

BRAND IMPACT

Amplifying BPCL's Brand Recall

At BPCL, we understand that a strong brand comes from consistent performance, positive customer interactions, and a dedication to providing value everywhere we connect with customers. Our brand's influence comes from a marketing strategy that is purpose-driven and customer-focused, which helps build trust, loyalty, and relevance in the energy sector. In FY 2024-25, we further improved our brand's value through well-known ambassador collaborations, focused programs, and specific activities across our business units.

Our Brand Ambassadors

NEERAJ CHOPRA FOR **SPEED**

Neeraj Chopra, India's Olympic and World Champion in javelin, continues to power the story of BPCL's premium petrol brand - Speed. His journey of focus, resilience, and peak performance reflects the very essence of what Speed stands for: cutting-edge quality that enhances every drive.

As one of India's most admired athletes, Neeraj brings a sense of clarity and purpose to our brand, connecting especially with passionate, performance-driven

consumers. His grounded personality, combined with a relentless pursuit of excellence, mirrors BPCL's own values of precision, progress, and trust.

Neeraj's association with Speed goes beyond endorsement. It signals a shared commitment to raising the bar- be it on the track or on the road. With him, BPCL continues to inspire confidence, energy and high performance in every drop of Speed.



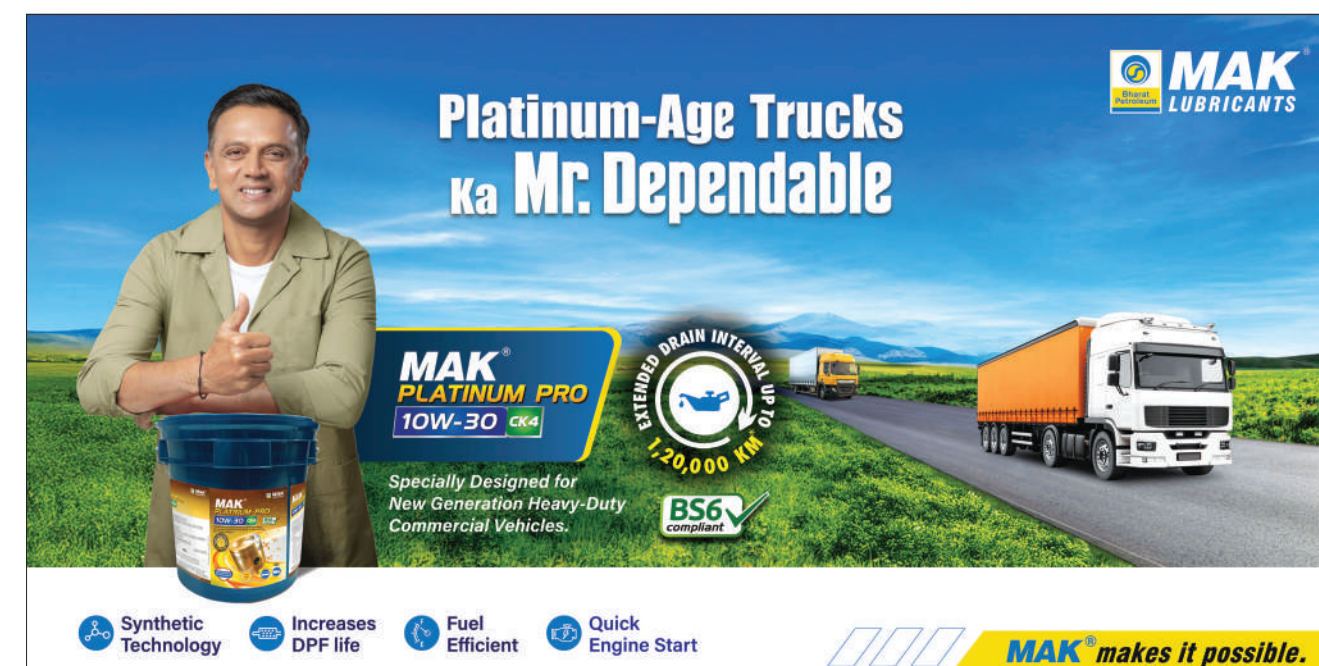
RAHUL DRAVID FOR **PURE FOR SURE** AND **MAK LUBRICANTS**

We are proud to continue our partnership with Rahul Dravid - India's legendary cricketer and one of the most respected names in global sport. With his contract renewed for another two years, Rahul Dravid continues to represent BPCL's MAK Lubricants and our iconic 'Pure for Sure' initiative.

Widely known as Mr. Dependable, Rahul Dravid embodies the values of integrity, trust, consistency, and performance - principles that are at the core of everything we stand for. His presence has reinforced our reputation as a brand that does not compromise on

quality or reliability. From national campaigns to local outreach, his calm authority and credibility have built a strong emotional resonance with our customers.

In a competitive market, dependability becomes a true differentiator, and with Rahul Dravid, BPCL has found the perfect voice to champion this virtue. His steadfast image reinforces our brand promise of consistent quality, integrity, and long-term trust. This strategic alignment not only strengthens our market positioning but also deepens the confidence our customers place in us - every single day.



Brand Impact

Putting our Customers First, Always

► RETAIL: UFill

UFill is redefining the fuel retail experience by ensuring our customers complete control, transparency, and convenience during the fuelling experience. This digital solution allows users to preset the fueling amount through UPI payment on the phone, eliminating manual intervention and ensuring immediate refunds for any unused amounts.

Compatible with all major UPI apps and with the HelloBPCL App, UFill simplifies transactions without requiring additional downloads. The system ensures a secure, smart and swift fueling experience while building customer trust. Already operational at over 15,000 fuel stations, UFill will soon be available nation-wide, setting a new standard in the industry.



► MAK: MAK LUBRICANT SOLUTIONS

MAK Lubricant Solutions is a strategic initiative aimed at positioning the MAK brand as an innovative and reliable solutions provider. Reflecting our strong customer-centric focus, MAK Lubricants has evolved from a traditional lubricant supplier into a comprehensive lubrication solutions partner.

Under the umbrella of MAK Lubricant Solutions, we offer premium products and value-added services that improve equipment performance and minimize downtime and operational costs. These products and value added services support long-term sustainability through efficient lubricant usage, waste reduction and extended fluid life across industries.

Key Offerings

Our comprehensive MAK offerings are designed to enhance operational efficiency and sustainability for our customers. Through MAKLubeMonitor, we track oil condition to detect wear and contamination early, thereby extending fluid life. MAKFiltrPro enables the

reclamation of used oils to performance-grade standards, helping reduce consumption and promote circularity. With MAKLubeSurvey, we conduct on-site lubrication assessments to ensure optimal product selection, while MAKxpert provides specialized training and consultation on best practices in lubrication management. Our

MAKMobileLab facilitates real-time oil diagnostics at customer sites, enabling faster and more informed maintenance decisions. Collectively, these solutions continue to deliver measurable value across key sectors including manufacturing, mining, construction, power and precision engineering.



► LPG: PURE FOR SURE (PFS) LPG DELIVERY

Our Pure for Sure (PFS) initiative for LPG ensures that LPG cylinders reach customers safely and without tampering. Each cylinder comes with a special QR-coded seal developed by BPCL. This seal helps track the cylinder from the filling plant to the customer, storing key details like weight and fill time in the cloud. Customers can scan the code to confirm authenticity, if the seal is tampered with, the code will not work. Around 5,000 refills are delivered daily using this system, helping prevent underfilled or fake cylinders. After a successful trial in Lucknow, PFS has expanded to four more cities and will gradually roll out nationwide.

► AVIATION: STRENGTHENING CUSTOMER SUPPORT WITH 24X7 SERVICES

To improve service and build stronger connections with aviation customers, BPCL introduced two key initiatives: dedicated Relationship Managers and a 24x7 Customer Service Cell.

Each non-scheduled airline customer is now supported by a single point of contact, a Relationship Manager, who helps with all service-related needs and ensures regular communication and quick issue resolution. The 24x7 Customer Service Cell provides round-the-clock assistance for urgent fueling requests, last-minute changes, and other operational needs. This has improved service at smaller airports, where timely coordination is essential. Collectively, these efforts have led to faster response times, higher customer satisfaction, and greater trust in BPCL Aviation.

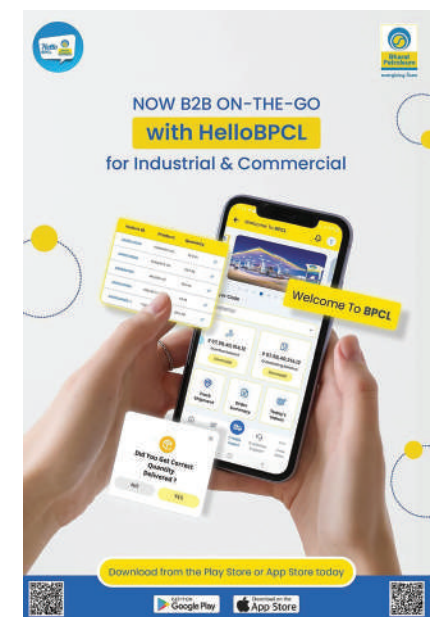


► I&C: STREAMLINING B2B WITH HELLOBPCL

In FY 2024-25, our Industrial and Commercial (I&C) Business Unit made it easier for customers to manage their operations by bringing its B2B services to mobile through the Hello BPCL app. Earlier available only on desktop browsers, the platform can now be accessed anytime on smartphones.

Over 2,800 customers have already started using the app, which allows them to track orders, download invoices and reports, check pricing, and manage accounts more easily. This move has facilitated faster services, reduced reliance on desktops, and improved customer experience across sectors like power, railways, cement, and engineering.

Looking ahead, BPCL plans to enhance the app with personalized features, such as tailored messages, seasonal offers, and cross-promotions, to deepen customer engagement and add more value.



IMPACT OF DIGITAL TRANSFORMATION

In FY 2024-25, our efforts across both customer-facing and operational domains have been received well.

118+ Mn

Annual transactions on UFill

₹ 5,361 Cr

Worth transactions on UFill

6,140 TKL

Volume through digital loyalty program per year

₹ 91,500 Cr

Worth transactions through HelloBPCL per year

48.83 Cr

LPG bookings done through digital/phone medium per year