sunderajan, General Manager I/C, Mumbai Refinery and Ms. Sujata Chogle, General Manager (HRS) – West.

Prizes/Kits for the tournament were sponsored by LPG / Lubes SBUs whereas catering arrangements were made by Mumbai Refinery.

The MAK Cup 2013-14 (Ladies Cricket Tournament) has truly boosted the morale of the female employees of BPCL in building camaraderie and togetherness amongst the Mumbai Refinery and Marketing teams, thus making BPCL truly a great place to work!

### Mumbai Refinery lifts MAK Cup

Nine teams wanting to find their hands on the MAK Cup this year were Retail, Mumbai Refinery, Lubes, LPG, HR, I&C, Gas, SCO, Int. Trade & Mktg Co-ordination, Finance, Audit, Legal, IIS & ERP CC and Entities.

The teams were divided into 3 groups, wherein each team played against the other 2 teams in their group on a round robin basis. Top teams from each group qualified for the super league matches. After the initial rounds of exciting matches Mumbai Refinery, LPG and HR qualified for the super league.

In the Super League Mumbai Refinery bagged the MAK Cup winning over HR Refinery by 89 Runs. Earlier, HR made it to the finals after their 23 run win over LPG-HR. In the semis, Mumbai Refinery had a 17 run victory over LPG.

Mumbai Refinery emerged as the clear winner of the MAK Cup after winning both the Super League matches. Vinayak Samant of HR Team was declared as player of the tournament.

Mr. S.P. Gathoo, Director (HR) distributed the prizes at a function at the Refinery Sports Club in the presence of other senior officials and members of the Marketing Sports Club.

MAK Cup truly gives a fillip to the staff of BPCL in building camaraderie and togetherness among the various SBUs/entities and thus making BPCL truly a great place to work!

## Run For a Reason

MAK Team at the Standard Chartered Mumbai Marathon

For the MAK Team, it was a mixed feeling of enthusiasm and satisfaction to be part of the 39000 runners who took centre stage at the Standard Chartered Mumbai Marathon early this year. This event is one of the top 10 marathons in the world and is not only a platform to test an individual's athletic excellence, but also a unique fund raising event for charity. With every year of existence, it has assumed a stature of eminence, being the single largest philanthropic sporting event in India.

As done last year, this year too, MAK associated with the SCMM in the "Corporate Challenge" event. Corporate Challenge is a category specially designed for companies who wish to sponsor their employee teams to participate in the SCMM, supporting a particular cause or charity. MAK had registered in the "Team 15" Category which meant that we could field 15 runners in our team. Participants could



choose to participate in "Dream Run" – 6 kms" or the "Half Marathon" – 21 kms or the "Full Marathon" – 42 kms.

15 participants from across various businesses and entities were fastest off the blocks in registering themselves and were proud to be part of the MAK Team and to be part of the largest celebration of human spirit in the country. Out of the 15 runners in the MAK Team, 4 runners participated in the Half Marathon (21 kms) and 11 in the Dream Run. The cause supported was "Isha Vidya", a not for profit organisation, that works for the economic and social empowerment of rural children in villages in South India.

The day of the Marathon saw our runners charged and raring to go right from crack

of dawn. With our Half Marathoners (Chetan, Bipin, Rahul and Vivek) giving it their everything and completing the 21 kms run, our Dream Runners had fun soaking in the atmosphere at Azad Maidan, then ran with other enthusiastic participants to complete the 6 km run. Sharing a spirit of camaraderie and with a will to complete the race route, our participants ran with a purpose, to close with a sense of accomplishment and fulfillment for the cause we supported.

The marathon mantra of 'Run For a Reason' was truly a great opportunity for the participants to showcase their determination and spirit and enjoy the moment as the MAK Team at the Standard Chartered Mumbai Marathon 2014!

## SmartFleet- MAK Cup at Jabalpur

A fun-filled SmartFleet MAK Day was what the Smart Fleet MAK cricket tournament offered SmartFleet customers, dealers and BPCL officials in Jabalpur Territory.

It was a bright sunny day and all turned up in good numbers with their families at the Sports Club, Jabalpur to revel in the spirited cricket matches played in mirth and sunshine.

The day started with a qualifier between BPCL XI and Dealers' XI in the morning. BPCL XI, led by their captain Mr. Jeetendra Adhikari, CG (Retail), Jabalpur won the toss and elected to field after factoring in the weather conditions and slow outfield. Dealers' XI put in a scintillating show in the T-12 match and set a target of 87 runs for the BPCL XI team. The youth brigade of

BPCL XI salvaged their pride with some late knocks and eventually won the match with 16 balls to spare.

The winners (BPCL XI) then vied for the SmartFleet MAK TROPHY 2014 with Customers' XI. Set a target of 105 runs by Customers' XI, the BPCL XI team put up a brilliant display of power shots and some fine running between the wickets to finally clinch the match with 2 balls to spare.

The star performer of the match was Mr. Anurag Gupta, EO Satna who won the Man-of-the-Tournament award for his all round performance with the bat, bowl and fielding. Mr. Vikalp Mathur, SO, Jabalpur 2 won the best batsman award for his stylish knocks in both the matches. Our SmartFleet customer Mr. Khan won the best bowler award.

The entire match was professionally run by a set of national level umpires and was made lively with a running commentary and ball-by-ball score update at the cricket ground.

The drinks breaks were interspaced with few enthralling programmes for the better halves and children. While the children showed off their drawing skills, the spouses sweated it out for honours at various fun-filled events like the lemon-and-spoon-race, one-legged race and musical chairs.

At the end of the day, a prize distribution ceremony was held for the tournament and various other events conducted for the children and family members.

The event ended with a sumptuous lunch.

This event shall go a long way in fostering a lasting relationship between Customers, Dealers and the Corporation.

# Leaders Everywhere

## Create competitive advantage

Great Managers empower and train individuals to lead even when they lack formal authority. In effect they syndicate the work of leadership across the organization, to redistribute power and to change the role of the top team.

Our Management Innovation eXchange is an open platform for eliciting innovative practices in management and leadership. Occasionally we make a management prize (M-Prize) challenge to pull amazing new practices and ideas to the surface.

### Leaders Everywhere Challenge

This year's challenge is called "Leaders Everywhere." The idea is that we live in a world where never before has leadership been so necessary but where so often leaders come up short. Our sense is that this is not really a problem of individuals but of traditional pyramidal structures that demand too much of too few and not enough of everyone else. Complex organizations require too much from those few people up top. They don't have the intellectual diversity, bandwidth, or time to make all these critical decisions—one reason why change is so often belated, infrequent, and convulsive.

In traditional structures, by the time a small team at the top realizes there's a need for change, by the time a problem is big enough or an opportunity clear enough that it prompts action, that it breaks through all the levels and commands the attention of these extraordinarily busy people up top—it's too late. If we want to build adaptable organizations, we need to syndicate the work of leadership more broadly.

Given the complexity of our organizations and speed of change, there aren't enough extraordinary leaders to go around. Look at what we expect from a leader today! We expect somebody to be confident, yet humble. We expect

them to be strong in themselves, but open to being influenced. We expect them to be amazingly prescient, with great foresight, but to be practical; to be extremely bold, and yet also very prudent.

How many people like that are out there? I haven't met many people who have the innovation instincts of Steve Jobs, the political skills of Lee Kuan Yew, and the emotional intelligence of Desmond Tutu. That's a small set of people. And yet we build organizations where you need that caliber of person for them to run well if you locate so much of the decision-making authority in the top of the organization.

### Transformation, Step-by-Step

In 1890 it would have been difficult for anybody to imagine Ford Motor Company, and yet 25 years later, here's this company: iron ore in at one end, Model T out the other end—massive industrial scale, and everything that needed to be invented to allow that vertical integration. And all the new management techniques, management science, that got invented. But ask somebody to describe that in 1890—making half a million vehicles a year by 1915. It's very hard to describe.

Today we're at a similar inflection point. And if you're a CEO, waiting for that model to emerge, that's not a good thing. If you're waiting to benchmark somebody else, that's not what the best leaders do.

In most organizations, we don't call people employees anymore—we call them team members or associates. We recognize that in the creative economy, most wealth creation is coming from people who are rubbing up against customers, innovating—certainly in a service economy, the experience economy. We talk more about co-creation with our customers, and with our other business partners.

So, already, we see that value is created more and more out on the periphery. But we still have organizations where too much power and authority are reserved for people at the top of the pyramid. Ultimately, the structures, compensation, and decision-making must catch up with the new reality.

Most companies are now comfortable with 360-degree performance reviews. In the best cases, that data is all online—everybody can see it. But the next step will be 360-degree compensation reviews because when compensation is largely correlated with hierarchy, organizations can't be very innovative or adaptable.

People spend too much of their time managing up—competing internally for promotion up that formal ladder rather than competing to add value (collaborating). So, increasingly, compensation has to correlate with value created wherever you are—rather than how well you fight the political battle or what you did a year or two ago that made you an EVP.

Organizations must evolve to catch up to this new economic reality, but it will take a while since formal hierarchy is a most enduring social structure.

Making this rather daunting transition will happen step-by-step, small experiment by small experiment. We will start to ask, What can we do here to enlarge the leadership franchise?

We can break big units into smaller units to create more opportunity for people to be leaders. We can make the P&L much more visible to people and tie their performance into that, so you feel like you have a real stake in the business. We can start to syndicate the work of executive leadership by opening up the conversations about strategy and direction and values. We can use more peer-based systems to collect feedback on who's acting like a

leader and who's not. We can take such small, incremental steps.

### Create Leadership Ops

Where do we experiment? What can we do to create more opportunities for leadership but also teach people what it means to exercise leadership when you don't have formal authority? How do you mentor people, build a coalition, live in the future so other people want to follow you? How do you become a connector who brings ideas and talent and resources together? That's the critical work of leadership today.

So the challenge is to give people those new leadership skills that enable them to exercise leadership, get things done, even when they lack formal, positional authority. I would love to work in an organization where every body believes they have the possibility of doing that. But it will happen one small step at a time.

As a CEO, my goal would be to take more of those small steps faster than anybody else—because to the extent that I unleash the latent leadership

talent in my organization, to the extent I become less reliant on a few people up top to see the future and respond in time, we'll be more successful.

### Guru and Commissar

Making this change requires, as C. K. Prahalad said, "being both guru and commissar." Like the guru, you start with the basic principles—such as empowerment, accountability, transparency, meritocracy, and natural leadership—and then you have to be the commissar and know what lever to pull to embed those principles in every management system, structure, and process to create leaders everywhere. So instead of moving decisions up to where people have expertise, you move expertise down to people close to the front lines.

Some 40 years ago, this is what Toyota did when they trained frontline employees in statistical process control, in Pareto analysis, to embed the quality control function in the organization. They distributed information, trained people to make the right choices, and held them accountable for choices.

Another company that practices a great form of Leaders Everywhere is Whole Foods. Small teams in each Whole Foods store are running their own P&L and have a lot of decision-making authority. One reason that works, though, is that they are held accountable for challenging targets; and if you hit those targets, the bonus is in next week's paycheck. So you start to ask, "If people have all the information they need, if they've been trained to have those business skills, if there's a short feedback cycle between your decisions and rewards, how much bureaucracy do I need?"

So, there are preconditions. This is not some romantic thing—let's just give everybody more power—because that's chaos. But if you equip people, give them information, make them accountable to their peers, and shorten the feedback cycles, you can then push a lot of authority down.

*Gary Hamel is Visiting Professor of Strategic and Intl Management at London Business School and cofounder of Management Innovation eXchange (MIX). This article is based on an interview conducted by McKinsey Publishing's Simon London. www.managementexchange.com.*



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## आपूर्ति श्रृंखला प्रबंधन, उत्कृष्टता की यात्रा में एक अभिन्न कड़ी



श्री के.पी. चांडी  
कार्यपालक निदेशक (ल्यूब्स)

प्रिय दोस्तों,

'एक ओर जहाँ प्रतियोगिता का कानून कभी-कभी व्यक्तिगत रूप से कठिन हो सकता है वहीं दूसरी ओर वह दौड़ के लिए सर्वोत्तम होता है क्योंकि इसमें वही बच सकता है जो तंदुरुस्त और योग्य है।' - एन्ड्रू कार्नेज

यही बात हमें वास्तविक कारोबारी वातावरण सिखाता है। इतने प्रतियोगी वातावरण में किसी ब्राण्ड का सफल होना आसान नहीं है। अपने प्रमुख प्रतियोगियों से आगे निकलकर जब भी हम सफलता के पायदान पर चढ़ते हैं तब हम टीम MAK के रूप में प्रत्येक क्षण सहेजते हैं और जब कभी बड़े प्रतियोगी द्वारा चुनौती रखी जाती है तब-तब कारोबार करने के नए तरीके सीखते रहते हैं।

जो कॉर्पोरेशन से 1991 से पहले जुड़े हैं वे भारत में लूब्स उद्योग के संक्रमण की प्रशंसा करेंगे। वर्ष 1991 में लूब्स उद्योग के विनियंत्रण ने 1993 के बाद बहुराष्ट्रीय कंपनियों के प्रवेश और भारत में ऑटोमोटिव तथा औद्योगिक ओईएम के प्रवेश का रास्ता खोला। इन सारी बातों का इस कारोबार को अत्यंत जटिल, प्रतियोगी और निःसंदेह रूप से चुनौतिपूर्ण बनाने में योगदान रहा। इन चुनौतियों ने MAK टीम को विभिन्न कारोबारी मॉडल्स विकसित करने, अलग-अलग विपणन मिक्स आजमाने और अनगिनत चुनौतियों का सामना करने के लिए सामरिक ग्रुप निर्मित करने के लिए तैयार किया। सबसे महत्वपूर्ण कार्य नीतिपरक स्वतंत्र ग्रुप निर्मित किया 'आपूर्ति श्रृंखला प्रबंधन' जो 2001 में अस्तित्व में आया। जिसका इरादा लूब्स कारोबार में विभिन्न आपूर्ति श्रृंखला गतिविधियों की अविरत डिजाइन, योजना, कार्यान्वयन, नियंत्रण और निगरानी करना है। तब से आपूर्ति श्रृंखला प्रबंधन का उद्देश्य रहा है शुद्ध मूल्य बढ़ाना, प्रतियोगी अवसरचना निर्मित करना, संभार-तंत्र पर बल देना, बाज़ार में लूब्स की मांग और आपूर्ति में ताल-मेल बैठाना और प्रदर्शन को तौलना।

'आश्वस्त गुणवत्ता और समय पर उपलब्धता' एससीएम का मूल मंत्र है। शुरु में इन गतिविधियों में परिकल्पित था केवल मात्र प्राप्ति, उत्पादन और संभार-तंत्र। बाद में 2006 में अग्रिम आयोजना और इष्टतमीकरण (एससीएम-एपीओ) को लागू करने के बाद एससीएम और मजबूत हुआ जिसने मांग आयोजना, आपूर्ति नेटवर्किंग आयोजना तथा उत्पादन आयोजना/ विस्तृत कार्य सूची सारणी में आसानी हुई।

बड़ी संख्या में ग्रेड/पैक सीधे या आपूर्ति डिपो के माध्यम से विभिन्न चैनल पार्टनरों और ग्राहकों तक पहुँचाए जा रहे हैं जो हमारी आपूर्ति श्रृंखला प्रबंधन को एक जटिल प्रक्रिया बनाते हैं। इतने सालों में एससीएम लूब्स, लूब्स एबीयू की रीढ़ की हड्डी साबित हुआ है जो संगठन के अंदर और कंपनी के बाहर दोनों जगह सभी सामग्री और सूचना प्रवाह को अत्यंत प्रभावी ढंग से एकीकृत करता है। इसने विभिन्न कारोबारी कार्यों तथा प्रक्रियाओं को केन्द्रीय अधिप्राप्ति संगठन

(सीपीओ), संयंत्रों, क्षेत्रों/प्रदेशों, उत्पाद और अनुप्रयोग विकास (पी एंड एडी) तथा ईआरपी-सीसी के बीच समन्वयन के द्वारा सफलतापूर्वक एकीकृत किया है।

किसी भी व्यापार की सफलता का सार है उत्कृष्ट ग्राहक सेवा। इसमें कोई शक नहीं कि मैक लुब्रिकेंट्स को गुणवत्ता और सेवा की दृष्टि से लुब्रिकेंट उद्योग में एक जबरदस्त ब्राण्ड बनाने में एससीएम का काफी बड़ा हाथ है। एससीएम के पास न केवल सर्वोच्च गुणवत्ता वाली इनपुट सामग्री को अत्यंत किफायती तरीके से अधिप्राप्त करने की मजबूत प्रक्रियाएं हैं बल्कि सही उत्पाद, सही व्यक्ति तक सही समय में पहुंचाना सुनिश्चित करने के लिए सुस्थापित डिलिवरी प्रक्रिया भी है जिसके उत्पादन के दौरान कड़े गुणवत्ता जाँच बिंदु अपनाए जाते हैं। इन्होंने विक्रेताओं के लिए अत्यंत उच्च मानक स्थापित किए हैं जो कच्चा माल अधिप्राप्त करने से लेकर तैयार माल की डिलिवरी तक पाले जाते हैं और साथ ही संसाधनों के इष्टतम उपयोग के लिए संयंत्रों में सर्वोत्तम उत्पादन प्रथाओं को सुनिश्चित करते हैं।

यह उत्पादन सुविधाओं, हब, परिवहन सुविधाओं एवं डिपो के आयोजित विस्तार के माध्यम से होगा जिसके लिए आपूर्ति श्रृंखला सेटअपने विक्रय और विपणन को लगातार बैक एंड सपोर्ट प्रदान किया है ताकि वे ग्रामीण बाज़ारों तथा देश के कठिनाई भरे क्षेत्रों में अपनी जगह बना सकें। देश भर में अत्यंत किफायती और प्रभावी तरीके से विभिन्न एसकेयू में उत्पादों की विविध रेंज देने के लिए एससीएम काफी पूर्वलक्षी तरीके से काम करता है।

संक्षेप में, एससीएम ने मैक लूब्स की सफल यात्रा में काफी महत्वपूर्ण भूमिका निभाई है। साल दर साल एससीएम टीम हमारी सफलता का आधार स्तम्भ साबित हुआ है और मुझे विश्वास है कि आने वाले सालों में भी यह सिलसिला जारी रहेगा और भविष्य के सारे प्रयासों में MAK का अभिन्न हिस्सा बना रहेगा।

सादर,

के पी चांडी

श्री के.पी. चांडी  
कार्यपालक निदेशक (ल्यूब्स)



## के जादू को महसूस करें!

दुनिया की सबसे अच्छी और सबसे सुंदर चीजों को केवल देखा या छुआ नहीं जा सकता- उन्हें अपने दिल से भी महसूस किया जाना चाहिए! और बस, यही करने के लिए हम आपको इस यात्रा पर आमंत्रित करते हैं, यह सदा ही बीपीसीएल के सम्मिश्रण संयंत्रों में से एक में शुरू होती है और इसका अंत होता है, एक सुखद गंतव्य स्थान, एक सफलता की कहानी, एक तेज मिशन या हो सकता है पुरानी कहानी में सिर्फ एक नया मोड़! **MAK** के साथ हर यात्रा बस एक खुशी नहीं है। यह जादुई है!

‘आध्यासित गुणवत्ता और समय पर उपलब्धता’ सुनिश्चित करने के स्पष्ट उद्देश्य को लेकर 2001 में लूब्स में आपूर्ति श्रृंखला प्रबंधन (एससीएम) कक्ष का गठन किया गया। अधिप्राप्ति, उत्पादन और संभार-तंत्र से संबंधित सभी गतिविधियों पर ध्यान देने के लिए वर्ष 2002 में पूर्ण रूप से विकसित एससीएम विभाग की स्थापना हुई। वर्ष 2006 में अग्रिम आयोजना और इष्टतमीकरण (एससीएम-एपीओ) के कार्यान्वयन से एससीएम को अधिक सक्षम बनाया गया ताकि मांग आयोजना, आपूर्ति नेटवर्किंग आयोजना और उत्पादन आयोजना/विस्तृत योजना बनाने में सुविधा हो।

### आपूर्ति श्रृंखला कड़ियों को मज़बूत बनाना

एससीएम लूब्स, लूब्स एसबीयू का आधार है। आपूर्ति श्रृंखला प्रबंधन की मुख्य जिम्मेदारी है, पूरे संगठन के भीतर प्रमुख कारोबारी प्रकार्यों व प्रक्रियाओं को सुसंगत तरीके से एकदूसरे से जोड़ना। इसमें संभार-तंत्र प्रबंधन की सभी गतिविधियाँ शामिल हैं और इसमें केन्द्रीय अधिप्राप्ति संगठन (सीपीओ), संयंत्रों, क्षेत्रों/प्रदेशों, उत्पाद व अनुप्रयोग विकास (पीएण्ड एडी) द्वारा तथा ईआरपीसीसी की प्रक्रियाओं का समन्वयन किया जाता है। लूब्स एसबीयू के एससीएम, कम्पनी के भीतर और बाहर, सभी

सामग्रियों और सूचना प्रवाह को बड़े ही प्रभावी ढंग से एकत्रित किया जाता है।

### उत्कृष्ट ग्राहक सेवा

एससीएम, वो समर्थक है जिसके जरिए MAK लुब्रिकेंट्स, मात्रा और ब्राण्ड में सबसे ऊँचा स्थान पाने की राह पर है। एससीएम विभाग के गठन से एक ऐसे चुस्त और अनुक्रियाशील आपूर्ति श्रृंखला शुरू की गई है, जिसकी उत्कृष्ट उत्पाद गुणवत्ता और उत्तम सेवा स्तरों ने ग्राहकों को आनंदित कर दिया है।

आरंभ से ही एससीएम लूब्स ने अत्यंत लागत प्रभावी तरीके से उच्च गुणवत्तावाली इनपुट सामग्री अधिप्राप्त करने का तंत्र विकसित किया और विक्रेताओं के लिए उत्पाद गुणवत्ता नियंत्रण के दिशा-निर्देश स्थापित किए। कच्ची सामग्री अधिप्राप्त करने से लेकर तैयार उत्पाद की डिलीवरी तक एससीएम ने ऐसी प्रक्रियाएं विकसित की हैं जिनसे विक्रेता से, संयंत्र से, डिपो से ग्राहकों तक, केवल उच्च गुणवत्तावाले उत्पाद ही जा सकते हैं। साथ ही, यह भी सुनिश्चित किया जाता है कि संयंत्रों में उत्पादन की उत्तम कार्यविधियों का पालन होता है ताकि उत्पादन लागत कम हो और गुणवत्ता मानक कायम रखे जा सकें।

### सहयोगी कार्य

एससीएम बाज़ार व संयंत्रों के बीच इंटरफेस का काम करता है। एससीएम के रोल होल्डर सुनिश्चित करते हैं कि संयंत्रों में हमेशा पर्याप्त कच्ची सामग्री उपलब्ध रहती है। वे सीपीओ के साथ समन्वयन करते हैं ताकि समय पर अधिप्राप्ति गतिविधियाँ पूरी हों और उत्पादन हेतु इनपुट सामग्रियों की आपूर्ति निरंतर जारी रहे।

एससीएम बाज़ार में यथावश्यक उत्पाद उपलब्ध कराने के लिए संयंत्र स्तर, केन्द्र स्तर, क्षेत्रीय स्तर और प्रादेशिक स्तर पर किए जा रहे प्रयास समाकलित करता है। एससीएम परिचालन दल का नेतृत्व करता है और इन्हें यह समझने में मदद करता है कि कैसे वे अपने अथक प्रयासों से बाज़ार में उपलब्ध अवसरों का लाभ उठा सकते हैं।

उत्पादन सुविधाओं, केन्द्रों, परिवहन सुविधाओं और डिपो के सुनियोजित विस्तार के जरिए आपूर्ति श्रृंखला ने बिक्री व विपणन को निरंतर सहयोग दिया है, जिससे वे ग्रामीण बाज़ारों में प्रवेश कर सकें और देश के दुर्गम इलाकों में अपने उत्पाद बेच सकें। बहुत ही प्रभावी ढंग से काम करते हुए एससीएम देश भर के विभिन्न एसबीयू में अत्यन्त किफायती और कुशल तरीके से तरह-तरह के उत्पाद दिलाने का काम करता है।

### आपूर्ति श्रृंखला कार्य

**अधिप्राप्ति गतिविधियाँ :** एससीएम ग्रुप का एडिंटि व्स व पैकेजिंग दल, हमारे केन्द्रीय अधिप्राप्ति संगठन (सीपीओ) की सहायता से विक्रेता चुनकर और सप्लायरों के साथ संविदाओं की व्यवस्था करके, किफायती ढंग से इन कच्ची सामग्रियों की निरंतर आपूर्ति का प्रबंध करता है। एससीएम संयोजी व पैकेजिंग सामग्रियाँ सीपीओ से अधिप्राप्त करता है, जबकि पैकेजिंग सामग्रियों और ब्रेक फ्लूएड व कूलेन्ट जैसे ट्रेडेट उत्पाद सीधे अधिप्राप्त किए जाते हैं।

हमारी बीपीसीएल मुंबई रिफाइनरी द्वारा उत्पादित MAK बेस उत्तम क्वालिटी के ग्रुप क्षेप्लस व ग्रुप III बेस ऑयल से बनाया जाता है। एससीएम सेटअप का बेस ऑयल दल रिफाइनरी/सीओ स्थित आपूर्ति श्रृंखला इष्टतमीकरण ग्रुप के साथ समन्वयन करता है और आयातित तथा स्वदेशी बेस ऑयल ग्रेड प्राप्त करने में सहायता करता है, जिसका उत्पादन हमारी बीपीसीएल रिफाइनरी में नहीं होता।

#### आपूर्ति श्रृंखला आयोजना:

एससीएम ने माँग, उत्पादन और वितरण का प्रबंध करने के लिए सैप की उन्नत आयोजना व इष्टतमीकरण (एससीएम-एपीओ) सॉल्युशन लागू किया है। सभी प्रदेशों द्वारा दी गई माँग प्रणाली से संबंधित डिपो, आगे केन्द्र तक और अंत में एपीओ के जरिए उत्पादन संयंत्रों तक पहुँचाई जाती है।

इन इनपुट के आधार पर, एससीएम और संयंत्र दल, कच्ची सामग्री अधिप्राप्ति, तैयार माल के उत्पादन और ग्राहकों तक इस तैयार माल के वितरण की सहयोगी गतिविधियाँ करते हैं। एससीएम आयोजना द्वारा यह सुनिश्चित किया जाता है कि हमारे डिपो तक उत्पाद की सही मात्रा पहुँचे, ताकि ग्राहक माँग के अनुसार उसे उपलब्ध कराया जा सके।

एससीएम सेटअप माँग व माँग-सूची स्तरों की निरंतर निगरानी करता है ताकि ग्राहक की माँग पूरी करने के लिए लोकेशनों में पर्याप्त उत्पाद रहें और उनका ओवर-स्टॉकिंग न हो।

#### एससीएम परिवहन

एससीएम सेटअप का परिवहन प्रबंधन भारत के प्रतिष्ठित व विश्वसनीय परिवहकों के साथ प्राथमिक परिवहन करारों की व्यवस्था व समन्वयन करता है ताकि हमारे डिपो और वितरण केन्द्रों में उत्पादों के आवागमन के लिए वाहन उपलब्ध रहें।

#### कार्यनीति परिचालन व एचएसएसई:

एससीएम का कार्यनीति परिचालन प्रकार्य नीति निर्माण, कैपेक्स प्रशासन, प्राधिकरण, अभिशासन एवं निगरानी की महत्वपूर्ण कार्य करता है।

एससीएम कार्यनीति दल नियमित निगरानी करता है और परिचालनीय निष्पादन का अध्ययन करता है ताकि सुरक्षित तरीके से अधिकतम निपुणता पाई जा सके। एससीएम द्वारा कार्यनीति क्षमता आयोजना और लूब्स कारोबार की भावी अवसंरचना आवश्यकताओं का भी ध्यान रखा जाता है और योजनानुसार आवश्यक व्यवस्थाएँ की जाती हैं। एससीएम देश भर केसीएण्डएफ परिचालकों की वांछित नीतियाँ तैयार करता है।

विस्तार कार्यनीति में, संयंत्रों तथा डिपो में मौजूदा अवसंरचना उन्नत करने की योजनाएँ हैं जिसमें अधिक स्वचलन व लचीलापन हो। बाज़ार की संभावनाएँ देखते हुए, मुंबई में नया संयंत्र तुरंत शुरू करने की योजना है और निरंतर बढ़ती बाज़ार माँग पूरी करने के लिए पश्चिमी व दक्षिणी भारत में विस्तार संभावनाएँ खोजी जा रही हैं।

हमारे सभी परिचालनों में स्वास्थ्य, सुरक्षा, संरक्षा व पर्यावरण अत्यंत महत्वपूर्ण हैं। उचित प्रबंधन व स्वास्थ्य एवं पर्यावरण क्रिया-विधियों का अभिशासन सुनिश्चित करने के लिए हमारे सभी संयंत्र आईएसओ 9001, 14001 और ओएचएसएस 18001 प्रमाणित हैं।

#### एससीएम एपीओ

लूब्स की सम्पूर्ण आपूर्ति श्रृंखला की योजना बनाने के लिए एससीएम एपीओ को आईटी सोल्युशन के रूप में कार्यान्वित किया गया। इसमें 5 मॉड्यूल हैं।

- माँग योजना
- आपूर्ति नेटवर्क योजना
- उत्पादन योजना/ विस्तृत नियोजन
- परिनियोजन एवं परिवहन लीड बिल्डर

#### माँग योजना

हर महीने, टेरिटरि अगले महीनों की माँग देती है (1अ3 महीने)। वे एससीएम एपीओ में हर महीने की 15 से 24 तारीख के बीच अपना माँग दर्ज कराती हैं। एससीएम द्वारा इन माँगों की समीक्षा की जाती है और 24 तारीख के बाद बीडीएम के साथ माँग विभिन्नता विश्लेषण किया जाता है। फिर

बीडीएम 25 और 29 तारीख के बीच समीक्षा करता है, जबकि मुख्यालय द्वारा संवर्धन माँग, यदि हो, दर्ज की जाती है। हर महीने की 30 या 31 तारीख को योजना हेतु माँग जारी की जाती है।

#### आपूर्ति नेटवर्क योजना

प्रणाली में दर्ज माँगों के आधार पर, प्रत्येक लोकेशन के स्टॉक पर विचार किया जाता है और उत्पादन हेतु संयंत्रों को शेष कुल आवश्यकताएँ भेजी जाती हैं। सभी लोकेशन प्रणाली में विशिष्ट आपूर्ति संयंत्रों से जुड़े होते हैं और संयंत्रों को अंतिम आवश्यकताएँ भेजने से पहले मध्यवर्ती श्रृंखलाओं की माँग-सूची पर विचार किया जाता है। बिक्री दलों द्वारा दर्ज माँग पूरी करने के लिए प्रणाली द्वारा कच्ची सामग्रियों, अर्ध तैयार और तैयार उत्पादों की उत्पादन योजनाएँ एवं अधिप्राप्ति योजनाएँ तैयार की जाती हैं।

#### उत्पादन आयोजना/विस्तृत सारणी

उत्पादन प्लानिंग के संबंध में सिस्टम में निर्धारित कई प्रतिबंध होते हैं जैसे संसाधनों के प्रतिबंध, लॉट साइज़ प्रतिबंध तथा एसएनपी ऑप्टिमाइज़र द्वारा दिये गये उत्पाद प्लान को ऑप्टिमाइज़ करना। सिस्टम, उत्पादन को इस तरह अधिसूचित करता है जिससे स्लोप जेनेरेशन, उत्पाद चेंजओवर, मालसूची होल्डिंग लागत और उत्पाद की कमी, कम से कम हो। इन योजनाओं को उत्पादन संयंत्र कार्यान्वित करते हैं।

#### तैनाती एवं परिवहन भार निर्माता

एक बार उत्पादन हो जाने के बाद माँग करने वाले लोकेशनों के उचित शेयर नियमों के आधार पर लोकेशनों में स्टॉक्स प्रेषित किए जाते हैं। एक बार लोकेशनों में उत्पाद भेज देने और इसके टीएलबी प्रोफाइल मात्रा (सामान्यतः ट्रक के आकार की ) तक पहुँच जाने के बाद,



### सहयोगी कार्य

एससीएम बाज़ार व संयंत्रों के बीच इंटरफेस का काम करता है। एससीएम के रोल होल्डर सुनिश्चित करते हैं कि संयंत्रों में हमेशा पर्याप्त कच्ची सामग्री उपलब्ध रहती है। वे सीपीओ के साथ समन्वयन करते हैं ताकि समय पर अधिप्राप्ति गतिविधियाँ पूरी हों और उत्पादन हेतु इनपुट सामग्रियों की आपूर्ति निरंतर जारी रहे।

एससीएम बाज़ार में यथावश्यक उत्पाद उपलब्ध कराने के लिए संयंत्र स्तर, केन्द्र स्तर, क्षेत्रीय स्तर और प्रादेशिक स्तर पर किए जा रहे प्रयास समाकलित करता है। एससीएम परिचालन दल का नेतृत्व करता है और इन्हें यह समझने में मदद करता है कि कैसे वे अपने अथक प्रयासों से बाज़ार में उपलब्ध अवसरों का लाभ उठा सकते हैं।

उत्पादन सुविधाओं, केन्द्रों, परिवहन सुविधाओं और डिपो के सुनियोजित विस्तार के जरिए आपूर्ति श्रृंखला ने बिक्री व विपणन को निरंतर सहयोग दिया है, जिससे वे ग्रामीण बाज़ारों में प्रवेश कर सकें और देश के दुर्गम इलाकों में अपने उत्पाद बेच सकें। बहुत ही प्रभावी ढंग से काम करते हुए एससीएम देश भर के विभिन्न एसबीयु में अत्यन्त किफायती और कुशल तरीके से तरह-तरह के उत्पाद दिलाने का काम करता है।

### आपूर्ति श्रृंखला कार्य

**अधिप्राप्ति गतिविधियाँ :** एससीएम ग्रुप का एडि्टि व्स व पैकेजिंग दल, हमारे केन्द्रीय अधिप्राप्ति संगठन (सीपीओ) की सहायता से विक्रेता चुनकर और सप्लायरों के साथ संविदाओं की व्यवस्था करके, किफायती ढंग से इन कच्ची सामग्रियों की निरंतर आपूर्ति का प्रबंध करता है। एससीएम संयोजी व

पैकेजिंग सामग्रियाँ सीपीओ से अधिप्राप्त करता है, जबकि पैकेजिंग सामग्रियों और ब्रेक फ्लूइड व कूलेन्ट जैसे ट्रेडेट उत्पाद सीधे अधिप्राप्त किए जाते हैं।

हमारी बीपीसीएल मुंबई रिफाइनरी द्वारा उत्पादित MAK बेस उत्तम क्वालिटी के ग्रुप क्षेप्लस व ग्रुप क्षेप्लस बेस ऑयल से बनाया जाता है। एससीएम सेट अप का बेस ऑयल दल रिफाइनरी/सीओ स्थित आपूर्ति श्रृंखला इष्टतमीकरण ग्रुप के साथ समन्वयन करता है और आयातित तथा स्वदेशी बेस ऑयल ग्रेड प्राप्त करने में सहायता करता है, जिसका उत्पादन हमारी बीपीसीएल रिफाइनरी में नहीं होता।

### आपूर्ति श्रृंखला आयोजना:

एससीएम ने माँग, उत्पादन और वितरण का प्रबंध करने के लिए सैप की उन्नत आयोजना व इष्ट तमीकरण (एससीएम-एपीओ) सॉल्युशन लागू किया है। सभी प्रदेशों द्वारा दी गई माँग प्रणाली से संबंधित डिपो, आगे केन्द्र तक और अंत में एपीओ के जरिए उत्पादन संयंत्रों तक पहुँचाई जाती है।

इन इनपुट के आधार पर, एससीएम और संयंत्र दल, कच्ची सामग्री अधिप्राप्ति, तैयार माल के उत्पादन और ग्राहकों तक इस तैयार माल के वितरण की सहयोगी गतिविधियाँ करते हैं। एससीएम आयोजना द्वारा यह सुनिश्चित किया जाता है कि हमारे डिपो तक उत्पाद की सही मात्रा पहुँचे, ताकि ग्राहक माँग के अनुसार उसे उपलब्ध कराया जा सके।

एससीएम सेटअप माँग व माँग-सूची स्तरों की निरंतर निगरानी करता है ताकि ग्राहक की माँग पूरी करने के लिए लोकेशनों में पर्याप्त उत्पाद रहें और उनका ओवर-स्टॉकिंग न हो।

**उत्पादन सुविधाओं, केन्द्रों, परिवहन सुविधाओं और डिपो के सुनियोजित विस्तार के जरिए आपूर्ति श्रृंखला ने बिक्री व विपणन को निरंतर सहयोग दिया है, जिससे वे ग्रामीण बाज़ारों में प्रवेश कर सकें और देश के दुर्गम इलाकों में अपने उत्पाद बेच सकें। बहुत ही प्रभावी ढंग से काम करते हुए एससीएम देश भर के विभिन्न एसबीयु में अत्यन्त किफायती और कुशल तरीके से तरह-तरह के उत्पाद दिलाने का काम करता है।**

### एससीएम परिवहन

एससीएम सेटअप का परिवहन प्रबंधन भारत के प्रतिष्ठित व विश्वसनीय परिवहकों के साथ प्राथमिक परिवहन करारों की व्यवस्था व समन्वयन करता है ताकि हमारे डिपो और वितरण केन्द्रों में उत्पादों के आवागमन के लिए वाहन उपलब्ध रहें।

### कार्यनीति परिचालन व एचएसएसई:

एससीएम का कार्यनीति परिचालन प्रकार्य नीति निर्माण, कैपेक्स प्रशासन, प्राधिकरण, अभिशासन एवं निगरानी की महत्वपूर्ण कार्य करता है।



**MAK makes it possible.**



## MAK का घर

देखभाल के साथ मिश्रित,  
घ्यार के साथ पैक  
ल्यूब सम्मिश्रण और भराई संयंत्रों की एक विशेष यात्रा  
जहां MAK को अपना जादुई मिश्रण प्राप्त होता है।  
MAK के इस घर में आपका स्वागत है।

### वाडीलूब ल्यूब प्लांट

वाडीलूब संस्थापन बीपीसीएल के सभी ल्यूब संयंत्रों में सबसे बड़ा ल्यूब ऑयल मिश्रण एवं भराई संयंत्र है। मुंबई पोर्ट के पास स्थित, 13 एकड़ क्षेत्रफल में फैला यह संयंत्र, 1956 से काम कर रहा है। वाडीलूब में 56500 कि. ली. क्षमता का बेस ऑयल भंडारण है। यह संयंत्र एक युवा एवं गतिशील टीम द्वारा परिचालित है जिसमें 35 मैनेजमेंट स्टाफ, 26 क्लेरिकल स्टाफ और 153 वर्कमैन काम करते हैं।

संयंत्र की वर्तमान मिश्रण क्षमता 100 टीएमटीपीए है जो 130 टीएमटीपीए तक विस्तारित होगी। यह संयंत्र 300 ग्रेडों के मिश्रण के माध्यम से लुब्रिकेंट की लगभग 16 प्रकारों को हैण्डल करता है और लगभग 600 एसकेयू भरता है। ल्यूब्स के मिश्रण के लिए 15 प्रकार के बेस ऑयल प्रयुक्त किए जाते हैं जिनमें से अधिकतर ग्रेड 11 ऑयल हैं जो बीपीसीएल रिफाइनरी से पाइपलाइन द्वारा ग्रेड-1 ऑयल एचपीसीएल से एवं शेष स्पेशलिटी बेस ऑयल तीसरे पार्टी से लिये जाते हैं।

यह संयंत्र पैकड और बल्क दोनों फॉर्म में लगभग 150 अलग-अलग तरह के एडीटिव्स हैंडिल करता है। प्लांट में परिचालन के सभी चरणों में लुब्रिकेंट्स की गुणवत्ता एवं मात्रा सुनिश्चित करने हेतु एक पृथक प्रयोगशाला है। अवसंरचना विकास एवं प्रक्रिया सुधारों द्वारा प्लांट लगातार ब्लेंडिंग श्रूपट की दृष्टि से आगे बढ़ रहा है।

एक दशक पहले यह संयंत्र 60 टीएमटीपीए के ब्लेंडिंग श्रूपट के साथ परिचालन कर रहा था और अब इसने 130 टीएमटीपीए का आंकड़ा पार कर लिया है।

वाडीलूब प्लांट बीपीसीएल की अखिल भारतीय ल्यूब्स के आवश्यकताओं की 70% माँग को पूरा करता है। वाडीलूब प्लांट अखिल भारतीय ल्यूब्स के आवश्यकताओं की पूर्ति के लिए 20 एमएल/40एमएल/60 एमएल के पाउच, 250 एमएल से 50 ली. तक के एचडीपीई पैक तथा 210 ली. की क्षमता वाले बैरल एचडीपीई/धातू के बैरल प्रेषित करता है। पैकड उत्पाद भेजने के अलावा लोणी, तॉडियारपेट तथा अन्य प्रत्यक्ष ग्राहकों की थोक आवश्यकताओं को भी वाडीलूब प्लांट पूरा करता है।

वाडीलूब प्लांट आईएसओ 9001:2008 आईएसओ 14001:2004 और ओएसएचएस 18001:2007 के मानदण्डों के लिए प्रमाणित किया गया है।

**हाल ही में वाडीलूब संयंत्र द्वारा कुछ परिणामकारक अभिक्रम लागू किए गये है जो इस प्रकार हैं:** घरेलू VI सॉल्वबिलाइजेशन सुविधाएँ लगाना और VI इम्पूवर का मिश्रण जो ल्यूब मिश्रण का एक प्रमुख घटक है। घरेलू ट्रांसफॉर्मर ऑयल मैनुफैक्चरिंग सुविधाएँ लगाना और ट्रांसफॉर्मर ऑयल का उत्पादन करना। एलएलपीओ (लाइट लिक्विड पैराफिन ऑयल) का घरेलू उत्पादन जेट मिक्सिंग सुविधा द्वारा मिश्रण में नवीना लाना जो उत्पाद मिश्रण की बेहतर गुणवत्ता प्रदान करती है।

वाडीलूब संयंत्र हमेशा सही गुणवत्ता, सही उत्पाद और सही समय पर सेवा प्रदान करने की अपनी वचनबद्धता की पूर्ति द्वारा, ग्राहक संतोष पर ध्यान केन्द्रित करता रहा है। संयंत्र में अतिरिक्त सहित तत्काल ऑर्डर की माँग भी समय पर पूरी करने के लिए आक्रामक

आयोजना तथा कार्यान्वयन किया गया है। यह युवा, गतिशील और गुंजायमान वाडीलूब टीम के सामूहिक प्रयत्न का असर है जो उत्पादन, गुणवत्ता, आश्वासन एवं डिस्पैच विभाग में आपसी ताल-मेल सुनिश्चित करता है।

उत्पादन नीति के निरूपण के लिए रोज़ाना बैठकें होती हैं और यह सुनिश्चित किया जाता है कि ग्राहकों को पूरी तरह संतुष्ट करने हेतु बाजार की आवश्यकताओं को संपूर्ण रूप से कैसा पूरा किया जाए।

वाडीलूब प्लांट, आपूर्तियों के मदर प्लांट के रूप में लुब्रिकेंट कारोबार को पूरी तरह ऊर्जावान बना रहा है और ग्राहक संबंधों को मूल्य प्रदान करते हुए उत्पादों का वांछित मिश्रण प्रदान कर रहा है। वाडीलूब इसे, सही गुणवत्ता के सही उत्पाद, सही समय पर प्रदान कर संभव बनाता है। वाडीलूब एक विजेता टीम की तरह ग्राहकों की आवश्यकताओं को पूरा करने में निरंतर नई ऊंचाईओं को छू रहा है।

## ब्लेंडिंग प्लांट, तॉडियारपेट

तॉडियारपेट का ल्यूब ऑयल ब्लेंडिंग प्लांट उत्तर चेत्र में स्थित दूसरा सबसे बड़ा ब्लेंडिंग प्लांट है। तॉडियारपेट प्लांट का कुल क्षेत्र 4.84 एकड़ है और इस प्लांट द्वारा दक्षिण क्षेत्र की माँग पूरी की जाती है, यद्यपि कुछ तैयार उत्पाद वाडीलूब से प्राप्त किये जाते हैं। तॉडियारपेट प्लांट में 11 मैनेजमेंट स्टाफ, 6 क्लेरिकल स्टाफ और 22 वर्कमैन है।

बर्मा शेल के युग में केवल थोक तैयार उत्पादों की मेटल टिन में भराई करने के लिए एक स्मॉल पैक भराई प्लांट के रूप में, एलओबीपी तॉडियारपेट का आरंभ हुआ था। 2002 में ब्लेंडिंग और उसके पश्चात और तीन केटल्स शुरू किये गये। ब्लेंडिंग गतिविधियाँ बढ़ाने के लिए तीन और केटल्स शुरू किये गये। बाद में ब्लेंडिंग परिचालन का स्वचालन हुआ। वर्तमान में प्लांट में प्रत्येक 20 कि.ली. के 6 ब्लेंडिंग केटल्स



## ब्लेंडिंग प्लांट, बजबज

बजबज का ल्यूब ऑयल ब्लेंडिंग प्लांट पूर्ववर्ती बर्मा-शेल के समृद्ध इतिहास एवं कार्यनीति तथा बीपीसीएल की उद्यमी और ऊर्जाशील कार्य संस्कृति का एक परिपूर्ण मिश्रण है। बजबज इन्स्टलेशन जिसका एलओबीपी एक अभिन्न अंग है, द्वारा पिछले सौ से भी अधिक वर्षों से पूर्वी क्षेत्र की ऊर्जा की जरूरतें पूर्ण की जा रही है और बीपीसीएल के राष्ट्रीयकरण होने के दिन से ही यह ल्यूब्रिकेन्ट प्लांट कई गुना विकास कर चुका है। करीब 36000 स्क्वे.मी. क्षेत्र में फैला हुआ यह प्लांट हुगली नदी के किनारे स्थित है जिसकी बेस ऑयल भंडारण क्षमता 17500 किलो है।

संयंत्र प्रबंधक के नेतृत्व में 10 अधिकारियों, 13 क्लेरिकल एवं 70 वर्कमैन की युवा एवं क्रियाशील

टीम द्वारा इस 25 टीएमटी क्षमता के ल्यूब्रिकेन्ट प्लांट का कारोबार देखा जाता है। देश के पूर्वी भाग को संपूर्ण ल्यूब्रिकेन्ट की आपूर्ति के साथसाथ पश्चिम एवं उत्तर क्षेत्र के कुछ लोकेशनों में भी आपूर्ति की जाती है। बीपीसीएल ने बजबज एलओबीपी के द्वारा नेपाल और बांग्ला देश जैसे पड़ोसी राष्ट्रों को उत्पादों का निर्यात भी शुरू किया है।

वर्ष 2002-2003 में प्लांट में प्रमुख सुधार किया गया जिसमें फ्रांस से आयात की गई हाई स्पीड प्रेविमेट्रिक स्मॉल पैक फिलिंग मशीन तथा अन्य हाई स्पीड फिलिंग सुविधाओं को लगाने से ब्लेंडिंग परिचालन पूर्णतः स्वचालित हो गया। ढाँचागत उन्नयन के कारण प्लांट की आत्मनिर्भरता सुनिश्चित हो गई है, अब इसमें आवश्यकतानुसार किसी भी ग्रेड का ब्लेंडिंग किया जा सकता है, तथा आज की तिथि में ल्यूब्रिकेन्ट ऑयल के 50 से ज्यादा ग्रेड की ब्लेंडिंग होती है।

इस प्लांटके लिए बेस ऑयल मुंबई से ओशन टैंकर द्वारा और आईओसी हलदिया रिफाइनरी से बाजेंस द्वारा आपूर्ति होता है।

बजबज प्लांट ने कई पर्यावरणीय परियोजनाएं कार्यान्वित की हैं जैसे, सोलार यार्ड लाइट लगाना, ब्लेंडिंग टॉवर के लाइटिंग लोड को सौर ऊर्जा चालित में रूपांतरित करना, करीब 23000 स्क्वे.मी. क्षेत्र के तालाब में वर्षा जल संचय एवं टर्बो वेन्टिलेटर्स आदि।

प्लांट ने हाल में बड़ी लागत बचत परियोजनाएं कार्यान्वित की जैसे 30 कि.ली. ५ इन्वूवर ब्लेंडिंग केटल (जिसमें सालाना रू.1 करोड़ की बचत है) और 45 कि.ली. एडिटिव सेटलिंग टैन्क (जिसमें सालाना 9 लाख रूपये की बचत है)।

प्लांट द्वारा बाज़ार की माँग की पूर्ति निरंतर रूप से अत्यधिक रही है और ब्लेंडिंग पीएलसी सुधार, एलएलपीओ उत्पादन इकाई तथा चल रही बैच नियंत्रकों के साथ मीटर प्रवाह जैसी कुछ प्रमुख परियोजनाओं के कारण प्लांट गतिशील और स्पर्धात्मक ल्यूब्रिकेन्ट बाज़ार में आनेवाली अनिश्चितता और चुनौतियों का सब प्रकार से सामना करने के लिए तैयार है।

## लोनी ल्यूब्रिकेन्ट फिलिंग प्लांट

वर्ष 2005 में शकुरबेस्ती प्लांट बंद करने के बाद लोनी में लूब ऑयल फिलिंग प्लांट का उद्घाटन किया गया। एलपीजी प्लांट के पास करीब 9 एकड़ क्षेत्र में लोनी प्लांट स्थित है। लोनी प्लांट केवल फिलिंग एवं पैकेजिंग प्लांट है। लोनी प्लांट द्वारा उत्तरी क्षेत्र की फास्ट मूविंग ग्रेड की अधिकतम माँग पूर्ण की जाती है। तैयार थोक उत्पाद के लिए, लोनी प्लांट अपने मूल प्लांट वाडीलूब और बजबज पर निर्भर है। इस प्लांट के परिचालन हेतु 7 मैनेजमेंट स्टाफ, 5 क्लेरिकल स्टाफ और 22 वर्कमैन हैं। लोनी प्लांट 20 टैन्कों सहित 1770 कि.ली. तैयार उत्पाद भंडारित करने की क्षमता रखता है और 25 टीएमटी प्रति वर्ष भराई करता है। 73 ग्रेड पैक्स हेतु आठ फिलिंग मशीनें हैं जिनके द्वारा उत्तरी क्षेत्र के बाज़ार के 15 डिपो में आपूर्ति की जाती है। विभिन्न आधुनिक भराई सुविधाओं के जरिये प्लांट में महत्वपूर्ण संशोधन और उन्नयन किये गये हैं। अन्य लूब प्लांटों की तुलना में लोनी प्लांट एक नया सेट अप है और स्वचालन से सुसज्जित है। गुणवत्ता प्लांट के परिचालनों का मूल तत्व है। प्रत्येक चरण पर गुणवत्ता नियंत्रण एक प्रमुख भूमिका निभाता है। प्लांट की सभी प्रक्रियाएं अनिवार्य रूप से एक परिभाषित गुणवत्ता आश्वासन प्रक्रिया के माध्यम से गुजरती हैं।

लोनी प्लांट सदैव नवपरिवर्तन एवं पर्यावरणीय परियोजनाओं में उत्कृष्ट रहा है। हाल में लोनी प्लांट द्वारा कार्यान्वित परियोजनाओं में शामिल है सड़क पर प्रकाश प्रबंध हेतु सौर पद्धति, फिलिंग शेड और एमसीसी रूम में टर्बो वेंटिलेटर, 300 कि.ली. के भंडारण तालाब और 51786 स्क्वे.मी. के जलग्रह क्षेत्र में वर्षा जल संचय का प्रबंध, 140 परंपरागत लाइट की जगह एलईडी लगाना, सुरक्षा जांच हेतु मैजिक वॉन्ड सिस्टम, प्लांट में पौधारोपण तथा हरित पट्टे का विकास करना।

है। जनवरी 2013 में अतिरिक्त ब्लेंडिंग केटल की सहायता हेतु ब्लेंडिंग स्वचालन पद्धति को डीसीएस परिचालन पद्धति में अपग्रेड किया गया। ब्लेंडिंग प्रक्रिया के दौरान हीटिंग के लिए थर्मिक फ्लुइड सर्क्युलेशन पम्प का प्रयोग किया जाता है। एलओबीपी तॉडियारपेट में ऑटोमेटिव की करीब 55 ग्रेडों और ल्यूब्रिकेन्टों के औद्योगिक ग्रेडों की भराई की जाती है। वर्तमान में प्लांट 30 टीएमटी प्रति वर्ष ब्लेंडिंग करता है।

पिछले कुछ समय में, उत्पादकता बढ़ाने तथा भरे गये पैक की गुणवत्ता बढ़ाने के लिए पुरानी मैथर और प्लेट फिलिंग मशीन की जगह, हाई स्पीड फिलिंग मशीनें लगाई गईं। स्मॉल पैक फिलिंग मशीनों सहित नई पेल फिलिंग मशीनों के कारण आंतरिक उत्पादन हेतु अधिक उत्पाद लेना आसान हुआ जिससे वाडीलूब, मुंबई का भार कम हुआ। बैरलों की गुणवत्ता धूल और जंग मुक्त करने हेतु कावर्ड 23 टीएमटी प्रति वर्ष भराई करता है।

तॉडियारपेट प्लांट वाडीलूब और शिवड़ी सी-ल्यूब्स से MAK बेस और आईओसी, तॉडियारपेट से गुप-1 बेस ऑयल प्राप्त करता है। प्लांट में 2467 कि.ली. की कुल क्षमता के नौ बेस ऑयल टैंक, 616 कि.ली.क्षमता के ग्यारह तैयार उत्पाद टैंक और 585 कि.ली. क्षमता के सात एडिटिव भंडारण टैंक है।



आईए, हम राष्ट्र के  
लिए कुछ करें

कार्यपालक निदेशक (एलपीजी)



## देने की खुशी

भारत के जरूरतमंद घरों में भारतगैस उपलब्ध कराने के लिए एलपीजी अर्थसाहाय्य लेना छोड़ें।

[www.ebharatgas.com](http://www.ebharatgas.com) पर स्वच्छ ईंधन दान करें।

साथियो,

हम पिछले 60 वर्षों से एलपीजी का विपणन कर रहे हैं परन्तु फिर भी भारत की सिर्फ 64% जनता को ही अपने अपने घरों में स्वच्छ ईंधन नसीब होता है और हम उन खुशकिस्मतों में से एक हैं।

यानि आज भी 36% भारतीय कोयला, लकड़ी, बचा-खुचा फसल, इत्यादि जैसे ईंधन इस्तेमाल करते हैं। इन ईंधनों से घरों के भीतर प्रदूषण फैलता है जिससे इन घरों में रहनेवाले लोगों का स्वास्थ्य प्रभावित होता है, खासकर महिलाओं का, जो इन हालातों में रसोई पका रही हैं ताकि पूरा परिवार खाना खा सके। ऐसे घरों में एलपीजी पहुँचाने और घरों में फैले प्रदूषण से जिंदगियाँ बचाने के लिए हमें उन्हें एलपीजी उपलब्ध करानी होगी।

आपको पता है कि एलपीजी भारत में भारी अर्थसाहाय्य प्राप्त ईंधन है और 2013-14 के दौरान अर्थसाहाय्य की राशि बढ़कर रूपये 46,000/- करोड़ तक हो गई थी। कोई भी अर्थसाहाय्य राजकोष से दिया गया पैसा है। यदि अर्थसाहाय्य के लिए पैसा न दिया जाए, तो उन लोगों को एलपीजी उपलब्ध कराई जा सकती है, जो अब तक उससे वंचित हैं।

बीपीसीएल में हम एनर्जाइजिंग लाईव्ज में विश्वास रखते हैं और हमें लगता है कि क्योंकि हम स्वच्छ ईंधन का विपणन कर रहे हैं, अतः यहाँ हमें योगदान देना चाहिए। यदि हममें से वे जो बाज़ार भाव से एलपीजी खरीद सकते हैं, सब्सिडी लेना छोड़ दें, जो साल में 7 सिलिंडरों के लिए रूपये 3,600/- और अधिकतम 12 सिलिंडरों के लिए रूपये 6,200/- है, तो इससे हर घर में स्वच्छ ईंधन पहुँचाई जा सकती है।

भारतगैस के डीलर और वितरक कई सामाजिक कार्यों से जुड़े हैं और जरूरतमंद लोगों के चेहरे पर मुस्कान लाने के लिए सदैव तत्पर रहते हैं। इसीलिए मुझे विश्वास है कि आप अधिकाधिक घरों को प्रदूषण मुक्त करके राष्ट्र निर्माण में हाथ बँटाएंगे। हमारे अध्यक्ष एवं प्रबंध निदेशक ने बीपीसीएल में हरेक को व्यक्तिगत संदेश भेजकर उनसे अर्थसाहाय्य छोड़ने को कहा है और इसे बड़ा अनुकूल प्रतिसाद मिला है।

आईए, हम सितंबर 2014 के अंत तक एलपीजी सब्सिडी का विकल्प छोड़कर इसे व्यक्तिगत मिशन के रूप में लेकर अधिक से अधिक

लोगों तक पहुँचाने के राष्ट्रीय अभियान में शामिल हो जाते हैं। जरूरतमंद और काबिल परिवारों को स्वच्छ ईंधन का उपहार देने हेतु कृपया अपने प्रादेशिक प्रबंधक या बिक्री अधिकारी से संपर्क करें या [www.ebharatgas.com](http://www.ebharatgas.com) पर लॉग ऑन करें।

आईए, हम सब साथ मिलकर राष्ट्र निर्माण व एनर्जाइजिंग लाईव्ज में सहयोग करें।

सादर,

जॉर्ज पॉल

कार्यपालक निदेशक  
(एलपीजी)





जर्नीज़ पाठकगण सर्वेक्षण में आपका हार्दिक स्वागत है ! निवेदन है कि अपना थोड़ा-सा समय देकर अपने विचार एवं सुझाव हमें बताएं ताकि हम आपकी बेहतर सेवा कर सकें। आपके विचारों से हम निश्चित रूप से ऐसी पत्रिका सामने प्रस्तुत कर सकते हैं, जैसी आप चाहते हैं।

**1. सामान्यतः आप भारत पेट्रोलियम की जानकारी कहां से पाते हैं ?**

- जर्नीज़  बीपीसीएल वेबसाइट  फेसबुक  लिंकड इन  
 बीपीसीएल स्टाफ  डीलर/वितरक नेटवर्क  मीडिया  अन्य

**2. आप जर्नीज़ कितनी बार पढ़ते हैं**

- हर अंक  अधिकतर अंक  कभी-कभार कोई अंक  कोई अंक नहीं पढ़ा है

**3. अपने मनचाहे विषयों को चिन्हित करें**

**कारोबार एवं कार्य-नीति:**  अध्यक्ष एवं प्रबंध निदेशक/निदेशकों/कारोबार प्रमुखों के संदेश  निगमित समाचार  तेल एवं गैस उद्योग

ऑटोमोबाइल उद्योग  वैश्विक एवं अंतर्राष्ट्रीय मुद्दे  प्रबंधन विषय

**सामान्य रूचिवाले विषय :**  व्यक्तिगत उपलब्धियाँ  कला एवं संस्कृति  स्वास्थ्य संरक्षण  पर्यावरण

विज्ञान एवं प्रौद्योगिकी  यात्रा एवं फुरसत  संपादक को पत्र

**4. जर्नीज़ में शामिल करने के लिए कोई नया विषय सुझाएं : .....**

**5. कृपया निम्न पर जर्नीज़ की गुणवत्ता का दर्जा तय करें:**

	उत्तम	अच्छा	औसत	बुरा	एकदम बुरा
विषय	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
आवरण	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
पढ़ने में आसानी	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
लिखने की शैली	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
लेआउट एवं रूपरेखा	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
छायाचित्रण	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
समय पर सुपूर्दगी	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. जर्नीज़ भारत पेट्रोलियम के साथ मेरा संबंध मज़बूत बनाता है क्योंकि:**

- मुझे प्रोत्साहित करता है  जानकारी का स्रोत है  मेरे कारोबार में सहायता करता है  अन्य: \_\_\_\_\_

**7. जर्नीज़ से मैंने प्रेरणा लेकर :**

- कोई गतिविधि शुरू की है या उसमें हिस्सा लिया है  जर्नीज़ में लेख प्रकाशित किया  स्टाफ/कर्मचारी के साथ जानकारी बांटी  
 अन्य कारोबार सहयोगियों से संपर्क किया  सोशल मीडिया में बीपीसीएल देखा  मेरे विचारों को संपादक के पास भेजा  
 बीपीसीएल वेबसाइट देखी  एनर्जीईजिंग लाइव्स प्रतियोगिता में भाग लिया  अन्य: \_\_\_\_\_

**8. पिछले वर्ष में कौनसा लेख/विषय अत्यंत स्मरणीय रहा है ? \_\_\_\_\_**

**9. आपको जर्नीज़ में सबसे अधिक क्या पसंद है ? \_\_\_\_\_**

**10. आप जर्नीज़ में कौनसे लेख/विषय छपवाना पसंद करेंगे ?**

- व्यक्तिगत उपलब्धियाँ  कहानियाँ  कविताएँ  यात्रा संस्मरण  छायाचित्रण  अन्य: \_\_\_\_\_

**11. जर्नीज़ में क्या परिवर्तन या सुधार सुझाना चाहेंगे ? \_\_\_\_\_**

**12. कृपया अपने बारे में निम्नलिखित जानकारी दें।**

भारत पेट्रोलियम के साथ आप का क्या संबंध है ?  डीलर  वितरक  ग्राहक  स्टाफ  अन्य \_\_\_\_\_

नाम: \_\_\_\_\_ आयु: \_\_\_\_\_ जेंडर : \_\_\_\_\_ प्रदेश / क्षेत्र. \_\_\_\_\_

सीसी नं. \_\_\_\_\_ सम्पर्क नं: \_\_\_\_\_ ईमेल : \_\_\_\_\_

जर्नीज़ पाठकगण  
सर्वेक्षण 2014 में  
भाग लेने के लिए  
धन्यवाद!!

कृपया अपना फीडबैक निम्न के पास भेजें :

संपादक, जर्नीज़, ब्राण्ड एवं पीआर, भारत पेट्रोलियम कॉर्पोरेशन लि., भारत भवन, 4 एवं 6,  
करीमभाँय रोड, बेलार्ड इस्टेट, पीबी नं: 688, मुंबई - 400001

ईमेल: editor\_journeys@bharatpetroleum.in



Welcome to the JOURNEYS Readership Survey! We are asking for just a few moments of your time to make sure we hear your opinions and suggestions so we can best serve your interests. Your views will definitely help us provide you the kind of magazine you want!

**1. How do you generally acquire information about Bharat Petroleum?**

- Journeys       BPCL Website       FACEBOOK       Linked.In       BPCL Staff  
 Dealer /Distributor network       Media       Others

**2. How often do you read JOURNEYS?**

- Every issue       Most issues       Occasional issues       Never read an issue

**3. Please tick the topics that interest you :**

- Business and Strategy :       Messages from CMD/Directors/ Business heads       Corporate news  
 Oil & Gas Industry       Automobile Industry       Global & International issues       Management Topics

- General interest Topics :  Personal achievements       Art & Culture       Health Care       Environment  
 Science & Technology       Travel & Leisure       Letters to editor

**4. Please suggest any new topics that you wish JOURNEYS should cover :.....**

**5. Please rate the quality of JOURNEYS on the following:**

	Excellent	Good	Average	Poor	Very Poor
Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout and design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timely delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. "JOURNEYS strengthens my personal connection to Bharat Petroleum as it ..."**

- Motivates me       Serves as a source of information       Helps me improve my business       Other: \_\_\_\_\_

**7. JOURNEYS has inspired me to :**

- Initiate/participate in an activity       Publish an article in Journeys       Share information with staff/colleague  
 Contact other business associates       Follow BPCL on social media       Send my views to the editor  
 Follow BPCL Web site       Participate in Energising Lives Contest       Other \_\_\_\_\_

**8. What article / topic has been the most memorable in the last year?**

\_\_\_\_\_

**9. What is it that you like most about JOURNEYS?**

\_\_\_\_\_

**10. What are the articles/topics you would like to contribute to Journeys?**

- Personal achievements       Stories       Poems       Travelogues       Photographs       Others

**11. Are there any changes or improvements you would like to suggest in the journal?**

.....

.....

**12. Please provide the following information about yourself.**

Your relationship with Bharat Petroleum?       Dealer       Distributor       Customer       Staff       Other

Name : ..... Age: ..... Gender: .....

Territory/Region..... CC NO: .....

Contact No: ..... Email : .....





## Calling entries for AMAZING WORK-spot photos

EVERY PICTURE HAS A STORY TO TELL. Tell your BPCL Story.

THEME : SERVICE WITH A SMILE

Photos you capture should necessarily have any of BPCL Brands in the context. A few samples are shown above

WHAT'S IN STORE FOR YOU ?

Win exciting prizes. Plus, the "PEOPLE's Choice" and TOP 2 entries from each region will be

covered in an exclusive FEATURE in your own JOURNEYS and will be widely shared on FACEBOOK. All winners and SOs of the winning Territories will receive special mention. So, what are you waiting for start clicking. Come on, bond with the best!

### ENTRY SPECIFICS

Image format : JPEG/TIFF/PNG

Image Size : 1 MB (min)

Resolution : 200dpi (min)

No.of entries : 5 (max) per participant

### PARTICIPANT PARTICULARS :

Name, Dealer/Distributorship Name, CC No.; Territory & Region, Contact No.; and Name & Contact Number of SO.



## DIGITAL PHOTO CONTEST FOR DEALERS & DISTRIBUTORS.

Follow the  
contest on  
FACEBOOK



PEOPLE'S CHOICE WINNER  
PRIZE WORTH RS.25,000/-  
& OTHER PRIZES TO BE WON



### How to participate :

Mail your entries to [editor\\_journeys@bharatpetroleum.in](mailto:editor_journeys@bharatpetroleum.in).

Photos have to be submitted as per specifics mentioned above. Qualifying photos will be posted in the "Shoot at Site album" on BPCL FACEBOOK page and will be available for LIKES From 15 October 2014.

The picture that receives the maximum "LIKES" will win the "PEOPLE'S CHOICE" prize. Pictures that receive maximum LIKES in each region will also be eligible for top two positions in respective regions. Only qualifying entries will be posted on Facebook and "LIKES" will be accepted only upto 11am on 31 October 2014.

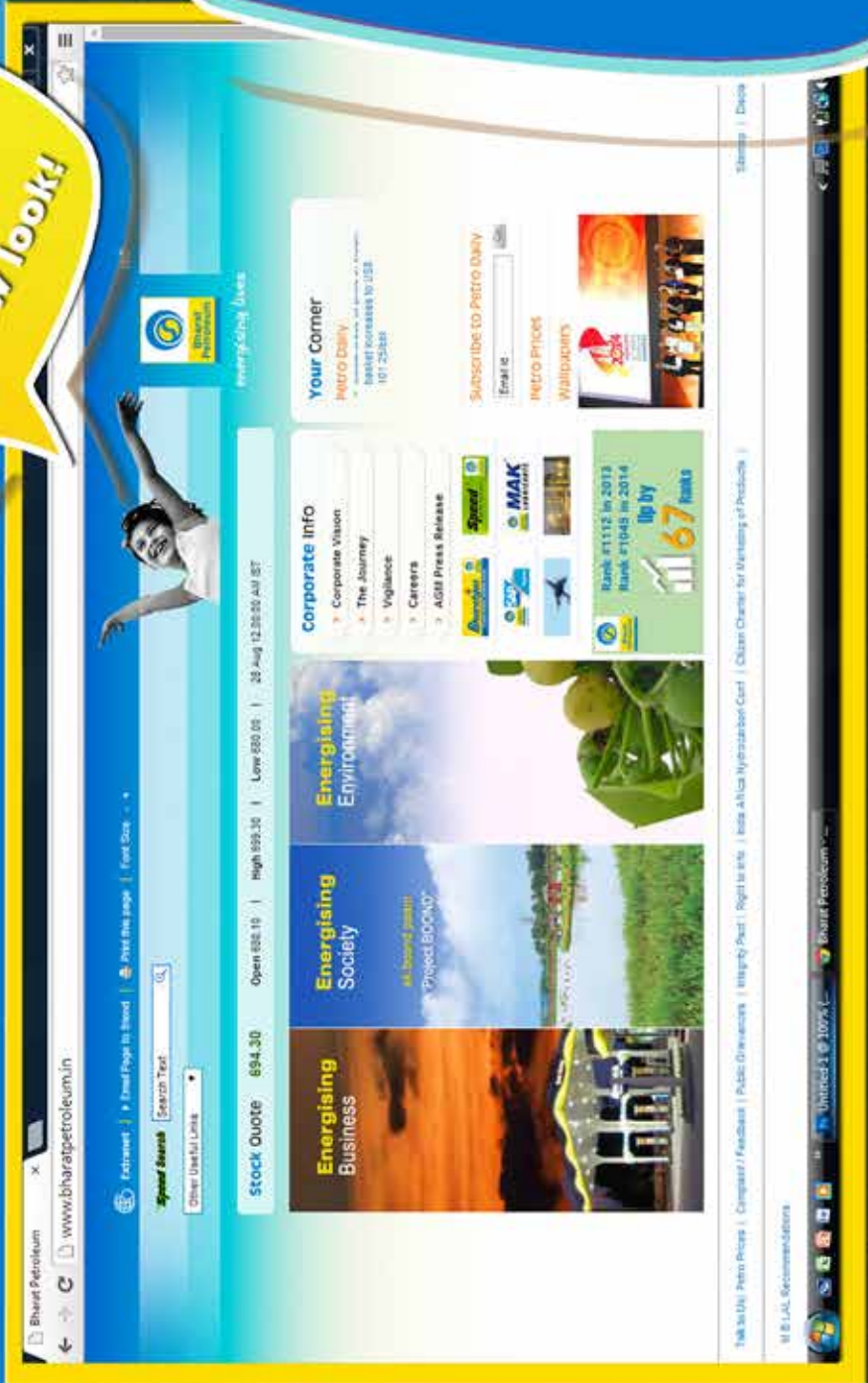
To participate and win, please follow us on Facebook at [www.facebook.com/BharatPetroleumcorporation](http://www.facebook.com/BharatPetroleumcorporation).

Invite your friends and customers to follow too.

**HURRY! YOU ARE INVITED TO  
LIKE, SHARE AND FOLLOW BHARAT PETROLEUM.**

**BPCL corporate website is all set for a brand new look!**

**www.bharatpetroleum.in**



**TELL US**

**As a customer :**  
What new features and facilities would you like on your favourite BPCL site?

**As a business associate**  
How would you like BPCL website to enhance your customer relations?

**As a BPCL member**  
What new elements would you suggest to gladly share and promote as a proud Brand Ambassador of BPCL?

Please mail your suggestions to:  
ronaldnoronha@bharatpetroleum.in or  
kavithamathew@bharatpetroleum.in

Brand, PR & NJ, Bharat Petroleum Corporation Ltd. Ballard Estate, Mumbai - 400001