

A Legacy of Trust, Loyalty and Excellence

For over five decades, BPCL has earned the trust of millions by consistently delivering quality, reliability and service excellence. Today, the brand continues to evolve beyond conventional fuel retailing, creating meaningful customer experiences and advancing cleaner, smarter energy solutions that support India's progress.

POWERING BRAND RESONANCE

To enhance brand recall, we continue to engage with customers through impactful campaigns, often involving famous celebrities. It has enabled us to embark on a purpose-driven and customer-centric marketing strategy that has consistently strengthened brand loyalty.



Our Brand Ambassador

RAHUL DRAVID: THE ENDURING FACE OF MAK LUBRICANTS AND PURE FOR SURE

We have renewed our association with Rahul Dravid, whose reputation for integrity and excellence continues to serve as the cornerstone of our brand strategy. Dravid personifies the values associated with MAK Lubricants and the iconic 'Pure for Sure' promise, helping us to elevate their premium positioning and strengthen our customer connect engagement across the nation.



This partnership transcends traditional endorsement. It is a strategic alignment that supports BPCL's vision of delivering integrated energy and mobility solutions. By associating with a figure who resonates so strongly with our audience, we reinforce the technological leadership of MAK Lubricants and the holistic value proposition of 'Pure for Sure'—combines quality fuels, digital convenience and a seamless forecourt experience.

This enduring relationship remains an important pillar in our journey toward becoming a future-ready, integrated energy company, consistently strengthening brand equity and customer preference.

Delivering Exceptional Customer Experience

RETAIL

We continued to strengthen our position as a trusted mobility brand by creating differentiated experiences through integrated campaigns for our flagship brands, Speed and MAK Lubricants. We reinforced our promise of performance, quality and reliability. Digital innovations such as UFill 2.0 made every interaction more seamless and convenient, while the expansion of BeCafés and enhanced wayside amenities transformed our retail outlets into engaging customer destinations. Together with our leadership in premium fuels, ethanol blending and CNG infrastructure, these initiatives deepened customer trust, strengthened brand affinity and reaffirmed BPCL as the preferred mobility partner for a rapidly growing India.

LPG

We reinforced our reputation as a trusted partner in India's clean energy transition by consistently delivering quality, reliability and customer-centric LPG solutions. Our 'Pure for Sure' quality assurance initiative and the expanding 'Zero Ka Dum' program is a testament to our unwavering commitment to safety and product excellence. Simultaneously, our AI-enabled customer feedback mechanisms strengthened responsiveness and consistently enhanced customer experience. Through the 'Ujjwala Sakhi' Initiative, we deepened our engagement with communities, promoting greater awareness and adoption of clean cooking practices across the country. Together, these initiatives strengthened customer trust, elevated BPCL's LPG brand as a symbol of quality and dependability and reaffirmed our commitment to expanding access to clean energy while enriching lives across India.

I&C

Delivering differentiated energy solutions with reliability and agility remained central to our Industrial & Commercial brand proposition. Through strategic partnerships, innovative fuel offerings and a digitally enabled customer experience, we deepened our relationships with industrial and commercial customers while reinforcing our commitment to delivering tailored, value-driven solutions. Our expanding presence in the marine fuels segment and continued focus on service excellence further enhanced customer confidence and reflected our ability to evolve alongside changing industry needs. Together, these initiatives strengthened BPCL's position as a preferred energy partner, distinguished by innovation, responsiveness and a sharp focus on customer success.



MAK

Innovation, performance and reliability continued to define the MAK brand as we expanded our reach across domestic and international markets. By strengthening our channel network, growing the MAK Serve Garage ecosystem and launching MAK Supreme Synth - our high-performance lubricant range - we enhanced customer confidence and reinforced MAK's reputation for quality and technical excellence. Our expanding presence across West Asia, Africa and South Asia reflected the growing global acceptance of the brand, while our focus on innovation and specialized offerings deepened brand preference across diverse customer segments. Together, these initiatives elevated MAK's standing as a trusted, high-performance lubricant brand, recognised for delivering superior value and powering progress across industries and geographies.

AVIATION

Reliability and service excellence continued to define our Aviation brand as we strengthened partnerships with leading domestic and international airlines. Our growing presence at key aviation hubs, including Navi Mumbai International Airport, together with the expansion of our international customer base, reinforced BPCL's position as a preferred aviation fuel supplier. Built on operational excellence and customer trust, these initiatives further improved our reputation as a dependable partner to the aviation industry.





Digital Initiatives

HelloBPCL

Our integrated digital ecosystem continued to simplify customer interactions across retail and commercial businesses.

- Unified HelloBPCL App with UFill 2.0 for digital fueling and service access.
- BPCL SBI Card ecosystem crossed 4.8 million cards.
- Biometric e-KYC using Face ID for faster, secure onboarding.
- Urja, an AI-powered conversational assistant for omnichannel customer engagement.
- HelloBPCL Portal for I&C customers enabling online indenting, invoice tracking, pricing simulation and QC reporting.

IRIS

Our AI-enabled Digital Nerve Centre continued to enhance operational excellence across the energy value chain.

- AI/ML-driven remote monitoring of retail outlets, terminals and LPG plants.
- Video analytics and IoT-enabled surveillance for operational safety.
- Intelligent monitoring of field assets and tank trucks.
- Centralized digital command center for real-time operational visibility and faster decision-making.

MAK DIGITAL

Digital platforms strengthened channel connectivity and enhanced customer engagement across the MAK ecosystem.

- MAKonnect integrated secondary sales management platform for distributors, retailers and DSRs.
- MAK QR Code solution enabled end-to-end bottle traceability.
- Digital supply chain visibility across the lubricants value chain.
- Customer rewards and engagement through QR-enabled authentication.

ENTERPRISE DIGITAL

Enterprise-wide digital solutions streamlined internal processes and improved business agility.

- SalesBuddy CRM for inspections and licensing management.
- Digital workflow automation across customer and business operations.
- Data-driven decision-making through integrated digital platforms.
- Enhanced collaboration, efficiency and governance through intelligent business application.

KEY OUTCOME

Built an integrated digital ecosystem that combines AI, intelligent automation and connected platforms to deliver seamless customer experiences, enhance operational resilience and accelerate data-driven decision-making across the value chain.