**BPCL Partners with Bounce Infinity to Launch "eDrive Stores" to Accelerate EV Adoption**

**Mumbai, June 21, 2024:** Bharat Petroleum Corporation Limited (BPCL), a Maharatna and India’s second-largest government-owned downstream oil producer, proudly announces its strategic partnership with Bounce Infinity, India's pioneering made-in-India electric scooter manufacturer. This collaboration aims to strengthen electric vehicle (EV) adoption across the country through the launch of innovative “eDrive stores” at select BPCL retail outlets.

The new BPCL “eDrive stores” will be multi-brand hubs for the retail sale of electric two-wheelers, strategically located at BPCL retail outlets. These stores are designed to make EVs more accessible and to raise awareness among aspiring EV customers. For the first time, consumers will be able to purchase electric two-wheelers directly at BPCL fuel stations, facilitating a smooth transition from internal combustion vehicles to electric vehicles.

***Pardeep Goyal, Business Head, Retail at BPCL****,* *said, “At BPCL, we are continually advancing our services to support the nation’s sustainability goals. Partnering with Bounce Infinity is an integral part of our strategy to transform our fuel stations into versatile energy hubs that cater to the evolving needs of our customers and contribute to environmental sustainability.”*

This collaboration leverages BPCL's extensive network to transform select fuel stations into EV hubs where consumers can purchase, experience, and test ride Bounce Infinity's electric scooters. The eDrive stores will be operated by Bounce Infinity or through BPCL’s dealer network, ensuring a seamless customer experience. Each outlet will be equipped with charging points, making it convenient for customers to charge their vehicles on-site.

***Vivekananda Hallekare, CEO and Co-founder of Bounce Infinity,*** *commented, “This partnership strengthens our goal of sustainable mobility solutions. Bounce Infinity will now leverage BPCL's extensive retail network to offer consumers convenient access to our innovative range of electric two-wheelers. The flexible operation model of eDrive stores ensures consistent adherence to the highest quality standards and operational efficiency across all locations.”*

This initiative opens up exciting opportunities for BPCL dealers to become integral parts of the EV revolution, staying relevant in the evolving ecosystem. Bounce Infinity will provide marketing support, inventory management, and training to BPCL’s dealers operating eDrive stores, ensuring consistent product availability and enhancing customer satisfaction.

By targeting the large base of petrol two-wheeler owners who come to refuel at BPCL stations, this partnership aims to encourage a seamless transition to EVs. It marks a pivotal step in expanding BPCL’s market presence in India’s burgeoning EV sector. Strategic placement of eDrive stores at BPCL’s extensive network of retail outlets will increase visibility and customer engagement, solidifying BPCL’s role in promoting sustainable mobility solutions.

This collaboration not only strengthens BPCL’s position in the competitive EV market but also highlights its commitment to sustainable mobility solutions. It aims to provide seamless customer experiences, educate the public about EV technology, and drive forward-thinking innovations for a cleaner, greener future.

**About Bharat Petroleum Corporation Ltd. (BPCL):**

Fortune Global 500 Company, Bharat Petroleum is the second largest Indian Oil Marketing Company and one of the integrated energy companies in India, engaged in refining of crude oil and marketing of petroleum products, with presence in the upstream and downstream sectors of the oil and gas industry. The company attained the coveted Maharatna status, joining the club of companies having greater operational & financial autonomy.

Bharat Petroleum’s Refineries at Mumbai, Kochi and Bina have a combined refining capacity of around 35.3 MMTPA. Its marketing infrastructure includes a network of installations, depots, energy stations, aviation service stations and LPG distributors. Its distribution network comprises over 21,800+ Energy Stations, over 6,200 LPG distributorships, 525 Lubes distributorships, and 123 POL storage locations, 53 LPG Bottling Plants, 70 Aviation Service Stations, 4 Lube blending plants and 4 cross-country pipelines as on 31.03.2024.

Bharat Petroleum is integrating its strategy, investments, environmental and social ambitions to move towards a sustainable planet. The company has chalked out the plan to offer electric vehicle charging stations at around 7000 energy stations over next 5 years.

With a focus on sustainable solutions, the company is developing an ecosystem and a road-map to become a Net Zero Energy Company by 2040, in Scope 1 and Scope 2 emissions. Bharat Petroleum has been partnering communities by supporting several initiatives connected primarily in the areas of education, water conservation, skill development, health, community development, capacity building and employee volunteering. With ‘Energising Lives’ as its core purpose, Bharat Petroleum’s vision is to be an admired global energy company leveraging talent, innovation & technology.

**For further details, please get in touch with;**

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