

JOURNEYS



जर्नीज़ 2015-16

Energising Dealers & Distributors

Power. Protection. Performance.



MAK[®]
LUBRICANTS

**A whole new
range of exciting
experiences.**



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2015-16 Energising Dealers & Distributors

JOURNEYS

जर्नीज़

More from MAK

MAK just got younger with the introduction of two unique blends for new -gen vehicles. Assuring both high performance and longevity in addition to driving comfort, the latest add-ons to the MAK stable live up to the promise of the brand, MAK makes it possible.

In this special issue dedicated to MAK, we bring you an exciting round-up of the new branding strategies adopted by the brand to paint the city MAK. We also have a special feature to know more about MAK and to share more about it.

In addition to the lively coverage of the All-India Lubes Meet, we also have top stories from across businesses before we wrap up with the awards that have given us reasons to be proud of for our all-round efforts through yet another stupendous year. We hope you are following us on BPCL Social where you can also find most of these reports on real time. If you are not with us on Twitter and Facebook yet, we urge you to join us right away and feel the magic of being connected.

We have also invited special stories from our business associates to give you a befitting space in the historic timeline of Bharat Petroleum, that is in its 40th year of fuelling dreams. (Turn to page 38 for more details.)

Please join us on social media and help us share more positive stories about our network and associates on various platforms, online and print. We look forward to hearing from you.

Warm regards,
Team Journeys.

Our endeavor should be to build a strong and ever lasting relationship with our customers. Our singular objective should be to create disproportionate value to our customer. We must be vigilant of the competition and their moves. In today's world, competition may come from the traditional ones and new disruptive players. We should not be caught unaware..

- S Ramesh, Director (Marketing)

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Ministry of Petroleum & Natural Gas
Government of India

MEERA DESH BADAL RAHA HAI,
AAGE BADH RAHA HAI



Two energising years of Petroleum Ministry

The last two years have seen a renewed thrust to put the LPG segment on a fast-track. PAHAL is an important initiative implemented nationwide, which has been acknowledged by the Guinness Book of World Records as the World's largest cash benefit transfer scheme. The GiveItUp campaign for voluntarily giving up LPG subsidy has become a huge success with more than 1 crore people signing up till now. In a historic move, the government has decided to provide free LPG connections to 5 crore women from BPL households. This scheme – Pradhan Mantri Ujjwala Yojana was rolled out by Hon'ble Prime Minister on May 1st, 2016, and will certainly go a long way in emancipating our mothers and sisters from the drudgery of unhealthy smoke-filled kitchens.

The Ministry of Petroleum & Natural Gas has pursued multiple initiatives to fulfill the ever increasing energy demand. Robust policy measures have been adopted to give our Oil

Exploration & Production sector a major push. Simultaneously, diplomatic engagements with Oil producing countries have been accelerated with an objective of securing Oil equity abroad.

Our mandate is to reduce import dependence by 10 percent by 2022, the year when our nation completes 75 years of independence. In order to achieve that, we are revisiting our sedimentary basins to scout not only for Oil and Gas but also for unconventional energy resources like Shale Oil/Gas and Gas Hydrates. The Hydrocarbon Exploration Licensing Policy (HELP) has been formulated to streamline the processes and attract investment in our upstream sector. We are looking at increasing the usage of Bio-fuels and Natural Gas in our energy basket.

Hon'ble Prime Minister's vision of the development of Eastern India has also been our vital objective. In liaison with what he once rightly said, - 'India's

progress is incomplete without the development of Eastern India', the Government is doing everything possible for a holistic development of the Eastern States. We have also given special thrust on integrating North East with Hydrocarbon landscape of the country, through North East Hydrocarbon Vision Document 2030.

Over the past two years, we have consciously attempted to transform the Ministry of Petroleum & Natural Gas into an efficient and transparent economic ministry centred on people's welfare. I remain optimistic that with the support and co-operation of all stakeholders in the coming years, we will continue to make rapid strides towards a cleaner, greener, and energy efficient India."

– Excerpts from the Message of
Shri Dharmendra Pradhan, Hon'ble
MoS (I/C), Petroleum & Natural Gas



Pradhan Mantri Ujjwala Yojana

Pradhan Mantri Ujjwala Yojana (PMUY) launched by Hon'ble Prime Minister of India on 1st May 2016 at Ballia (Uttar Pradesh) is a scheme to provide clean cooking fuel to the women belonging to the 'Below Poverty Line' (BPL) households across the country.

PMUY aims to provide subsidized connections to 5 Crore BPL households by 2019 and is a part of larger program of adding 10 Crore new LPG connections by 2019 to achieve full coverage of connections in Indian

households. This is the first time in the history of the country that the Ministry of Petroleum and Natural Gas is implementing a welfare scheme benefitting crores of women belonging to the poorest households.

The identification of BPL families will be made on Social Economic Caste Census (SECC)- 2011 data. Providing LPG connections to BPL households will ensure universal coverage of cooking gas in the country. The scheme of providing clean cooking fuel will also reduce drudgery and

the time spent on cooking and will also provide employment for rural youth in the supply chain of cooking gas.

Finance Minister has budgeted Rs. 2,000 Crore to subsidise 1.5 crore LPG connections for BPL households during the financial year 2016-17. During the next two financial years i.e. 2017-18 and 2018-19, the Government of India would make budgetary provision of Rs. 6000 Crore to subsidise 3.5 Crore new connections to BPL households under PMUY.

(More about PMUY coming up in LPG special of Journeys)



Warm welcome to Hon'ble MoS (I/C) for P&NG at BPCL HQ



Dear Partner,

Season greetings to all of you !

We had performed exceedingly well last year achieving the highest ever sale of 36.5 MMT and also during the first half of this year. The outstanding achievement and the accolades that came along with it belong to all of us. I am convinced that this would not have been possible without your pioneering efforts which have contributed to this momentous performance. It now calls for a similar and renewed effort from all of us to repeat the performance and retain our no.1 growth position in the industry.

We live in a world where "Change" is the only constant. We are witnessing change at a pace which was never before seen and experienced; which also provides each one of us opportunities that need to be embraced and exploited.



Today, India is one of the brightest spots in the global economy. With low inflation and a high rate of growth, the economy is poised for dramatic growth in the next few years.

Our growth rate is acknowledged as the highest among major economies. The changes recently announced by our Honourable Prime Minister are expected to bring in even higher growth.

In this favorable context, we have set ourselves a course for the next 5 years through a program called "SANKALP". Our ambition is to make

BPCL the most customer centric, innovative and socially responsible organisation. The word Sankalp means the determination to perform and achieve the desired intention. We are, therefore, resolute and determined to achieve the goals set forth by us jointly. You are an integral part of this journey and in addition to many company wide initiatives in which you will be involved, I strongly exhort you to develop your individual business versions of Sankalp in consultation with your Territories. I would be very keen to engage with you and be part of your plan and respond to the challenges we may face as we march ahead.

As we enter into more challenging times I would like you to take cognizance of a few priorities when you decide your business strategy:

Safety – Our company expects that "Safety First, Safety Must" should be imbibed in all our thoughts and actions. We

associate the highest value to the life and property of all those who are with us. I urge each one of you to critically relook at the way we do our business and if necessary, change the process for improving safety for all concerned. For example, LPG Distributors must particularly lay more emphasis on educating PMUY customers on safe usage of LPG. Our RO dealers must be conscious of accidents in transit and at the RO.

Excellence in Service - The expectations of the customers are constantly evolving. They are no longer satisfied with only quality and quantity. The new customer rightly views this assurance as an entitlement. Much more will be needed to develop stickiness with the customer. On the other hand, disruptive marketing techniques and the emergence of newer technologies and interfaces, pioneered in other fields, are being felt in our markets as well. **Convenience** is no more a buzzword in marketing, it is what the customer expects and demands in every aspect of his life - be it in a grocery store, taxi services or personal banking and financial services. We will need to raise our game to respond to the challenges and opportunities that this creates for us. We will need to live up to these new and heightened expectations and respond to the needs of the modern customer and the customer of the next generation. We need to do this quickly.

Our endeavor should be to build a strong and ever lasting relationship with our customers. Our singular objective should be to create disproportionate value to our customer. We must be vigilant of the competition and their moves. In today's world, competition may come from the traditional ones and new disruptive players. We should not be caught unaware and then react to these players. Rather we should be proactive and respond to customer needs ahead of any competition. After all we know our customer much better over the years.

I have always believed that it is you, our network, who are the front face of BPCL and at the fore front of this changing landscape. You are our eyes and ears who help us understand what our customers want; you are BPCL to the customer and continue to serve and add value to them.

My commitment to you is that we shall partner with you in whatever you need to ensure that we create teams that are professional, performance driven, motivated and innovative and that can credibly represent our brand and deliver disproportionate value to our customers.

In this our 40th year of existence as BPCL, let us work even harder and strive to achieve another year of safe and outstanding results.

I wish you, your family and your hard working teams a great year ahead.

Warm regards,

S Ramesh
Director (Marketing)

प्रिय साथियो,

आप सभी को त्योहार की शुभकामनाएँ, हमने पिछले वर्ष में अब तक की सबसे अधिक बिक्री अर्थात 36.5 एमएमटी बिक्री हासिल करके अत्यंत उम्दा उपलब्धि प्राप्त की और साथ ही इस वर्ष की पहली छमाही में भी। यह उत्कृष्ट उपलब्धि और इसके साथ जो ख्याति जुड़ी हुई है उसका श्रेय हम सभी को जाता है। मैं आश्चर्यचकित हूँ कि इस महत्वपूर्ण निष्पादन को हासिल करना, यह आपके अभिनव प्रयासों के बिना संभव नहीं था। अब यह आवाहन है कि हम सभी उसी प्रकार नए सिरे से प्रयास कर उस प्रदर्शन को दोहराएँ और उद्योग जगत में अपने अब्बल दर्जे के विकास की स्थिति बनाए रखें।

हम ऐसी दुनिया में रहते हैं जहाँ द्वपरिवर्तन ही एक मात्र अचल तत्व है। हम ऐसे तेज परिवर्तन के साक्षी हैं जिसे पहले कभी न देखा और न ही अनुभव किया गया; जो हममें से प्रत्येक को यह अवसर उपलब्ध कराता है कि जिसका अंगीकार कर लाभ उठाने की आवश्यकता है।

आज, भारत वैश्विक अर्थ व्यवस्था में बेहतरीन जगहों में से एक है। निम्न मुद्रा स्फीति और विकास की उच्च दर के साथ, अगले कुछ वर्षों में हमारी अर्थव्यवस्था कल्पना से परे विकास हेतु तैयार है। हमारा विकास दर प्रमुख अर्थव्यवस्थाओं के बीच उच्चतम अर्थव्यवस्था के रूप में माना जाता है। हमारे माननीय प्रधानमंत्री द्वारा हाल में घोषित बदलावों से और उच्चतम वृद्धि अपेक्षित है। इस अनुकूल संदर्भ में, हमने **संकल्प** नामक कार्यक्रम द्वारा आगामी पांच वर्षों के लिए अपनी दिशा निर्धारित की है। हमारी महत्वाकांक्षा है कि बीपीसीएल पूर्णतः ग्राहक केन्द्रित, अभिनव और सामाजिक रूप से जिम्मेदार संगठन बने। “संकल्प” शब्द का अर्थ है अच्छा प्रदर्शन कर इच्छित लक्ष्य को प्राप्त करने का दृढ़ निश्चय। इसलिए हम स्वयं द्वारा निर्धारित लक्ष्यों को हासिल करने के लिए संयुक्त रूप से संकल्पित और दृढ़निश्चित हैं। आप इस यात्रा के एक अविभाज्य अंग हैं और कंपनीवार कई अभिक्रम जिनमें आप शामिल होंगे, के लिए आपको विशेष रूप से प्रोत्साहित करता हूँ कि टेरिटरियों के परामर्श से संकल्प के अपने व्यक्तिगत व्यवसाय के संस्करणों को विकसित करें। मैं आपके साथ चलकर और आपकी योजना का हिस्सा बनने के लिए और आगे आनेवाली चुनौतियों का सामना करने के लिए बहुत ही उत्सुक हूँ।

चूँकि हम अत्यंत चुनौतीपूर्ण परिस्थितियों में प्रवेश कर रहे हैं, मैं चाहता हूँ कि आप कुछ प्राथमिकताओं पर अवश्य ध्यान दें जब आप अपने कारोबार की कार्यनीति तय करते हैं।

सुरक्षा - हमारी कंपनी यह अपेक्षा करती है कि ‘सुरक्षा सर्वप्रथम, सुरक्षा हर कदम’ हमारे सभी विचारों एवं कार्यवाइयों में समाहित हो। हमें उन सभी के जीवन एवं संपदा को सर्वाधिक महत्व देना चाहिए जो हमारे साथ जुड़े हैं। मैं आप में से प्रत्येक को प्रोत्साहित करता हूँ कि हम अपने कारोबार करने के तरीकों पर गंभीर रूप से पुनर्विचार करें और यदि जरूरी लगे तो सभी संबद्ध मामलों के लिए सुरक्षा सुधार हेतु प्रक्रिया में परिवर्तन लाएं। उदाहरण के लिए एलपीजी वितरक विशेष रूप से एलपीजी के सुरक्षित उपयोग हेतु अपने पीएमयूवाई ग्राहकों को शिक्षित करने पर विशेष बल दें। हमारे आरओ के डीलरों की मार्ग में तथा आरओ में होनेवाली दुर्घटनाओं के प्रति जागरूक रहना चाहिए।

सेवा में उत्कृष्टता - ग्राहकों की अपेक्षाएं निरंतर बदल रही हैं। अब वे केवल गुणवत्ता और मात्रा से संतुष्ट नहीं होते। आज के ग्राहक उचित रूप से इस आश्वासन को अधिकार के रूप में देखते हैं। इन ग्राहकों से संबंध बढ़ाने के लिए उन्हें इससे अधिक सेवा देने की आवश्यकता है। दूसरी ओर नये परिवर्तनकारी विपणन तकनीक और नई प्रौद्योगिकी तथा इंटरफेस का उद्भव अन्य क्षेत्रों में मार्गदर्शक रहा, जिसे हमारे बाजारों में भी महसूस किया जा रहा है। **सुविधा** अब बाजार में मात्र एक गूजनेवाला शब्द (बज़वर्ड) नहीं रहा है, यह वह है जिसकी अपेक्षा एवं मांग ग्राहक अपने जीवन के प्रत्येक पहलू में करता है, चाहे वह कोई ग्रॉसरी स्टोर हो, टैक्सी सेवाएं हों या पर्सनल बैंकिंग और वित्तीय सेवाएं हों। हमारे सामने आनेवाली चुनौतियों और अवसरों का सामना करने हेतु हमें अपनी कार्यपद्धति में बदलाव करने की आवश्यकता होगी। हमें इन नई और अत्यधिक अपेक्षाओं का सामना करने की जरूरत होगी और आधुनिक ग्राहक और आगामी पीढ़ी के ग्राहक की आवश्यकताओं को पूरा करना होगा। हमें इसे शीघ्रता से करना होगा।

हमारा प्रयास, अपने ग्राहकों के साथ मजबूत एवं चिरस्थायी संबंध बनाने पर होना चाहिए। हमारा एकमात्र उद्देश्य अपने ग्राहकों के लिए अतुल्य मूल्य सृजित करना होना चाहिए। हमें प्रतियोगिताओं और उनकी पहल के प्रति सजग रहना होगा। आज की दुनिया में, प्रतियोगिता परंपरागत एवं नये परिवर्तनकारी प्रतिस्पर्धियों से हो सकती है। हमें हर प्रकार से तैयार रह कर प्रतिस्पर्धियों का सामना करना है। निश्चय ही हमें अति सक्रिय बनना है और किसी भी प्रतिस्पर्धा से आगे बढ़कर ग्राहक की जरूरतों को पूरा करना है। आखिरकार हम इतने वर्षों से अपने ग्राहकों की जरूरतों को अधिक बेहतर रूप से जानते हैं।

मेरा हमेशा से यह विश्वास रहा है कि आप, हमारा नेटवर्क जो बीपीसीएल का मुख्य चेहरा है और इस बदलते परिदृश्य का अग्र भाग है। आप हमारी आँखें और कान हैं जो हमें यह समझने में सहयोग देते हैं कि हमारा ग्राहक क्या चाहता है, ग्राहक के लिए आप बीपीसीएल है और आपको उन्हें सेवा देकर और उनके लिए खास बनना है।

मैं आपको वचन देता हूँ कि हम ऐसी टीम बनाने के लिए आपको पूरा सहयोग देंगे जो व्यावसायिक, प्रदर्शनकारी, प्रेरित और अन्वेषक हों और जो विश्वसनीय रूप से हमारे ब्राण्ड का प्रतिनिधित्व कर सकें और हमारे ग्राहकों को अतुल्य मूल्य दे सकें।

बीपीसीएल के रूप में, अपनी मौजूदगी के 40 वें वर्ष में, आइए हम और ज्यादा परिश्रम करें और एक और सुरक्षित एवं सर्वोत्कृष्ट परिणामदायक वर्ष हेतु प्रयास करें।

मैं आपको, आपके परिवार और आपके मेहनती टीम को आने वाले नये वर्ष की हार्दिक शुभकामनाएं देता हूँ।

सादर।



एस. रमेश
निदेशक (विपणन)

Empowering India



MAK Lubricants launch new synthetic grades

Bharat Petroleum has launched two new premium grades of MAK at the recent All India Lubes Meet in Bengaluru. MAK 4T Royal 15W-50 (for high power bikes) and MAK Evolv 0W-20 and 10W-40 (synthetic oil for new generation passenger cars) was launched with exciting Audio Visuals and product reveals, and unveiled by BPCL C&MD, Mr. S.Varadarajan, Director (Refineries) Mr. B.K. Datta, Director (Finance) Mr. P.Balasubramanian, Director (Marketing) Mr.S.Ramesh and Executive Director (Lubes) Mr. K.P.Chandy, in the presence of the Lubes Team and high performing Distributors from across India and abroad.

In today's marketing scenario MAK Lubricants continues to create value for stakeholders by offering innovative products and services with an ultimate aim of customer satisfaction. With continuous development of new products, alternate formulations, upgrading existing products, conducting field trials and offering prompt technical service to customers and marketing functions, we ensure that the customers every need is addressed .

MAK 4T Royal 15W-50 For high power bikes

Demand for high power bikes has been growing in India because of growing numbers of passionate young bikers. The lubrication requirements of these bikes are stringent. MAK 4T ROYAL 15W-50 is a semi-synthetic oil specially designed for lubrication of high power bikes such as Bullet, Classic 500, Thunderbird etc. These bikes deliver high power and torque and they run at higher temperatures. Hence they require a robust and thermally stable oil. MAK 4T Royal 15W-50 provides faster pick up with a thrilling riding experience. It has enhanced oxidation stability which increases engine and oil life. It protects engine parts under extreme ambient temperatures. It meets API SL/JASO MA2 performance level.

At MAK Lubricants, we have been continuously upgrading our existing product lineup and developing new products and grades to make MAK the customer's first choice of lubricants. It has always been, and will always be our endeavour to provide our customers with high performance lubricants that can extend the oil and equipment life thus reducing the maintenance and operating costs, with the ultimate aim of building relationships and ensuring loyalty to the brand.

MAK Evolv 0W-20 and 10W-40 for new generation passenger cars

Traditionally higher viscosity oils such as SAE 20W-50, 20W-40 and 15W-40 have been predominantly used in Indian market in the passenger car oil segment. In the recent years, engine technology has advanced, major OEMs are designing their engines to target more and more fuel economy and they have started recommending synthetic and lower viscometry oils. As

the low temperature properties and evaporation characteristic requirements of these grades are very stringent, conventional mineral oil formulations do not meet these requirements. The new premium synthetic engine oils MAK EVOLV in two viscometries - 0W-20 and 10W-40 will cater to these specific requirements.

MAK EVOLV 0W-20 has been designed for new passenger cars requiring low viscosity oil for better fuel economy. It provides better pick up, easy cold start and delightful driving experience, besides maximizing car mileage.

MAK EVOLV 10W-40 has been designed for modern engines requiring higher viscosity oil for better lubrication. It provides enhanced sludge and deposit control, longer oil and engine life and smooth and trouble-free driving experience.

Both MAK EVOLV grades meet API SN performance and offer enhanced protection to emission system components in passenger cars. They are suitable for hybrid passenger cars of Maruti Suzuki, Honda, TOYOTA, GENERAL MOTORS, etc and for vehicles running with ethanol blended petrol (upto E85). These grades will help our Corporation to align with government initiatives to conserve petroleum resources.

Power. Protection. Performance.





Know Follow **MAK**

Our flagship brand - MAK Lubricants is one of the fastest growing brands in its category and has a wide range of products for the automotive and industrial segments. MAK Lubricants are sold through an elaborate network comprising of BPCL's Retail Outlets (Petrol Pumps) across the country, Primary and Industrial Lube Distributors in the Bazaar segment and direct selling to Industrial customers.

MAK also reaches out to core sectors like Coal, Power, Cement, Steel, Engineering, Construction and Infrastructure and also supplies lubricants to Government Departments like Indian Railways and Ministry of Defence.

BPCL's Mumbai Refinery produces the Best-In-Class Group II + Base Oil - the main ingredient for the premium quality of Lubricants. Offering lubes blended with world-class additives in three blending plants across the country, MAK has over 450 SKUs of superior quality lubricants, greases and specialty oils offered in different pack sizes from 20 mls to 210 lts. Constant innovations with new oil formulations and introduction of Lubricants meeting the specific requirements of customers has been the success story for the brand in one

of the most competitive sectors in the Petroleum Industry.

Our network spans across more than 14000 petrol pumps, 700 exclusive Lubricants Distributors and 71000 secondary customers including Garages, Workshops and Multi Brand Retailer Shops spread across length and breadth of the Country.

The backbone of the business are the 3 state-of-the-art Blending cum Filling Plants and 1 modern Lubes Filling Plant that cater to the market requirements through 60 supply points well supported by a highly advanced supply chain optimization system ensuring timely supply of products to customers and ensuring product availability at all times.

Competition has not been limited to local, regional, or even national players but also global players with increasing pressure on product margins. Despite challenges, MAK has been able to introduce many product level and marketing innovations. Our commitment to research and development reflects our ability to introduce the next generation of world class lubricants.

As we stand today, from the volumetric point of view, MAK is expected to continue to show robust growth.

These accomplishments have become a reality through commitment and grit of all stake holders be it our esteemed customers, enterprising channel partners and the ever agile members of the lubricants team.

Ensuring customized offerings in products and services to the customers, enhancing the product portfolio catering to modern equipment, developing our products in line with specific customer requirements and top of class Service Verticals are the key performance indices of the brand, which ensures it lives up to its tag line : MAK makes it possible

The well crafted and well executed customer centric initiatives made MAK challenge its own past performance, year after year, while posing a threat to various established multinational players at the market.

Another significant aspect of the MAK growth story has been its focused approach in brand building since its inception, which has not only given MAK an edge over the competitors, but also earned it a slot amongst the top three lubricant brands in India in terms of brand recall.

Know more :
www.bharatpetroleum.in

MAK ing it Possible

Dear Partner,

The Lubes business has delivered yet another landmark performance in 2015-16, with superlative performances across channels. The business grew exponentially, improving profitability and rolling out key strategic brand building initiatives. In terms of competitive position, we saw ourselves scale greater heights with the highest ever profit and created immense value for the Corporation.

To give you an overview, we accomplished strong overall sales volume of 332 TMT, with the all time high sales in the Bazaar and Exports segments. All this was possible with the commendable efforts of the Lubes team and our 700 plus strong network of distributors in India and distributors present in eight Exports markets.

In today's business environment, we cannot settle for incremental improvements to achieve exponential success. In our journey of being the most preferred lubricants brand, we initiated transformational branding initiatives across the Bazaar channel and also introduced the unique MAK City branding initiatives to get to the top and stay there. These distinctive branding initiatives have created a remarkable rub off effect across Channels and significantly contributed to the overall growth.

I am proud to mention that our R&D laboratory in Mumbai is the first Laboratory in the Country to receive the accreditation from National Accreditation Board for Testing and Calibration Laboratory (NABL) for Proficiency Testing & Reference Material Producer.

On the Exports front, MAK is well represented across 8 countries delivering a sales volume of 5.2 TMT and robust growth. Entry to new markets in Middle Eastern Countries like Oman, UAE and Saudi Arabia and Kenya, Nigeria and Uganda in Africa is on the anvil.

In keeping with the market trends, we introduced two specialized products, 'MAK Scootech Nxt' for the high potential automatic transmission Scooters segment and 'MAK Diesel Zenith' for the Diesel Cars segment.

As the automotive sector is poised for exponential growth over the five year horizon, with a projected growth of 18%



in the passenger car segment and 19% in the commercial vehicle segment, the demand for Automotive Lubricants is expected to growth manifold. Another significant development and technology based challenge that faces the Automobile manufacturers is the implementation of the BS6 emission norms by 2020. We have already developed engine oils meeting API CI4 specifications which would be one of the major requirements of diesel vehicles meeting BS6 norms.

Led by our long term vision to become a World Class Lubricants business and guided by our values, we will continue to outperform our targets with the highly inspired and energized team. We are committed to delivering stronger performances year after year, we live by our slogan and 'Make it Possible' despite the highly volatile and challenging business environment.

This issue of Journeys focuses on the 'Transformational Branding Initiatives' taken up by the business that unify MAK's vision to become a market leader by building and leveraging its Brand Power.

We believe in always 'MAKing it Possible'!

Warmest Regards,

K P Chandy
Executive Director, Lubes

A whole new **MAKeover**

MAK's transformational branding initiatives have taken the MAK brand from a journey of building brand salience to brand resonance. We bring you the latest MAKeovers that have become the talk of the town!

MAK has taken an all new turn with a three – pronged branding strategy built on the cornerstones of visibility to build awareness and recall, create buying triggers at the point of sale and building long term loyalty for the brand. The strategy includes **MAK City Branding, MAK Serve and Transformational Branding of Retailer Shops**

1 **MAK City Branding Initiative**

Communication about the brand to the target segment can be done in many ways, which include ATL media like TV, Radio, Outdoors, Print, Digital, Cinema etc. However, the effectiveness of this type of communication is very difficult to measure, is costly, can be done for a limited time and is highly cluttered. Also, we are not very sure whether communication has reached the target segment or not.

To create an impact right at the point of purchase to the target segment, it is necessary to communicate visually at the ground level where the customers are able to see it – especially at the point of purchase, which includes Retailer shops, garages, Retail outlets, Transport nagars etc. In a highly cluttered market segment where

multiple players are trying to garner each and every bit of space available in the city with their communication, it was necessary for us to do something differently so that we get the desired level of brand visibility at the ground level.

In line with this thought, **MAK City Branding Initiative** was rolled out with extensive communication in the form of Retailer boards, glow sign boards, wall painting, shutter painting, Retailer shop/garage transformation, auto back branding, LED boards and much more which actually visually communicates to the target segment – mainly at the point of purchase there by having an impact in the purchasing decision.

This broke the clutter and gave the desired level of impact for the brand not only in that particular city but also in the nearby areas/districts. This not only created immense awareness for the brand but also quantum leap in the volumes too.

MAK City branding is an initiative taken up by the Lubricants SBU during 2015-16 and continued in 2016-17 also. MAK City Branding is a transformational initiative, which focuses on creating brand visibility opportunities across a city for improving brand recognition and recall.

CITY BRANDING

A transformational initiative, which focuses on creating brand visibility opportunities across a city for improving brand recognition and recall.

The purpose of this initiative was to make MAK visible in every corner of the city, with a sizable branding investment spent judiciously to create branding that is high impact, innovative, effective, lasting and gives the brand consistent and good exposure. The initiative ultimately has the purpose of generating a pull for the product through increased visibility, brand recall and repetitive communication as well as building a strong connect with ground level influencers. This initiative is not only for creating brand awareness and brand recall for MAK but also to achieve a quantum leap in volumes sold in that market and there by garnering no. 1 position.



My view

“MAK City Branding is a unique initiative unseen, in my entire career, by any marketing companies. The Indore city’s face has been totally changed and I thank BPCL for supporting us in such aggressive manner. This initiative has brought us pride and respect in the market. I am glad to be a part of MAK Team.”

-Abhishek Pamnani,
Sangam Scooter Parts, Indore

Few of the many smart moves



CITY BRANDING and its rub -off

- 👉 Improving number of retailers selling MAK and increasing the wallet share of existing retailers.
- 👉 Creating a value proposition for the Retailers and there by getting more retailers enrolled for marketing of MAK brand from their counters.
- 👉 Creating a long term relationship with the Retailers and thereby creating a sustainable business model for MAK.
- 👉 Since there is a pull created for the brand, more number of mechanics will become brand ambassadors – through enrolment for MAK Garage/ MAK Serve.
- 👉 Innovative branding options ensures very cost effective and concentrated communication to the target segment.
- 👉 Moving away from discount war and there by getting a premium for MAK Brand.

The initiative was a resounding success with Channel Partners (Retail Outlet dealers, Lube Automotive and Industrial Distributors) charged and energized with the widespread visibility and the visible results. MAK had the advantage of being first mover in this initiative, as no other Lube marketing company anywhere in India had carried out this type of intensive branding activity in any city.

The City Branding exercise included a number of elements done extensively across the city which brought widespread visibility and brand impact.

From one city in 2014-15, to 24 cities in 2016-17, the City Branding initiative has been a game changer for the Lubricants business with MAK Cities across India showing good growth .



<< after branding

My view

"MAK has changed the look of my shop completely. The Garage looks more like a high-end service station / mobile showroom. It's a now a new era workstation for bikes and we only deal in premium lubes of MAK since then."

-Naresh Rohira,
Shiv Auto Garage, Indore

"MAK approached me with the branding initiative last year and enrolled me for it. It has been a wonderful experience since then. My garage stands out in the entire area. My sale has doubled in just six months. I am a big fan of MAK"

Virji,
-New Maruti Auto Garage, Indore

2 MAK SERVE Transformational Branding of garages

Mechanics and Garages are important influencers in our trade as they significantly influence the final choice of lubricants of the end user. Mechanics are the ground level Brand Ambassadors for any Lubricant Brand, and to enroll them into promoting MAK Lubricants, we had started the initiative of converting reputed mechanic run garages to 'MAK Garages' thereby creating a pull for the product and the brand.

Our partnership with Garages through branding and service initiatives are intended at building MAK's brand name and reputation in the market both among the garage owners and mechanics as well as vehicle owners.

The garages are normally located in auto workshop areas, or on easily accessible roads. Usually, garage owners advertise their services and the Garages are branded with Flex Boards, banners, and wall painting by OMCs, termed as, First level Garage branding.

'MAK SERVE' – MAK's new Garage Branding Initiative

Creating brand awareness to the target customers is of utmost importance for any Brand. For lubricants category, Mechanics play a vital role in promoting a particular brand and its success. Enrolling these mechanics and their garages for promoting MAK Brand through innovative means Communication is very critical for the success of the brand. This prompted us to go in for 2nd level Garage transformation – there by transforming the entire Garage to MAK Branded authorised Service station.

Brand communication was centered on focus premium grades and aesthetic use of BPCL colours. As part of the branding, a striking two sided branded services pylon was also installed at the entrance of the garage. The brand name MAK GARAGE was in vogue for some time and it was decided to enhance the name of the initiative to the more contemporary "MAK SERVE" with a new identity.



Before branding >>

This activity has been replicated across the country to get maximum mileage and visibility out of this innovative initiative. Transformational garage branding has been implemented cars, bikes, trucks, tractors and auto rickshaws garages.

This initiative is mainly for creating brand awareness and brand recall for MAK. The rub off effect would ultimately be:

- 👍 Improving sales from that garage and also creating a pull for the brand and thereby increase in sales across the garages in that vicinity.
- 👍 Creating a value proposition for the mechanics and there by getting more mechanics enrolled for 2nd level branding of their garages and usage of MAK brand from garages.
- 👍 Creating a long term relationship with the mechanics/garage owners and thereby creating a sustainable business model for MAK.

With the triple objective of Reinforcing brand visibility and availability, Reassuring customer of Brand Choice and Relationship building with garage owners and mechanics we are hopeful that the MAK SERVE garage initiative will take us a long way !

MAK SERVE

Enrolling mechanics and their garages for promoting MAK Brand through innovative means Communication is very critical for the success of the brand. This prompted us to go in for Garage transformation – there by transforming the entire Garage to MAK Branded authorised Service station.

Benefits of TRANSFORMATIONAL GARAGE branding

- 👍 Creates awareness for the MAK brand at the Point of Purchase
- 👍 It is a visible information and communication regarding MAK's association with a premium garage
- 👍 Provides for a professional image of MAK
- 👍 Serves as an advertisement of our brand even if customers are not purchasing lubricants / availing of any service at the garage
- 👍 The reach and impact is extremely widespread in the area especially if it is heavily populated
- 👍 Helps in establishing our presence in the highly influential mechanic / garage segment
- 👍 Helps in building a long term relationship with the garage owner and garage mechanics
- 👍 Helps us use MAK branded garages as a tool for customers to make a choice towards MAK grades with expert advice from garage mechanics
- 👍 Provides a branded garage to customers in the similar look, feel and experience to Authorised Service Stations.

MAK
LUBRICANTS

MAK
LUBRICANTS

3 RETAILER SHOPS

Transformational Branding of Retailer Shops. This broke the clutter and gave the desired level of impact for the brand not only in that shop but also in the catchment area where the shop was located, thereby creating immense awareness for the brand.



Transformational Branding of Retailer Shops

In the Lubes Bazaar market, the Retailer or Counter Shops are the point at which the customer directly comes in contact with the brand. Retailers typically stock a large number of brands, and for our product (MAK) to stand out, we need to have strong brand visibility at this point. Shops are typically cluttered, with a number of Lube OMCs putting up Flex Boards, Point of Sale Units, Display Racks etc.

To create an impact at the point of purchase to the target segment, it is necessary to communicate visually at the Retailer shops. In a highly cluttered market segment where multiple players are there trying to garner each and every bit of space available in the retailer shop, it was necessary for us to do something differently so that we get the desired level of brand visibility at the ground level. In line with this thought, complete transformation of the entire shop in to an exclusive MAK Lube Shop was piloted. This broke the clutter and gave the desired level of impact for the brand not only in that shop but also in the catchment area where the shop was located, thereby creating immense awareness for the brand.

This initiative has been well received in the market and rendered many advantages to the business:

- ▶ Creates awareness for the MAK brand at the Point of Purchase
- ▶ Visible information and communication regarding MAK availability at the Retailer shop .
- ▶ Provides for a professional image of MAK
- ▶ Serves as an advertisement of our product even if customers are not purchasing lubricants at that time
- ▶ The reach and impact is extremely widespread in the area
- ▶ Helps in establishing our presence in the highly influential mechanic / garage segment
- ▶ It gives an impression of a company authorized and exclusive MAK Lube shop
- ▶ This is a cost effective, long term brand communication

My view

"MAK has given me boards, painting & merchandize - a new face to my shop, which is great. What's even greater is that it has done the same for all my mechanics and premium customers. MAK has become the talk of the town."

-Rakeshji,
Pal Auto, Manpur

Expected rub-off : From branding of Retailer shops

- 👉 Improving sales from that counter and also creating a pull for the brand and thereby increase in sales across the counters in that vicinity.
- 👉 Creating a value proposition for the Retailers and there by getting more retailers enrolled for 2nd level branding and marketing of MAK brand from their counters.
- 👉 Creating a long term relationship with the Retailers and thereby creating a sustainable business model for MAK.

The initiative is being replicated across all Lubes Territories in the country. This would surely contribute towards reinforcing the MAK brand in our customer's minds, breaking through the clutter of normal Lubes on-ground advertising and enabling us to get excellent mileage and visibility.

Find your MAK : www.maklubes.com



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MAK[®] 4T
SCOOTECH
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**Unique Friction
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- Better fuel economy
- Maximum driving comfort
- Superior pickup
- Reduced maintenance cost

**MAK^{4T}
SCOOTECH
NXT**



is specially designed for all
4-stroke gearless scooters to offer
ultimate protection and
performance reliability.



Guts to Glory - All India Lubes Meet 2016

MAK Torchbearers from across the country and abroad came together at Bangalore, the Garden City of India on 15th & 16th July for the All India Lubes Meet 2016, a platform for recognizing and rewarding our top performers, sharing our learnings from the year gone by, and articulating our visions for the year ahead.

For the MAK team, the greater the challenge, the more the fight, and the greater the glory. Our teams have fought like warriors in the last year and emerged victorious on all fronts. The theme "Guts To Glory" was chosen both to communicate our appreciation for the exemplary

performance for the year gone by, as well as prove to be a impetus for the year ahead.

ED (Lubes) Mr. K P Chandy touched upon the outstanding performance of the Lubes Business in the last year on all fronts. The MAK Team was privileged to have BPCL C&MD Mr. S.Varadarajan, Director (Refineries) Mr.B.K.Datta, Director (Finance) Mr.P.Balasubramanian and Director (Marketing) Mr.S.Ramesh present to share with the team an overall perspective of BPCL as well as share their thoughts with the Team. Director (HR) Mr. S. P.Gathoo, interacted with the team via video conference.

Our C&MD left the team with four thoughts which would always keep us in the winning position - Create Differentiation in everything , Create Value for ourselves and others, Keep the team inspired and encouraged and have integrity and humility in our thoughts and actions.

Director (R) , Director (HR) , Director (F) and Director (M) in their inspiring addresses and interactions with the MAK Team shared valuable insights as to their expectations from the Lubes team and expressed confidence that the business would reach even higher performance levels in the days ahead.



Open session with C&MD, Directors of Refinery, Marketing & Finance and ED (Lubes)



The lubes team was also privileged to have Mr. George Paul, ED(Retail), Mr. I S Rao, ED (Gas), Mr. R P Natekar, ED (I&C) and Mr. S S Sunderajan, ED (Mumbai Refinery) to share their thoughts and experiences with the team as a panel discussion on "Experiential Learnings – How to become a successful leader". Ms. Dipti Sanzgiri, ED (IT) and BPCL Master Coach expertly moderated the panel discussion and also shared her perspectives and reflections on the topic. The insights shared by all the Business Leaders were truly inspiring for the team.



Panel Discussion with EDs from other Business Units

The Awards Night was the victor's parade for those who ignited excellence in execution! A salute to the winners in each of the categories, who have set new benchmarks and garnered greater glories.

15W-50 and MAK Evolv OW-20 and 10W-40, at the hands off C&MD, D(R), D(F), D(M)and ED(Lubes).

The very special night also saw two product launches – MAK 4T Royal

With *Guts to Glory* embodying all that we stand committed to, MAK team is fully prepared to march ahead like warriors to conquer obstacles and emerge triumphant!



C&MD's Rolling Trophy for Best Region – Western Region



Director (Finance) Rolling Trophy for Best Direct Territory – Kolkata



Director (Marketing) Rolling Trophy for Best Reseller Territory - Chennai



Mr. S Varadarajan, C&MD receives SCOPE EXCELLENCE AWARD

Heartly congratulations to Chairman & Managing Director of Bharat Petroleum Corporation Ltd, Shri. S. Varadarajan on receiving the SCOPE Excellence Award – Individual Leadership Category I (Maharatna/ Navratna PSEs) for the year 2013-14 from His Excellency, Shri Pranab Mukherjee, Hon’ble President of India at Public Sector Day celebrations at Vigyan Bhawan in New Delhi on 11 April, 2016.

Hon’ble President of India presented the SCOPE Excellence Awards and



addressed the top echelons of India’s economic policy makers, Chief Executives, Directors and Senior Executives of Public Sector Enterprises on the occasion of 7th Public Sector Day Celebrations jointly organized by Standing Conference of Public Enterprises (SCOPE) and Department of Public Enterprises (DPE).

Shri Anant Geete, Union Minister of HI&PE, Shri G.M. Siddeshwara,

Hon’ble Minister of State (HI&PE), Shri Ameising Luikham, IAS, Secretary, Department of Public Enterprises, Shri R.G. Rajan, Chairman, SCOPE & CMD, Rashtriya Chemicals & Fertilizers Ltd, Shri R.G. Rajan, and Dr. U.D. Choubey, Director General, SCOPE also addressed the gathering, while Shri Nirmal Sinha, Vice Chairman, SCOPE & CMD, Handicrafts & Handlooms Export Corporation, was present on the dais.

Director (Finance) Mr. P. Balasubramanian wins Business World BEST CFO Award



It was a moment of pride for BPCL when our Director (Finance) Mr. P. Balasubramanian was awarded the Business World Best CFO award in the category of Best PSU – Large Enterprise in association with YES Bank. At a glittering award ceremony held on 8th April 2016 at Leela Palace New Delhi Mr. P. Balasubramanian received the award at the hands of Shri. Suresh Prabhu, Hon’ble Union

Minister of Railways. Also present on the occasion were Ms. Radha Singh YES Bank Non-Executive Chairperson, Shri. Ashok Chawla, Chairman TERI and Shir. Annurag Batra, Editor-in – Chief Business World.

The YES BANK-BW Businessworld Best CFO Awards strives to recognize CFO’s who have taken “center stage” within the organization’s strategic

Corporate Governance and Sustainability Vision Award-2016

Indian Chambers of Commerce (ICC) has adjudged BPCL winner of the “Corporate Governance and Sustainability Vision Award-2016”. Mr. P.C.Srivastava, ED-HSSE, received the award on behalf of BPCL from Mr. Bibek Debroy, Member NITI Ayog, Govt. of India, at the Corporate Governance and Sustainability Vision Summit-2016, organised by the Indian Chambers of Commerce at New Delhi earlier this year.

decision-making and execution, while also being a key flag bearer of Corporate Transparency, Governance and Corporate Social Responsibility.

The final awardees are determined through a robust three-step selection process on the basis of a detailed quantitative analysis, an independent market survey and an eminent jury discussion.



BPCL bags prestigious NIPM National Award for Best HR Practices

BPCL added another feather to its cap by bagging the prestigious NIPM National Award for Best HR practices - 2015. We were adjudged winners of the GOLD Award in Category A (the highest category for large organizations) at the National Conference held recently at Coimbatore by NIPM (National Institute of Personnel Management).

Director HR Shri S. P. Gathoo received the award from Mr. Partha Chatterjee,

Hon. Minister for Education, West Bengal. Mr. Gathoo was accompanied by his team-Mr. Kurian Parambi (DGM-HRD), Mr. M V Prabhakaran, DGM (HR) Kochi Refinery, Mr. A. Suresh Kumar, Senior Manager Admin(HRS-South) and Ms Vasudha Agarwal, Assistant Manager-HRD.

BPCL was conferred the Gold Award in Category-A, which was the top spot for organisations having an employee base of more than 5000.

BPCL Bags Lions CSR Precious Award

The Lions CSR Precious Award 2016 has been conferred upon Bharat Petroleum for the conscious contributions to energizing lives.

Mr. Pradeep K Iyengar, Chief Manager Admin Services & CSR and his team received the award for BPCL from the Lions Clubs International Foundation (LCIF) Chairman Mr. Joe Preston at a glittering Ceremony in Mumbai

that was attended by top PSUs and Private Companies. The LCIF has recognized the contributions by BharatPetroleum in the areas of Education, Water Conservation, Skill Development, Health, Sanitation and Community Development. Bharat Petroleum is encouraged and strengthened in our resolve to continue our qualitative interventions in the core thrust areas of BPCL CSR.



JOURNEYS bags ABCI Silver



Bharat Petroleum bags the ABCI SILVER for "External Publications" at the 55th Annual Awards of the Association of Business Communicators of India (ABCI). JOURNEYS, the publication for energizing BPCL Business Network has received this accolade for 2014-15 and the special edition done for the National Mission PAHAL has won us the recognition. Editor, Kavitha Mathew (Corporate Brand Team) and Ms. Devyani Rozario, former DGM (Marketing Services-LPG) received the award on behalf of BPCL at a glittering ceremony in Mumbai.

BPCL Desk Calendar ENERGISING LIVES (2016) received the Bronze in the Corporate Calendar Category. The illustrations for the calendar were done by Mr. Chaitanya Govande, Area Manager (Industrial), Pune.

Brand Team represented by Ms. Marianne Karmarkar, Mr. Siddarth Sharma and Ms.Kavitha Mathew along with Ms. Devyani Rozario received the award on behalf of Bharat Petroleum. ABCI Awards, saw close to 1500 entries from over 100 companies that were adjudged for 161 awards in 32 categories. It is one of the awaited moments each year by Business Communicators.



Marketing BUs converge at "BPCL First" Meet 2016

Four years after the BPCL First vision was set out, the marketing SBUs came together to share experiences and celebrate successes in the BPCL First Meet that was held at Novotel Imagica, Khopoli on the 11th and 12th of August 2016.

Joining the meet were C&MD Mr S Varadarajan, Director (Finance) Mr P Balasubramanian, Director (Marketing) Mr S Ramesh and Director (HR) Mr S P Gathoo. Also present were Mr. George Paul, ED (Retail), Mr. KP Chandy, ED (Lubes), Mr. R.P. Natekar, ED (I&C), Mr. Arun Singh, ED (LPG), Mr. K. Padmakar ED (HRD) and Mr. Prabhakar Nori, DGM Brand & PR along with the regional marketing leadership and representatives from 29 qualifying BPCL First locations.

ED (New Business Initiatives) Mr Pramod Sharma spoke about how BPCL First is the key to BPCL realising its core purpose of customer centricity. In the last four years, the initiative has expanded to 100 locations where this culture of collaboration has led to increased brand recall resulting in BPCL becoming the preferred choice of customers. This has come out very clearly in the way that BPCL First locations have gained in market share as well as customer satisfaction during 2015-16.

Director (Marketing). Mr. S Ramesh in his Keynote Address, while complementing the entire NBI team for bringing all the stakeholders

together in the BPCL First Meet, emphasised that a strategic initiative like this needs to be replicated to as many locations as possible as well as to cover the entire revenue district of all the locations that it currently exists in. BPCL First plays a key role in preparing the field to be able to move from one business to another. He pointed out that while BPCL First enables us to work differently, it is also not easy to replicate, thus giving us a competitive advantage. It is for this reason that BPCL First becomes all the more important and we need to stay focused on BPCL First so as to achieve high performances year after year.

Director (Finance) Mr P Balasubramanian spoke about how growth and profits have been driving the success of the company through the last decade. This however has mainly been on the back of refinery margins. It is time for marketing to gear-up and BPCL First is a step in this direction. A data driven and customer centric company is the way of the future and BPCL First has started moving us in that direction. With the continued growth in disposable incomes, oil and gas are going to grow exponentially. BPCL First is the key for us to remain ahead of the game and continue to lead the market.

C&MD Mr S Varadarajan while thanking everyone for their contribution in BPCL generating

record profits, brought out that BPCL First has brought out many insights into how we have done things differently, how we have got people together to look at customers differently, how we have been able to create propositions that are interesting and valuable from the customer's point of view.

One of the areas of BPCL First was inclusiveness, and he stressed the need to take this to another level by involving everyone in whatever we do, in the way we communicate and the way we work. BPCL First needs to be present in the way that we work, we behave, we perform. This is the only way that we can sustain the fast growth that we have experienced over the last few years.

Director (HR) Mr S P Gathoo connected with the Meet over a video conference to share his thoughts and interact with the attendees. Earlier in the Meet, the regional business heads spoke about specific areas of BPCL

First where they had a breakthrough experience. Subsequently, Project Nishchay team leaders shared how BPCL plans to offer a bouquet of physical and digital non-fuel offerings to various customer segments through the four business themes namely Rural Market Place, Integrated Fleet Management, Personal Travel Offerings and Urban Household Solutions.



PetroBonus & SmartFleet shine at the AIMIA Loyalty Awards 2016

Loyalty Programs from Bharat Petroleum were awarded the "Best Cards Product & Programme of the Year – Loyalty Card" for the year 2014-15, after a rigorous selection process by a coveted jury of Industry experts.

The award was received by Mr. George Paul, ED(Retail), Mr.A.K.Kaushik, GM-IT & BI, Mr.Vijay N Tilak, DGM–Strategy & Loyalty, Ms.Vinita Kunder, Asst.Manager-Loyalty, at a prestigious ceremony attended by reputed Loyalty Brands across countries.



The AIMIA Loyalty Awards were instituted in the year 2006-07 are the most credible awards in the Loyalty arena, creating a unique platform for loyalty marketers to showcase their work and exchange ideas.

Our Loyalty Programs – PetroBonus and SmartFleet have received several recognitions in the past years in various categories of the AIMIA Loyalty Awards, such as, Best Loyalty

Program, Oil & Gas Sector ; B2B Sector & Service Sector.

The awards were a part of a 2 day Loyalty Summit with many informative and engaging sessions on contemporary topics such as, Mastering the Balance between Brand Loyalty & Payment Tender Loyalty; How To Get More Customers & The Data Driven Way to Loyalty.

NR Innovation Council

Retail (Northern Region) has come up with a unique model called the NRIC, Northern Region Innovation Council in pursuance of the business objective to "Energizing Employees" by igniting minds.

Seventeen young, innovative and energetic members were selected through rigorous process from all areas of field i.e. Sales, Engineering, Operations, Automation, Loyalty and Finance to form the first NRIC.

The first "NR Retail Innovation Council" (NRIC) workshop was chaired by Mr. T Peethambaran, Head Retail North and attended by NR Innovation Council

Members, Regional Role holders and State heads. The objective of the NRIC is to capture & implement new ideas and replicate best of ideas from BPCL Ideas platform. The workshop was came up with as many as 45 Ideas from council members. These were evaluated, discussed and adjudged by the Jury comprising HRN, Regional role holders and State Heads.

Finally 30 Ideas were shortlisted for new implementation and 6 for replication. Teams were formed to work on implementation of the ideas at the ground level. Shortlisted ideas will be implemented across whole region in a phased manner.

Bharat EBMS Kit launched

The "BHARAT EBMS KIT" developed by Corporate R&D Centre, in collaboration with QA & Retail, was launched at Bijwasan Installation, Delhi. The indigenous Kit designed to detect the percentage of Ethanol in Ethanol blended Motor Spirit (EBMS) is a vast improvement over traditional methods, which shows more accurate results and also saves time. Bijwasan installation has not only provided ideal testing grounds for field trials but also offered a great platform for launch of the EBMS kit as the volume of MS & simultaneously Ethanol, is the highest in the country.

The kit was launched in the august presence of Mr. Manohar Rao, GM Operations, Retail HQ, Mr. Sanjay Bhargava, GM CRDC and Mr. Y.K. Gupta, DGM Operations, Retail North. Mr. Rakesh K. Sinha, TM-Retail, Delhi highlighted the need to make simpler & quicker methods for detection of ethanol in EBMS due to the large volumes being handled. Dr. Sudha Tyagi & Dr. Shalini Gupta from CRDC detailed its features



LPG Plant coming up in Raipur

BPCL LPG plant slated to be commissioned by Sept 2017, is coming up on a 25.5 acre plot provided by CSIDC in Khapri village of Raipur.

An MOU was inked between the Govt. Of Chhattisgarh and Bharat Petroleum Corporation Ltd, for the construction of their 44TMT LPG Bottling Plant

in the presence of Hon Petroleum Minister, Shri Dharmendra Pradhan, in May 2016. The commissioning of this plant would go a long way in meeting the constantly burgeoning LPG demand of the state. Moreover it would lead to the development of the village community in and around the periphery of the plant creating

indirect employment opportunities. The Hon CM has assured all assistance to BPCL in clearing whatever technical hurdles in the way of expeditious commissioning.

HPCL and IOCL already have their own plants in Mahasamund & Raipur district respectively.

Distributors' Meet at Vijayawada

Let us change our mindset now... for a better tomorrow was the theme of the Distributors meet organised by Vijayawada LPG Territory. The meet focused on the dynamics in the LPG market . RLM South Mr. P.K

Raghunathan and BDM south Mr. T.A Chakrapani spoke on the occasion and also distributed the awards. TM LPG Vijayawada Mr.B.Ramesh welcomed all the dignitaries and distributors.

Top performers took home awards for incremental growth in domestic, commercial segments, best go down showrooms, best RGGLV distributorships and for surpassing other performance benchmarks.



Touching lives at Bikaner

In continuation of the efforts of helping deprived children of society, Bikaner territory has once again supported "SEVA ASHRAM" (A non-profit organization for physically and mentally challenged children).



Team Bikaner has donated educational books and study furniture apart from daily provisions in August, 2016. The management of orphanage has appreciated this gesture of BPCL and was grateful for the continuous support being provided by Bikaner LPG Territory for last three years.

Meanwhile, to create customer awareness for safe usage of LPG, Bikaner territory celebrated "Safety First, Safety Must" in a different way with banner displays at all distributorship and delivery vehicles. 65 customer engagements programmes on safety were conducted and 10 rallies conducted covering all District/ Tehsil. Bulk SMS was also sent to all customers of RGGLV's and all newly enrolled customer under PMUY, covering approximately a lakh of customers. Wide print media coverage was also ensured.

Sholapur LPG

Solapur LPG Bottling Plant receives
Certificate of Merit
from the National Safety Council (Maharashtra Chapter) for the 9th consecutive year.

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

Bharat Petroleum
energising lives

Bharatgas **MAK LUBRICANTS** **Speed**



Fuelling services for Panagarh Air Force Base

The Panagarh Air Force Base, renamed as Air Force Station Arjan Singh (after the former Indian Air Force chief), becomes the 6th Indian Air Force base, where Bharat Petroleum will set up and operate ATF facilities.

An MOU was signed recently at the Air Force Station, Panagarh, West Bengal by Group Caption AS Sidhu, Station Commander, Panagarh Air Base and Mr. M. M. Somaya, Executive Director (Aviation) in the presence of Officials of Panagarh Air Base and BPCL Aviation to formalize the construction, maintenance and operation of the 4000 KL fuel farm. This MOU ensures ATF supplies to the base for next five years.

Kochi Refinery commemorates Golden Jubilee

BPCL Kochi Refinery celebrated its Golden Jubilee today at a commemoration ceremony which was graced by Shri P J Kurian, Hon'ble Deputy Chairman, Rajya Sabha, Shri Dharmendra Pradhan, Hon'ble Minister of State (I/C) Petroleum & Natural Gas, and Kadakampally Surendran, Hon'ble Kerala Minister of Electricity and Devasoms along with Members of Parliament Prof K V Thomas and Shri Innocent and MLAs Shri V P Sajeendran, Shri Hibie Eden and Shri M Swaraj.

To mark the occasion, Shri Kurian, Shri Pradhan and Shri Surendran

unveiled a commemoration plaque and released a Coffee-table book on the fifty years journey of Kochi Refinery titled 'The Midas Touch.'

During the address, Shri Pradhan said that Kochi Refinery had embarked on a great journey by processing 2.5 Million Metric Tonnes Per Annum (MMTPA) and presently is in the threshold of becoming a world-class Refinery with crude oil refining capacity of 15.5 MMTPA. It is also setting up a petrochemical complex which would enhance the value chain and will bring about employment opportunity and increased economic activity in Kerala.

PCCKL turns wholly owned subsidiary of BPCL



Petronet CCK Ltd., (PCCKL) established by BPCL as a joint venture with Petronet India Ltd. has become a wholly owned subsidiary of BPCL this month, after shares in this Company held by PIL and institutional investors were bought by BPCL. PCCKL Board in its meeting

held on 25th July 2016 declared a special interim dividend of 90%.

Mr. S P Gathoo, Director (HR), who is also the Chairman of PCCKL, handed over the dividend warrant to Mr. S. Varadarajan, Chairman & Managing Director, BPCL in the presence of Mr. P

Balasubramanian, Director (Finance), Mr. S Ramesh, Director (Marketing), Ms. Dipti Sanzgiri, ED (IT) and Board member PCCKL, Mr. N. Vijayagopal (Managing Director, PCCKL) and Mr. P.M.Thomas (Independent Director, PCCKL) at the office of PCCKL in Kochi, Kerala.

MAK करे संभव

साथियो,

ल्यूब्स कारोबार ने वर्ष 2015-16 में चैनलों में सर्वोत्तम निष्पादन सहित और एक ऐतिहासिक निष्पादन किया है। लाभप्रदता बढ़ाने और हमारे महत्वपूर्ण कार्यनीतिक ब्रैन्ड निर्माण अभिक्रमों को आगे बढ़ाते हुए इस व्यापार में तेजी से वृद्धि हुई है। प्रतिस्पर्धात्मक स्थिति के संदर्भ में हमने अपने आपको 394 करोड़ रुपये के अब तक के सर्वाधिक लाभ के साथ अधिक से अधिक ऊँचाई पर पाया है और कॉर्पोरेशन के लिए अपार मूल्य का निर्माण किया है।

एक अवलोकन की दृष्टि से हमने बाज़ार तथा निर्यात खंडों में पूर्ण समय उच्चतम बिक्री के साथ 332 टीएमटी की मज़बूत सकल बिक्री की है। यह सब ल्यूब्स टीम तथा भारत में हमारे 700 से अधिक वितरकों के नेटवर्क और आठ निर्यात बाज़ारों में मौजूद वितरकों के प्रशंसनीय प्रयासों के कारण संभव हो पाया है।

आज के कारोबारी माहौल में, हम तेजी से कामयाबी हासिल करने हेतु वृद्धिशील सुधार सर्वाधिक पसंदीदा ल्यूब्रिकेन्ट बनने के सफर में बाज़ार चैनल में परिवर्तनकारी ब्रैन्डिंग अभिक्रम शुरू किये और सर्वोच्च स्थान पर पहुँचने और वहाँ कायम रहने हेतु अनोखे मैक सिटी ब्रैन्डिंग अभिक्रम भी शुरू किये। इन विशेष ब्रैन्डिंग अभिक्रमों ने चैनलों पर उल्लेखनीय प्रभाव डाला है और समग्र वृद्धि में महत्वपूर्ण योगदान दिया है।

मुझे यह बताते हुए गर्व है कि हमारी मुंबई स्थित आर एंड डी लैबोरेटरी देश की वह पहली लैबोरेटरी है जिसे प्रवीणता परीक्षण और संदर्भ सामग्री उत्पादक के लिए परीक्षण तथा अंशांकन लैबोरेटरी के लिए नेशनल एक्रिडिटेशन बोर्ड (एनएबीएल) से मान्यता हासिल हुई है।

निर्यात के मोर्चे पर मैक 5.2 टीएमटी की बिक्री कर मज़बूत वृद्धि के साथ 8 देशों में अच्छा प्रतिनिधित्व कर रहा है। मध्य पूर्व देशों के ओमान, यूएई और सऊदी अरब और अफ्रिका के केन्या, नाइजीरिया और युगांडा के नये बाज़ारों में प्रवेश करना विचाराधीन है।

हमने बाज़ार रूझानों को ध्यान में रखते हुए, अधिक संभाव्यतावाले स्वचालित ट्रांसमिशन स्क्वर्टों के लिए 'मैक स्क्वर्टेक एनएक्सटी' और डीज़ल कारों के लिए 'मैक डीज़ल जेनिथ' इन दो विशेष उत्पादों की शुरूआत की है।

पैसेंजर कार खण्ड में 185 और व्यावसायिक वाहन खण्ड में 195 की अनुमानित वृद्धि के साथ पाँच सालों से ऑटोमोटिव क्षेत्र तेजी से वृद्धि के लिए तैयार है, ऑट



मोटिव ल्यूब्रिकेन्टों की माँग विकास हेतु कई गुना बढ़ना अपेक्षित है। ऑटोमोटिव उत्पादकों के समक्ष और एक महत्वपूर्ण विकास और प्रौद्योगिकी आधारित चुनौती है वर्ष 2010 तक बीएस 6 उत्सर्जन मानकों का कार्यान्वयन करना। हमने पहले ही एपीआई सी जे 4 विनिर्देशनों के अनुरूप इंजन ऑयल का विकास किया है जो बीएस 6 मानदंडों के अनुरूप डीज़ल वाहनों की प्रमुख आवश्यकताओं में से एक है।

विश्व दर्जे के ल्यूब्रिकेन्ट कारोबार बनने और अपने मूल्यों द्वारा मार्गदर्शित होने की हमारी दीर्घकालिक दृष्टि के कारण हम अत्यधिक प्रेरित और ऊर्जाशील टीम के साथ अपने लक्ष्यों से आगे बढ़ना जारी रखेंगे। हम वर्ष प्रति वर्ष मज़बूत निष्पादन देने के प्रति वचनबद्ध है, हम अत्यधिक अस्थिर और चुनौतीपूर्ण कारोबारी माहौल के बावजूद अपने स्लोगन के अनुसार 'इसे संभव बनाते हैं'।

जर्नीज का यह अंक कारोबार द्वारा हाथ में लिए गए 'परिवर्तनकारी ब्रैन्डिंग अभिक्रम' पर प्रकाश डालता है जो मैक के अपनी ब्रैन्ड पॉवर के निर्माण तथा प्रोत्साहन के जरिये बाज़ार लीडर बनने के विजन के समरूप बनाता है। हम सदैव 'संभव बनाने' में विश्वास करते हैं। ,

सादर,

के.पी. चाँडी

के.पी. चाँडी
कार्यपालक निदेशक, ल्यूब्स

एक नयी MAK माया

मैक के परिवर्तनकारी ब्रांडिंग अभिक्रमों ने मैक ब्राण्ड को ब्राण्ड प्रमुख बनाने की यात्रा से ब्राण्ड संस्पंदन बनाया है। हम अद्यतन मैकओवर लाए हैं जो शहर में चर्चा का एक विषय बन गया है !

त्रिभुजा ब्राण्डिंग स्ट्रेटजी, जागरूकता निर्माण व रि कॉल, विक्रय के पाइंट पर क्रयित ट्रिगर्स का सृजन और ब्राण्ड के लिए लंबी अवधि की लायल्टी बनाना के दृष्यमान नींव पर बनाई गई। स्ट्रेटजी में निम्न अभिगम शामिल है: **मैक सिटी ब्राण्डिंग** - मैक सिटी का सृजन, **मैक सर्व** द्व गैरेजों की परिवर्तनशील ब्राण्डिंग और **रिटेलर दूकानों** की परिवर्तनशील ब्राण्डिंग :

करें जिससे हमें जमीनी स्तर पर अपेक्षित स्तर का ब्राण्ड दृष्टनीयता मिल सके। इस विचार को ध्यान में रखते हुए रिटेलर बोर्ड, ग्लो साइन बोर्ड, वॉल पेंटिंग, शटर पेंटिंग, रिटेलर शॉप/गैरेज परिवर्तन, ऑटो बैंक ब्रांडिंग एलईडी बोर्ड आदि के रूप में सर्व रूपेण सम्प्रेषण सिटी ब्राण्डिंग अभिगम शुरू किया गया जो लक्ष्यांकित सेगमेंट को वास्तविक रूप से सम्प्रेषित करता है मुख्यता: खरीद की जगह पर जिससे खरीद के निर्णय पर प्रभाव पड़ सके। इससे जकड़न टूटती है और इससे न सिर्फ उस विशेष शहर में ब्राण्ड के लिए अपेक्षित प्रभाव पड़ता है बल्कि पास के क्षेत्रों /जिलों पर भी असर होता है। इसमें न सिर्फ ब्राण्ड के बारे में जागरूकता आती है बल्कि मात्रा में भी काफी विस्तार होता है।

वर्ष 2015-16 के दौरान लुब्रिकेंट एसबीयू ने सिटी ब्राण्डिंग पहल की शुरुआत की और इसे 2016-17 में भी जारी रखा। सिटी ब्राण्डिंग एक परिवर्तनकारी पहल है जो ब्राण्ड की पहचान व रि कॉल कराने हेतु शहर भर में ब्राण्ड की दृश्यता के अवसरों को उपलब्ध कराने पर केन्द्रित है। इस पहल का उद्देश्य मैक को शहर के हर कोने तक दिखना निश्चित करना है जिसमें बड़ा ब्राण्डिंग निवेश हो और ब्राण्डिंग का उच्च प्रभाव नवरूपकारी क्षमतापूर्ण दीर्घजीवी हो और ब्राण्ड के निरन्तर अच्छा एक्पोजर देता हो।

इस पहल का अंततः उद्देश्य बढ़ती दृश्यता, ब्राण्ड का रि कॉल, बारम्बार सप्रेषण के साथ जमीन स्तर पर प्रभाव डालने वालों के साथ एक मजबूत कनेक्ट (सम्पर्क) द्वारा उत्पाद के लिए एक पुल बनाता है। यह पहल सिर्फ मैक हेतु ब्राण्ड जागरूकता तथा ब्राण्ड रि कॉल सृजित करने तक सीमित नहीं है

बल्कि बाज़ार में इसकी बिक्री में जबरदस्त उछाल लाना है जिसमें पहले नंबर पर आ सके।

चैनल भागीदारों (रिटेल आउटलेट डीलर, ल्यूब ऑटोमोटिव एवं औद्योगिक वितरक) इस पहल की गूजायमान सफलता से आवेशित हुए तथा वृहद दृश्यमानता और साक्षात परिणामों से उर्जाशील हुए। मैक इस पहल को प्रथम मूवर(अग्रणी) होने का लाभ था क्योंकि भारत में कहीं भी किसी ल्यूब विपणन कंपनी ने शहर में संपूर्ण ब्राण्डिंग गतिविधि शुरू नहीं की थी।

सिटी ब्राण्डिंग प्रक्रिया में कई तत्व पूरी तरह से शहर भर में शामिल हुए जिससे वृहद रूप से दृश्यमानता फैली और ब्राण्ड का प्रभाव सामने आया।

1 MAK सिटी ब्राण्डिंग

मैक सिटी ब्राण्डिंग अभिगम (इनिशिएटिव) के साथ मैक सिटीज़ बनाना लक्ष्यांकित सेगमेंट के लिए ब्राण्ड हेतु संपर्क कई प्रकार से किया जा सकता है जिसमें एटीएल मीडिया जैसे टी वी रेडियो, आउट डोर, प्रिंट, डिजिटल, सिनेमा आदि। तथापि, इस प्रकार के सम्पर्क की प्रभावोत्पाकता को आंकना बहुत कठिन है, खर्चीला है तथा इसे सीमित समय के लिए किया जा सकता है और काफी उलझाऊ है। साथ ही, हम यह नहीं कर पाते हैं कि सम्प्रेषण लक्ष्यांकित सेगमेंट के पास पहुंचा है या नहीं।

खरीद के समय लक्ष्यांकित सेगमेंट पर प्रभाव निर्माण हेतु, यह जरूरी है कि जमीनी स्तर पर दृष्यमान सम्प्रेषण हो जहां ग्राहक इसे देखे सके। विशेषकर खरीद के समय जिसमें रिटेलर दूकानें, गैराज, रिटेल आउटलेट, ट्रांसपोर्ट नगर्स आदि। काफी उलझाऊ या घुमावदार बाज़ार सेगमेंट में जहां बहुसंख्यक प्रतिस्पर्धी अपने सम्प्रेषण से शहर में उपलब्ध छोटी से छोटी जगह तक पहुंचने का प्रयास करते हैं, हमारे लिए यह जरूरी था कि हम कुछ अलग

मैक सिटी ब्राण्डिंग का प्रभाव

- 👉 मैक बेचने वाले रिटलरों की संख्या में सुधार और विद्यमान रिटलरों वॉलेट के हिस्सेदारी में बढ़ोतरी।
- 👉 रिटलरों के लिए एक वैल्यू प्रोपोजिसन बनाना एवं इससे उनके काउन्टरों से मैक ब्राण्ड के विपणन हेतु अन्य रिटलरों को नामित करना।
- 👉 रिटलरों के साथ लंबे समय हेतु संबंध स्थापित करना तथा इससे मैक हेतु सतत बिजनेस मॉडल तैयार करना।
- 👉 चूंकि ब्राण्ड हेतु एक पुल निर्मित हुआ है जिसमें मैक गैरेज/मैक सर्व हेतु नामांकन द्वारा और ज्यादा मैकेनिक ब्राण्ड एंबेसडर बनेंगे।
- 👉 नवरूपकारी ब्राण्डिंग विकल्प अत्यधिक मूल्य प्रभाव सुनिश्चित करेगा और लक्ष्यांकित सेगमेंट से संपर्कशील होगा।
- 👉 डिस्काउंट युद्ध से दूर होकर मैक ब्राण्ड के प्रिमियम प्राप्त करेगा।

हमने क्या किया



2014-15 में एक शहर से, 2016-17 में 24 शहर, भारत भर में अच्छी बढोतरी बतानेवाले मैक शहरों से ल्यूब्रिकेंट बिजनेस के लिए सिटी ब्राण्डिंग पहल एक बाजी पलटने वाली बन गई है।

2 MAK सर्व गराजों की परिवर्तनकारी ब्रेण्डिंग

हमारे व्यापार में मैकेनिक और गराज महत्वपूर्ण प्रभावकारी तत्व है क्योंकि अंत में वे ही अंतिम प्रयोक्ता की लुब्रिकेंट संबंधी पसंद नापसंद को प्रभावित करते हैं। किसी भी लुब्रिकेंट ब्राण्ड के लिए मैकेनिक जमीनी स्तर के ब्राण्ड अम्बैसेडर होते हैं। उन्हें मैक लुब्रिकेंट के प्रचार में शामिल करने के लिए हमने प्रसिद्ध मैकेनिक रन गराजों की 'मैक गराज' में रूपांतरित करने का अभिक्रम शुरू किया है ताकि उत्पाद और ब्राण्ड को लोकप्रिय बनाया जा सके।

ब्राण्डिंग एवं सेवाओं के जरिए गराज के साथ हमारी पार्टनरशिप का उद्देश्य बाजार में मैक ब्राण्ड का नाम और प्रसिद्धी निर्मित करना है यानि गराज

मालिकों तथा मैकेनिकों एवं वाहनधारकों सभी में मैक को लोकप्रिय बनाता है। सामान्यतः गराज ऑटो वर्कशॉप एरिया या आसानी से पहुंचनेवाले सड़कों पर होते हैं। सामान्यतः गराज के मालिक उनके द्वारा दी जानेवाली सेवाओं का प्रचार करते हैं और वहां फ्लेक्स बोर्ड, बैनर्स एवं तेल कंपनियों के भिन्न चित्रों से भरे होते हैं जिसे पहले स्तर की गराज ब्राण्डिंग कहा जा सकता है।

किसी भी ब्राण्ड के लिए लक्षित ग्राहकों तक ब्राण्ड जागरूकता निर्मित करना अत्यंत जरूरी होता है। लुब्रिकेंट श्रेणी में किसी ब्राण्ड विशेष की प्रचारित करने और उसे सफल बनाने में मैकेनिक बहुत महत्वपूर्ण भूमिका निभाते हैं। इन मैकेनिकों और उनके गराजों को नए-नए तरीके से मैक ब्राण्ड के प्रचार के लिए नियोजित किया गया क्योंकि ब्राण्ड की सफलता के लिए सम्प्रेषण या बात-चीत बहुत

गराजों की परिवर्तनकारी ब्रेण्डिंग

ब्राण्डिंग एक फायदे अनेक

- यह खरीदते समय मैक ब्राण्ड के लिए जागरूकता निर्मित करता है।
- यह एक दृश्यात्मक सूचना है और प्रीमियम गराज के साथ मैक के संबंधों का परिचायक है।
- यह मैक की पेशेवर छवि देता है।
- यदि ग्राहक गराज से लुब्रिकेंट नहीं खरीद रहा है/वहाँ की सेवाओं का उपयोग नहीं कर रहा है, फिर भी हमारे ब्राण्ड का विज्ञापन करता है।
- इसकी पहुंच और प्रभाव क्षेत्र में अत्यंत व्यापक है खासकर यदि यह अधिक जनसंख्या वाला है।
- अत्यंत प्रभावशाली मैकेनिक/गराज खंड में हमारी उपस्थिति स्थापित करने में मदद करता है।
- गराज मालिक और गराज मैकेनिक से दीर्घ अवधि संबंध बनाने में मदद करता है।
- हमें मैक ब्राण्डेड गराज का उपभोग करने में मदद करता है और ग्राहकों के लिए मैक ग्रेड की पसंदीदा बनाने में साधक बनता है साथ में गराज मैकेनिक से विशेषज्ञ सलाह भी मिलती है।
- ग्राहकों को ब्राण्डेड गराज मिलता है जो प्राधिकृत सर्विस स्टेशन के जैसा दिखता है और उसी तरह की अनुभूति प्रदान करता है।

जरूरी होती है। इस बात ने हमें 2 रे स्तर के गराज रूपांतरण के लिए प्रेरित किया। इस प्रकार समूचे गराज को मैक ब्राण्डेड प्राधिकृत सर्विस स्टेशन में रूपांतरित कर रहे हैं।

ब्राण्ड सम्प्रेषण को प्रीमियम ग्रेड तथा बीपीसीएल के रंगों का सुरुचिपूर्ण रूप से उपयोग करने पर केन्द्रित किया गया। ब्राण्डिंग के हिस्से के रूप में मनमोहक दो तरफ ब्राण्डेड सर्विसेस पाइलॉन भी गराज के प्रवेश द्वार पर लगाया गया। मैक गराज ब्राण्ड नाम कुछ समय के लिए प्रचलित था और यह निर्णय लिया गया कि इस अभियान के नाम को अधिक समकालीन मैक सर्व से एक नई पहचान दी जाए।



इस गतिविधि को देश भर में दोहराया गया ताकि इस अनोखे पहल से अधिकतम माइलेज और दृश्यता मिले। परिवर्तनकारी गराज ब्राण्डिंग को कार, बाइक्स, ट्रक, ट्रेक्टर और ऑटो रिक्शा गराजों पर लागू किया गया है। यह अभिक्रम मुख्यतः मैक के लिए ब्राण्ड जागरूकता और ब्राण्ड रिकॉल निर्मित करने के लिए है। इसका अंतिम प्रभाव इस प्रकार होगा :-

>>>उस गराज से बिक्री में इजाफा और साथ ही ब्राण्ड का प्रचार, इस प्रकार गराज वाले इलाके में बिक्री में इजाफा।

>>>मैकेनिकों के लिए मूल्य प्रस्ताव निर्मित करना जिससे अधिक मैकेनिकों को उनके गराज की दूसरे स्तर की ब्राण्डिंग के लिए नामांकित करना और गराजों से मैक ब्राण्ड का उपभोग करना।

>>>मैकेनिकों/गराज मालिकों के साथ दीर्घ अवधि

संबंध बनाना और इस तरह मैक के लिए एक टि काऊ व्यापार मॉडल बनाना।

त्रिउद्देश्यीय लक्ष्य के साथ यानि ब्राण्ड दृश्यता और उपलब्धता को सुदृढ़ बनाना, ब्राण्ड पसंद को ग्राहक तक पहुंचाना और गराज मालिकों एवं मैकेनिकों के साथ दीर्घ अवधि संबंध कायम करने में हमें आशा है कि 'मैक सर्व' गराज अभिक्रम से हम काफी लम्बा सफर तय करेंगे।

3 रिटेलर दुकानों की परिवर्तनकारी ब्राण्डिंग

लूब्स बाज़ार में, रिटेलर या काउंटर दुकान वे स्थान हैं जहाँ ग्राहक सीधे ब्राण्ड के सम्पर्क में आता है। रिटेलर कई तरह के ब्राण्ड रखते हैं और हमारे उत्पाद (मैक) को इनसे अलग रखने के लिए, इस स्थान में हमारे ब्राण्ड का स्पष्ट दिखाई देना आवश्यक है। दुकानों में विविध प्रकार के उत्पाद भरे होते हैं, यहाँ अनेक ओएमसी अपने-अपने

फ्लेक्स बोर्ड, पॉइंट ऑफ सेल युनिट्स, डिस्प्ले रैक इत्यादि रखते हैं।

खरीद स्थल में लक्ष्य घटक को प्रभावित करने के लिए, रिटेलर दुकानों में दृश्य रूप से संवाद साधना ज़रूरी है। एक बड़े ही अस्त-व्यस्त स्थान पर, जहाँ कई कम्पनियां खुदरा दुकानों में उपलब्ध हर जगह

पाने की होड़ में है, हमारे लिए इन सबसे हटकर कुछ अलग करना ज़रूरी था, जिससे हम भूमि स्तर पर ब्राण्ड की वांछित दृश्यता पा सकें। इस उद्देश्य से, सम्पूर्ण दुकान को विशिष्ट मैक लूब दुकान में परिवर्तित करने का प्रयोग किया गया। इससे अव्यवस्था की समस्या का समाधान हुआ और ब्राण्ड का वांछित प्रभाव न केवल उस दुकान





में हुआ, बल्कि उस पूरे इलाके में हुआ जहां वो दुकान स्थित था। इससे ब्राण्ड के प्रति व्यापक तौर पर, जागरूकता पाई गई।

इस अभिक्रम का मुख्य उद्देश्य है ग्राहकों को मैक ब्राण्ड के प्रति जागरूक करना और खरीदते समय इसे याद रखना। अंततः इसके निम्न लाभ होंगे।

>> उस काउंटर से बिक्री बढ़ाना और ब्राण्ड का

प्रचार करते हुए, उस इलाके के काउंटरों से बिक्री बढ़ाना।

>> रिटेलरों के लिए मूल्य प्रस्ताव सृजित करते हुए अधिक रिटेलरों को द्विस्तरीय ब्राण्डिंग हेतु दर्ज कराना और उनके काउंटर से मैक ब्राण्ड का विपणन करना।

>> रिटेलरों के साथ दीर्घकालीन संबंध स्थापित करना और इससे मैक का संपोषणीय मॉडल तैयार करना।

फायदे अनेक, प्रभाव भी

इस अभिक्रम को बाज़ार में अच्छी प्रतिक्रिया मिली है और कारोबार को निम्न लाभ हुए हैं

- ❖ रिटेलरों के लिए मूल्य प्रस्ताव सृजित करते हुए अधिक रिटेलरों को द्विस्तरीय ब्राण्डिंग हेतु दर्ज कराना और उनके काउंटर से मैक ब्राण्ड का विपणन करना।
- ❖ रिटेलरों के साथ दीर्घकालीन संबंध स्थापित करना और इससे मैक का संपोषणीय मॉडल तैयार करना।
- ❖ इस अभिक्रम को बाज़ार में अच्छी प्रतिक्रिया मिली है और कारोबार को निम्न लाभ हुए हैं :
- ❖ यह क्रय स्थल पर मैक ब्राण्ड की जागरूकता पैदा करता है।
- ❖ रिटेलर की दुकान में मैक उपलब्धता के बारे में यह जानकारी एवं संप्रेषण प्रत्यक्ष है।
- ❖ यह मैक की व्यावसायिक प्रतिमा स्थापित करता है।
- ❖ इससे हमारे उत्पाद का विज्ञापन होता है, यदि ग्राहक उस समय लुब्रिकेंट न खरीद रहे हो तब भी।
- ❖ इलाके में इसकी पहुंच और प्रभाव अत्यंत व्यापक है।
- ❖ अत्यंत प्रभावशाली मैकेनिक/गैराज घटक में हमारी उपस्थिति दर्ज कराने में सहायक है।
- ❖ कम्पनी द्वारा प्राधिकृत एवं विशिष्ट मैक लूब दुकान का प्रभाव देता है।
- ❖ यह एक लागत प्रभावी, दीर्घकालीन ब्राण्ड सम्प्रेषण है।



यह अभिक्रम, देशभर के सभी लूब प्रदेशों में लागू किया जा रहा है। यह हमारे ग्राहकों के मन में मैक ब्राण्ड की प्रतिमा मज़बूत करने में योगदान देकर, लूब्स की सामान्य भूतल विज्ञापन की अव्यवस्था से छुटकारा पाकर हमें उत्कृष्ट माइलेज एवं दृश्यता देने में सहायक होगी।



जानो अपनाओ **MAK**

भारत पेट्रोलियम कॉर्पोरेशन लिमिटेड का प्रमुख ब्राण्ड मैक लुब्रिकेंट्स, अपनी श्रेणी का सबसे तेज़ी से बढ़नेवाला ब्राण्ड है तथा मोटर वाहन एवं औद्योगिक खण्ड के लिए अनेक उत्पाद हैं। देशभर में फैले बीपीसीएल के रिटेल आउटलेट (पेट्रोल पंप) बाजार खण्ड में प्राथमिक एवं औद्योगिक लूब वितरकों के व्यापक नेटवर्क तथा औद्योगिक ग्राहकों को प्रत्यक्ष बिक्री द्वारा मैक लुब्रिकेंट बेचे जाते हैं। कोयला, ऊर्जा, सीमेंट, स्टील, अभियांत्रिकी, निर्माण एवं अवसंरचना जैसे प्रमुख क्षेत्रों तक भी मैक की पहुंच है और यह भारतीय रेलवे एवं रक्षा मंत्रालय जैसे सरकारी विभागों को भी लुब्रिकेंट की आपूर्ति करता है।

बीपीसीएल की मुंबई रिफाइनरी में बेस्ट-इन क्लास ग्रुप क्षे अ बेस ऑयल का उत्पादन होता है जो उत्कृष्ट गुणवत्तावाले लुब्रिकेंट्स की मुख्य सामग्री है। मैक द्वारा देशभर के तेल सम्मिश्रण संयंत्रों में विश्वस्तरीय संयोजियों के साथ सम्मिश्रित लूब्स उपलब्ध कराया जाता है और मैक के पास उत्कृष्ट लुब्रिकेंट्स, ग्रीस तथा विशिष्ट तेलों के 450 एसकेयू है जो 20 मिली से 210 लीटर के विभिन्न पैक में उपलब्ध होते हैं। नये तेल प्रतिपादनों में निरंतर अभिनवता और ग्राहकों की विशिष्ट आवश्यकतानुसार लुब्रिकेंट प्रदान करने से इस ब्राण्ड को, पेट्रोलियम उद्योग के अत्यंत प्रतिस्पर्धी क्षेत्र में सफलता प्राप्त हुई है।

हमारा नेटवर्क 14000 पेट्रोल पंपों, 700 विशिष्ट लुब्रिकेंट्स वितरकों और 71000 सेकेण्डरी ग्राहकों, जिनमें गैरेज, वर्कशॉप तथा मल्टी ब्राण्ड रिटेल दूकानें शामिल हैं जो देश के कोने-कोने में फैली हुई हैं।

इस बिजनेस का मूलाधार 3 संपूर्ण सुसज्जित ब्लॉडिंग एवं फिलिंग प्लांट और एक आधुनिक ल्यूब्स फिलिंग प्लांट है जो 60 आपूर्ति स्थानों द्वारा बाजार की आवश्यकताओं को पूरी करते हैं जिन्हें अत्याधुनिक सप्लाय चैन इष्टतमीकरण प्रणाली का सहयोग प्राप्त है जो ग्राहकों को समय पर उत्पाद की आपूर्ति और हमेशा उत्पाद की उपलब्धता सुनिश्चित करती है।

प्रतिस्पर्धा स्थानीय, क्षेत्रीय, या सिर्फ राष्ट्रीय प्रतिस्पर्धियों तक सीमित नहीं है लेकिन वैश्विक प्रतिस्पर्धियों में भी है जिसमें उत्पाद के मार्जिन पर दबाव बढ़ता है। चुनौतियों के बावजूद, मैक कई उत्पाद लेवल तथा बाजार इनोवेशनों को लाने में समर्थ रहा है। संशोधन एवं विकास के प्रति हमारी प्रतिबद्धता, विश्वस्तरीय लुब्रिकेंट्स के नई पीढ़ी को लाने में हमारी योग्यता को प्रतिबिम्बित करता है।

अनुमापी दृष्टिकोण से, आज जहां हम खड़े हैं, मैक से रोबस्ट वृद्धि जारी रखना अपेक्षित है। ये उपलब्धियाँ, प्रतिबद्धता और सभी स्टैक होल्डर, जिनमें हमारे सन्माननीय ग्राहक, एन्टरप्राइजिंग चैनल

भागीदार तथा सदैव सजग लुब्रिकेन्ट्स टीम के सदस्य हैं, के धैर्य से वास्तविकता बन गई है। ग्राहकों को दिए जानेवाले उत्पाद एवं सेवाएं बनाना, आधुनिक उपकरण के अनुसार उत्पादों के प्रकार बढ़ाना, विशिष्ट ग्राहक आवश्यकता के अनुरूप अपने उत्पाद विकसित करना और सर्वोत्तम सेवाएं इस ब्राण्ड के प्रमुख निष्पादन टैग सूचकांक हैं जो सुनिश्चित करता है कि उसका टैगलाइन - मैक से संभव है - को सार्थक करता है।

सुगठित तथा सही रूप से कार्यान्वित ग्राहक केन्द्रित अभिगमों से मैक स्वयं अपने पूर्व निष्पादन को वर्ष-दर-वर्ष चुनौती देता आया है और बाजार में स्थित विभिन्न स्थापित बहुराष्ट्रीय प्रतिस्पर्धियों हेतु आशंका प्रस्तुत करता है।

मैक विकास गाथा का एक अन्य महत्वपूर्ण पक्ष इसकी स्थापना से ब्राण्ड निर्माण पर इसका केन्द्रित अभिगम रहा है जो न सिर्फ मैक को अपने प्रतिस्पर्धियों से एक कदम आगे रखता आया है, बल्कि ब्राण्ड रि कॉल के रूप में भारत में प्रमुख तीन लुब्रिकेन्ट्स में अपना स्थान अर्जित करता रहा है। जर्नी के इस अंक में, हम मैक के कुछ परिवर्तनशील ब्राण्डिंग अभिगमों को प्रमुख ब्राण्ड निर्माण से ब्राण्ड गूजन की यात्रा पर ला खड़ा किया है।

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जर्नीज़ पाठकगण सर्वेक्षण

1. आप जर्नीज़ कितनी बार पढ़ते है ?

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 लीडरशिप अन्य

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

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लिखने की शैली	:
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छायाचित्रण	:

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

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5. जर्नीज़ ने मुझे इसके लिए प्रेरित किया :

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

7. भारत पेट्रोलियम के साथ आपका क्या संबंध है?

- कारोबार सहयोगी ग्राहक स्टाफ अन्य

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