



CONSUMER RETAILING

The Consumer Retailing Business Unit is pursuing an omnichannel rural retail strategy through its 'touch and feel' convenience stores, offering FMCG, daily essentials, durables and services in rural India.

Key Highlights

- ⦿ 200+ Kiosk campaigns conducted in rural haats, melas, and village gatherings, facilitated through Urja Devi coordinators.
- ⦿ The stores create an ecosystem of non-fuel offerings around the retail outlet and LPG distributorship, providing opportunities for additional revenue generation for both BPCL and our channel partners.
- ⦿ The Urja Devis serve as BPCL's mascots in deep rural areas, actively promoting our products and services.
- ⦿ A holistic model of sourcing has been developed through BPCL's own warehouses and assisted sourcing, offering a wider range of products at the stores.
- ⦿ Reached lakh of rural customers through multi-platform social media campaigns promoting store visibility in rural areas.