

Sec.3.4.1(L)

17th June, 2016

The Secretary,
BSE Ltd
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
BSE Scrip Code: 500547

The Secretary,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No C/1,
G Block, Bandra-Kurla Complex
Mumbai 400051
NSE Symbol : BPCL


Dear Sir/Madam,

Sub: Press Release: Rural Marketplace initiative 'Umang'

We enclose herewith Press Release on the launch of rural marketplace initiative, 'Umang'.

This is for your information and record.

Yours faithfully,
For Bharat Petroleum Corporation Limited



13
(S V Kulkarni)
Company Secretary

Encl.: A/a..



भारत पेट्रोलियम कॉर्पोरेशन लिमिटेड
भारत भवन, 4 और 6, करीमभाय रोड,
बेलाई इस्टेट, मुम्बई - 400 001.

Bharat Petroleum Corporation Limited
Bharat Bhavan, 4 & 6 Currimbhoy Road,
Ballard Estate, Mumbai - 400 001

प्रेस विज्ञापि
PRESS RELEASE

Umang
De armaanon ko pankh

Oil marketing major, M/s Bharat Petroleum (BPCL), launched its Rural Marketplace initiative at a colourful event held on 17/06/2016 in Niphad town of Nashik District. The formal inauguration was done by BPCL's Chairman and Managing Director, Mr S. Varadarajan in the presence of BPCL's Director (Marketing), Mr S. Ramesh. The event was attended by local villagers, customers, traders, and administrative officials.

Formally named as "Umang", BPCL through this initiative would bring to the rural population, a wide range of services round the clock. These include assisted e-commerce, money transfer, cash withdrawal, mobile/DTH recharges and utility bill payments.

The customers can also avail a large number of Government services at the "Umang" kiosk, like PAN card enrolment, passport enrolment, Aadhaar card printing. Apart from these Government services, the "Umang" kiosk would also provide need-based agri-advisory services. To avail of the agri-advisory services, the farmers will need to enrol themselves at the "Umang" kiosk.

BPCL has also at some of these "Umang" centres, opened 2 wheeler service centres that would provide a quick check up of a bike or a complete service at best rates with genuine spare parts.

Most of these services and facilities are not freely available in rural India and villagers are often forced to tread long distances to avail these services and facilities.

"Umang" has been designed by BPCL keeping the convenience of the rural population in mind. To do this, they have leveraged the strength of their channel partners, domain partners, customer base and technology. It is available at selected BPCL petrol pumps and LPG distributors.

Through the "Umang" initiative, BPCL will give rural customers, access to a vast range of products and services at a very affordable price.

www.bharatpetroleum.in



In case of any clarifications please contact General Manager (Brand & Public Relations)