

जर्नीज़

Issue No. 24 / July-Sep 2025



JOURNEYS

Connect:       | Energising Dealers and Distributors

A **129**-YEAR LEGACY OF PASSION,
PERFORMANCE, AND PROGRESS



Hon'ble Prime Minister
Inaugurates CGD Project
in West Bengal

MAK Lubricants Earns the
Coveted 'Prestigious Brands
of India Award 2025'

A Shower of Accolades at the
19th Global Communication
Conclave 2025

BPCL – Most Preferred
Workplace for Women



A.R. Damodaran Mudaliar & Co.

EDITORIAL

Bharat Petroleum has a rich history of forging strong bonds of trust, innovation, and growth with its channel partners. In this issue, we present to our readers an inspiring tale of one such enduring relationship that has transcended time and multiple generations. Alongside, we also cover several deeply impactful initiatives that define us and our innovative sectoral leadership.

Bharat Petroleum is ceaselessly expanding its City Gas Distribution (CGD) network across the nation, and the laying of the foundation stone of the CGD project in Bankura and Purulia districts of West Bengal by Shri Narendra Modi, Hon'ble Prime Minister, is one more step in this strategic endeavor. We cover this event in our Spotlight section.

With a view to tapping new opportunities, we forged several strategic alliances – in CBG, more accessible dealer finance, as well as strengthening and futureproofing our supply chains.

We are defined by our customer-centric innovation. MAK Lubricants showcased a comprehensive range of lubricants at the 15th Roads & Highways (RAHSTA) Expo 2025, demonstrating our leadership in infrastructure lubrication solutions.

There has also been another interesting initiative by MAK Lubricants to honour and acknowledge the crucial contributions of automobile mechanics in a very special and innovative way. Want to know the 'what' and 'how' of it? Then, simply jump to the special story in this issue that covers our one-of-a-kind nationwide "Radio" campaign.

Our innovation and excellence were recognised at several prestigious award platforms. Bharat Petroleum was in the limelight at the Goalfest Conclave 2025, where MAK Lubricants was chosen among the 'Prestigious Brands of India 2025' in the Automotive Lubricants category. We shined bright at the 19th Global Communication Conclave 2025 hosted by the Public Relations Council of India (PRCI), winning the 'Champion of Champions Trophy,' as well as victories across as many as 14 categories.

Bharat Petroleum has been adjudged the 'Most Preferred Workplace for Women 2025-26,' which is a testament to our resolute commitment to inclusivity, empowerment, and building a strong workplace culture, irrespective of gender. Among several other coveted awards, BPCL-CPO (Refineries) achieved national recognition at the ISM-India Awards 2025, securing two award wins.

A shared vision unites us with our channel partners, nurtured by a relentless quest for excellence. Our cover story narrates the entrepreneurial journey of an enterprising business family – an inspirational saga that exemplifies enduring trust and ceaseless growth spanning multiple generations.

According to the World Health Organization, high blood pressure affected 1.4 billion people globally in 2024. If not controlled and treated inadequately, it could lead to serious health issues, and even fatality. In our Health section, we provide a broad overview.

This edition brings you an easy recipe to prepare the delicious and very popular dish of Mutton Biryani. Aromatic and enticing, the dish packs sheer delight in its layered textures, combining rich taste with spicy fragrance.

Serving you incisive and informative stories is our constant endeavor. We would be glad to have your suggestions to enhance our offerings.

Happy Reading!

Sheilagh Nair

General Manager
(Public Relations & Brand)

Journeys

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Editor

Sheilagh Nair

Advisory Council

Raman Malik
Head (PR & Brand)

Brand Process Club Members

Hindi Edition

Hindi Cell (Western Region)

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Sheilagh Nair
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Website: www.bharatpetroleum.in

Editorial Correspondence

nairsheilagh@bharatpetroleum.in
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जर्नीज़

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संपादक

शीला नायर

सलाहकार परिषद

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प्रमुख (जनसंपर्क एवं ब्रांड)

ब्रांड प्रोसेस क्लब मेंबर्स

हिंदी संपादन

हिंदी कक्ष (पश्चिम क्षेत्र)

मुद्रक एवं प्रकाशक

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मुंबई - 400 001
वेबसाइट: www.bharatpetroleum.in

संपादकीय पत्राचार

nairsheilagh@bharatpetroleum.in
सिर्फ निजी प्रसारण के लिए

सभी अधिकार आरक्षित

किसी भी रूप में पुनर्मुद्रण संपादक की लिखित अनुमति पर निर्भर है।

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बनाइये खाना, परोसिये प्यार:
मटन बिरयानी

A 129-Year Legacy of Passion, Performance, and Progress

This is a captivating story of a family business that started with the spark of an idea, and has grown in leaps and bounds over its 129 years of existence, expanding strategically and adopting modernity with changing times.



The year was 1896 at Panruti in Tamil Nadu, a time when kerosene lamps lit the evenings, and electricity was a distant dream for most households. Amidst the bustle of cashew and peanut trade, a visionary entrepreneur Shri M. Appasamy Mudaliar was already looking beyond the horizon. He shipped produce overseas, imported goods from the United Kingdom, and with sharp foresight, stepped into a new frontier — fuel retailing business. What began with barrels of kerosene and light diesel oil would soon grow into one of South India's most enduring business legacies.

Foundations of a Fuel Retailing Business

With his sharp business instincts, Shri Appasamy Mudaliar partnered with Burmah Oil Company and Assam Oil Company, introducing fuels at a time when electricity was a luxury. In those days, kerosene lit homes and powered cooking stoves, while light diesel oil kept small engines running. His ability to spot opportunities and respond to demand laid the foundation for a fuel retailing business that soon became a lifeline to households and industries across South India.

Early Years

After Shri Appasamy Mudaliar's passing, the business was carried forward by his brother, Shri M. Vedachala Mudaliar,

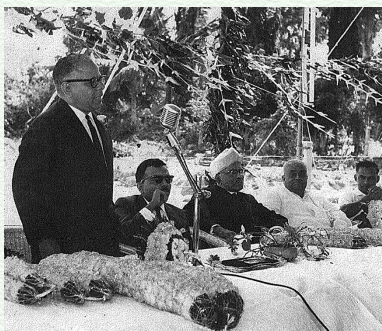
and his son, Shri M. A. Krishnaraj Mudaliar. Under their leadership, the enterprise grew into a formidable network, stretching from Madras (now Chennai) to Pudukottai, with more than 200 Burmah-Shell outlets across towns and villages. Although most of these village outlets brought relatively small revenue, cumulatively the business was among the most successful entities in the region.

They were pioneers of their time, introducing dispensing pumps as automobiles became common, shifting focus from kerosene to petrol and high-speed diesel. In a bold experiment to boost sales, the family even launched a bus company, Shell Motor Service. Though later sold, the venture remains a fascinating chapter in the company's legacy.

A Turning Point

The early 1940s brought tragedy when Shri M. A. Krishnaraj Mudaliar succumbed to yellow fever. His untimely passing forced a reorganisation: the business was divided between Shri M. Vedachala Mudaliar and his nephew-in-law Shri A. R. Damodaran Mudaliar, who had married Shri Krishnaraj's daughter.

By then, the group had already begun consolidating its operations, shifting focus from a sprawling 200-outlet



network to a more strategic cluster between Chennai and South Arcot district, in Tamil Nadu.

Finally, in 1951, the split was formalised, whereby Shri Vedachala Mudaliar retained outlets from Chromepet to Tindivanam and Pondicherry, while Shri A. R. Damodaran Mudaliar founded A.R. Damodaran Mudaliar & Co., headquartered in South Arcot district.



The Baton is Passed

Till 1976, the firm was run solely by Shri A. R. Damodaran Mudaliar. He later inducted his family as partners, weaving them into the fabric of the business. Smt. Andal Damodaran

(wife), Thiru Aswath Narayan and Thiru D. Sathyanarayanan (sons), Smt. Kalpana Sabanayagam (daughter), Smt. Vijayalakshmi Anantha Krishnan and Smt. Tripura Sundari (sisters), Thiru Hari Krishnan (nephew), and later joined by Smt. Urmila Sathyanarayanan (daughter-in-law) and Smt. Narayani Samyuktha Sathyanarayanan (granddaughter).

The business was steered by Thiru A. R. Damodaran until 1986, when his son Thiru D. Sathyanarayanan took on a leadership role. In 2016, the torch passed to the next generation, with Smt. Narayani Samyuktha joining operations.

Presently, the dealership thrives under the stewardship of Shri D. Sathyanarayanan, who oversees financial planning and compliance, and his daughter Smt. Narayani Samyuktha, who leads day-to-day operations, digital adoption, and customer engagement.

From Bullock Carts to Tankers: Always Moving Forward

From kerosene lamps to EV chargers, and from highways to town centers, A. R. Damodaran Mudaliar & Co. has shown remarkable foresight, and commitment to customer service.

For over 125 years, the guiding motto has remained unchanged: ***"To serve every customer with trust, reliability, and innovation."***

In those pioneering years, fuel distribution itself was a

challenge. The product was carried in tanks mounted on bullock carts, going from household to household. Customers received exactly the quantity they desired, measured out with calibrated cans — a system that built trust right at the doorstep.

As demand grew, the supply chain modernised. Products began arriving through railway tank wagons or packed cans delivered by trucks, which were then distributed locally. To keep pace with this growth, the family invested in its own 8 kL tank trucks, transporting fuel directly from Chennai terminals. Over time, this fleet was upgraded to 12 kL vehicles, and eventually to today's 20 kL and larger tankers that deliver with speed and efficiency.

A. R. Damodaran Mudaliar & Co., with its chain of 11 Retail Outlets (ROs), is not just a dealership — it is a heritage institution, blending tradition with modernity, and standing tall as a symbol of a family's dedication to the fuel retailing business.



What began as a bullock cart service has grown into a state-of-the-art logistics network, magnifying the service factor manifold. Technology has changed over the years, but the dealership's promise of service hasn't.

Modern Retail & Customer Focus

"We have embraced modern retail practices. We have always provided our customers the benefit of latest technology by offering them more choices, extra convenience, as well as prompt and courteous service," says Samyuktha, sharing the customer-centric approach of the dealership.

UFill has been enthusiastically accepted as a novel option by customers as the swift fill-and-go option, with enhanced transparency and trust. **Digital payments** were embraced at their ROs several years ago, and are encouraged as the preferred payment mode. **Non-fuel retailing** is available at the ROs to refresh both drivers and travellers, extending hospitality beyond fuel. **CNG filling and EV charging facilities** support new-age vehicles and help in the nation's



quest to decarbonising transportation. What's more, **Quick Oil Change (QOC)** machines have been installed at all their outlets, delivering the highest free oil changes in the district. In addition to all this is the extra touch of care with **24x7 free nitrogen/air** service with leak checks and cap replacements, making road safety accessible to all customers round the clock.

More than Fuel: A Relationship for Generations

The dealership greatly values its relationship with customers, which is reciprocated by their patrons in equal measure.

"At A. R. Damodaran Mudaliar & Co., our greatest strength is not just fuel — it is the trust that spans generations. Many of our customers have been with us for 30, even 40 years. Their grandfathers visited our outlets when diesel was just 25 paise a litre, and today their children and grandchildren continue the same tradition. Every visit carries with it a story of continuity, reliability, and shared growth," reminisces Samyuktha.

COVER STORY

One long-time customer put it beautifully: "My grandfather used to stop his bullock cart here for a litre of diesel at 25 paise. My father continued the same. Today, I drive in with my car — and the greeting faces still welcome me like family."

The dealership has built long-term relations with customers by going the extra mile.

Uninterrupted availability of fuel is maintained, ensuring that the tanks never run dry; rain or shine, fuel is always ready. The patronage of customers is appreciated through loyalty schemes, oil change melas, and gifts such as water bottles, towels, kitchen equipment, and household goods. In business, relations are pivotal for ensuring customer loyalty. It is their personal touch that keeps customers not only coming back but also bringing the next generation along with them.

"Our Unique Selling Proposition (USP) is simple — we don't just sell fuel. We nurture relationships. Customers

four of them were personally trained and appointed by our founder, Shri A. R. Damodaran Mudaliar, and they continue to embody his values. Our longest-serving employee has been with us for 38 years, and many others have grown into leadership roles over time," shares Samyuktha.



Samyuktha recalls how one senior manager summarised his journey with the dealership to her. In his words: "Your grandfather taught me how to serve every customer with honesty and patience. Even today, when I guide new staff, I remind them of his words: service first, everything else will follow,"

The dealership has always ensured financial security for their employees. Even before it was mandatory, the dealership introduced Provident Fund (PF) and Employee

State Insurance (ESI) for their staff based on a strong belief in caring for those who serve alongside them.

"At A. R. Damodaran Mudaliar & Co., we believe that happy staff makes for happy customers. Our philosophy is simple: when we care for our people; they care for our business," Samyuktha adds.



trust us because we stand by them, employees stay because we treat them like family, and together, we have built a legacy that fuels lives and livelihoods," says Samyuktha.

Growing Together as a Family

The dealership firmly believes that its team is its family.

"The managers who run our outlets are true gems —

Every time a staff member delivers efficient, hassle-free service, they are appreciated and encouraged on the spot. These small but consistent words of recognition build pride and motivation. They always remind the staff that "Customers are paramount." This simple truth brings the team together to collaborate, improve service, and ensure that the never lose sight of why the dealership exists. Staff are incentivised based on sales, making them feel that they share directly in the profit. This sense



of ownership makes them more responsive, customer-friendly, and personally invested in the outlet's success. For the dealership, achievements are never just numbers; they are moments of joy. When an RO wins an award, they celebrate the occasion with their staff by organizing cake-cuttings and shared meals, with both vegetarian and non-vegetarian options to make everyone feel included and cared for.



differently-abled, enabling them to maintain accounts, manage key responsibilities, and even train as Driveway Salesmen (DSMs) depending on their capabilities.



Inclusivity & Empowerment

The dealership actively supports women's employment at its outlets, with careful focus on encouraging them to balance their professional roles with commitments at home. Also, they provide opportunities for the

Caring Beyond Business

Through their Family Trust, they provide scholarships to the children of employees, helping them pursue school and college education. Many of their staff families proudly narrate how these scholarships enabled their children to become professionals and build successful futures.

Every Pongal, employees are gifted a bag of rice and clothes, ensuring that the harvest festival is celebrated with dignity and joy in every household. Beyond gifts, it is a gesture of honouring the people who fuel our journey every day.

Compassion extends beyond people to animals as well. Notably, the Mudaliar family provide gentle care to animals in distress.



Awards & Recognition: Celebrating Excellence across Generations

Over the decades, A. R. Damodaran Mudaliar & Co. has not only earned the trust of customers but also industry recognition. Each award reflects their commitment to service, performance, and innovation.

The 'Lifetime Achievement Award,' conferred on Shri A. R. Damodaran Mudaliar by then BPCL Chairman Shri Behuria at Mumbai, honoured him for his pioneering role and contribution to the fuel retailing business. The Best Performing RO (Runner-Up) is another proud achievement. It is a testament to their efficiency, dedication, and customer focus at their Retail Outlets. Similarly, Quick

Oil Change awards have recognised their fast and reliable oil change services that keep customer vehicles running smoothly. The dealership was one of the earliest in the region to facilitate digital payments. The 'FINO Award for Largest Number of Transactions' is a national-level recognition they have earned for leading the country in digital banking transactions, acknowledging their early adoption of financial technology. Sale performance in MAK range of products is another area where the dealership shines. This is evident in the Freedom Fest Performance awards they have been bestowed with for celebrating excellence during special campaigns, achieving outstanding sales, and enhancing customer engagement. Speed Sales awards acknowledge the superior performance



of the dealership in promoting 'Speed' fuel and related products, while the Lube Sales awards they have won demonstrate consistency in exceeding targets in lubricant sales through customer trust and proactive service.



Each award is more than a trophy; it is a reflection of a promise to innovate, to serve with integrity, and to remain a trusted partner to customers and community.

COVER STORY



as statutory aspects like pollution control norms, other compliances, as well overall feasibility of a proposal," adds Samyuktha, brimming with confidence.

For 129 years, the Mudaliar family has steered a business that is an amazing example of Bharat Petroleum's enduring relationships with its channel partners. With incessant growth over this entire period, the enterprising family is looking forward to unveiling new vistas in the years ahead.

What the Future Holds

On potential growth areas for the present and the future, Samyuktha was clearly bullish on CNG, while equally emphasising the importance of flex fuels and EV charging.

"The future spells wider fuelling choices for customers. CNG has appeared strongly on the business scene. We are witnessing rapid growth in this segment. It is today's fuel and that of the future. Flex fuels, with ethanol blending, are important for the nation's energy security, and they help reduce emissions. In step with the latest tech advances in powering vehicles, we have expanded our EV charging facilities," says Samyuktha, confident of an even brighter future.

"Now, we are at a stage where we are also considering making investments in alternative/novel fuel production, if we find a suitable opportunity. For example, setting up a Compressed Biogas (CBG) plant is something we could perhaps be interested in. However, before that, we have to consider several things such



Hon'ble Prime Minister Lays Foundation Stone of CGD Project in Bankura and Purulia Districts of West Bengal

In a significant step towards expanding the City Gas Distribution (CGD) network in India, Shri Narendra Modi, Hon'ble Prime Minister, laid the foundation stone of the CGD project in Bankura and Purulia districts of West Bengal on July 18, 2025.

LPG, Lubes, Brand, Coordination and Aviation as well as senior officials from major PSUs, viz., IOCL, HPCL, DVC, etc. This collective presence highlighted the national importance of the project and the shared commitment across India's energy ecosystem.

The Bankura & Purulia CGD project in West Bengal, with a total cost of ₹1,950 crore, aims to provide Piped Natural Gas (PNG) connections to 5,55,999 households, 250+ commercial and 35+ industrial customers and also establish 29 CNG Stations for vehicular fuel across Geographical Areas (GAs), in line with Minimum Work



Joining the Hon'ble Prime Minister on stage was Dr. C. V. Ananda Bose, Hon'ble Governor of West Bengal, Shri Hardeep Singh Puri, Hon'ble Union Minister of Petroleum and Natural Gas (MoP&NG), and a galaxy of other dignitaries.

The event, hosted by GAIL in Durgapur, had the gracious presence of Shri Pankaj Jain, Secretary, MoP&NG, Shri P. M. Khanooja, Addl. Secretary, MoP&NG, Shri D. K. Ojha, DDG, MoP&NG, other MoP&NG dignitaries, along with Shri Sanjay Khanna, C&MD and Director (Refineries), Shri Subhankar Sen, Director (Marketing), Mr. Rahul Tandon, Business Head (Gas), and Mr. Rouf M. Khan, CGM (Projects & Marketing), Gas, Mr. Sudipto Mukherjee, Head (Retail), East, and Mr. Vilas Pathrabe, Head (LPG), East, along with other senior BPCL officials.

The occasion witnessed strong representation from BPCL's other Business Units and Entities, including Retail,

Program (MWP) target as per authorisation by Petroleum and Natural Gas Regulatory Board (PNGRB), as well as laying steel pipelines to build a robust gas distribution infrastructure.

The project is slated to generate employment, stimulate local development and enhance the quality of life of the people in these districts, besides playing a critical role in transitioning the state of West Bengal towards a gas-based economy by connecting Bankura and Purulia districts to the "One Nation, One Gas Grid" vision of Govt. of India. The project is scheduled to be completed by March 2030.

Speaking on the launch, Shri Sanjay Khanna said, "This project marks a major step forward in our mission to make clean and affordable energy accessible to every corner of India. With the Hon'ble Prime Minister laying the foundation stone today, we are proud to begin



By providing a robust and efficient gas distribution infrastructure, this CGD project sets the stage for sustainable development and a cleaner environment in these districts.

Maiden Visit of Director (Marketing) to Rohtak CGD

this transformative journey in Bankura and Purulia — empowering lives, driving economic development, and contributing to India's vision of energy independence and environmental stewardship."

Impact of the Project

The project is expected to have a significant impact on the environment, employment, and the communities. It aligns with India's net-zero emission goals, promoting natural gas as a cleaner alternative to conventional fuels by reducing air pollution and greenhouse gas (GHG) emissions. The project is expected to reduce GHG emissions by approximately 27%, amounting to a total reduction of 191 TMT over a 25-year period. This is equivalent to planting 3.46 lakh trees per year and 86.8 lakh trees over the project period of 25 years.

The project is also expected to create over 15 lakh man-days of direct and indirect employment, boosting local economic growth in these districts. Once fully operational, a population of over 65 lakh will enjoy a convenient, reliable, environment-friendly, and cost-effective fuel supply.

Rohtak CGD had the honour of welcoming Shri Subhankar Sen, Director (Marketing) on his maiden visit to Gas Business Unit (BU) in the presence of Mr. Anoop Taneja, Head (Gas), North, on August 18, 2025. It was an eventful day in the presence of Director (Marketing), with territory apprising him on the Geographical Area (GA) overview and business landscape as well as visit to key gas infrastructure, i.e., GSPL-GIGL IP Station, City Gate Station (CGS), District Regulating System (DRS) as well as customer outreach and touchpoints.



Visit to Maruti Suzuki – a premier PNG industrial customer

Director (Marketing), along with Head (Gas), North and Territory team visited M/s. Maruti Suzuki Industries Limited (MSIL) and was greeted by Mr. Rohit Narula, R&D unit Head, along with his management team. MSIL management gave an overview of their only R&D facility of India in Rohtak and also updated about the ongoing

IN SPOTLIGHT

work underway at the R&D centre on different fuels and variants of ethanol right up to E100.



also visited DRS at industrial model town area and took stock of its working and its importance in the activation of PNG industrial, commercial and domestic customers in the GA.

Director (Marketing) acknowledged and appreciated the contribution and efforts of Rohtak GA in our Gas business and motivated all to scale it further with a coherent vision. The team is energised and geared up to enhance its performance to achieve many more milestones ahead.

Director (Marketing) apprised MSIL about the work being done by BPCL in the field of green hydrogen, EVs and other research work at our R&D facility in Greater Noida. He briefed them about our close association with automobile industry, and we being sponsors of BAJA SAE & SUPRA SAE. The visit was marked by impactful discussions on research advancements in energy and automobile sector.

Visit to DODO

Director (Marketing) also visited our Dealer-Owned-Dealer-Operated (DODO) M/s. BVR Gas Petroleum, strategically located on the exit of Rohtak when moving towards Delhi on the National Highway-90, which is playing a crucial role in augmenting the CNG volume of the Geographical Area (GA). He appreciated the efforts made by the dealer for pushing sales and also enquired about the customer and route profile of the RO and shared key marketing insights to enhance the sales at the RO.

Visit to CGD IP Station of GSPL

He visited Gujarat State Petronet Limited (GSPL) GSPL India Gasnet Limited (GIGL) IP station, where GSPL team briefed him on their complete pipeline network operations. This was followed by a visit to our CGS, where the Territory team updated him on the criticality of its operations and its role in the CGD network. He

Director (Marketing) Inaugurates Kochi Lubes C&F Warehouse

On August 31, 2025, the "Kochi Lubes C&F Warehouse" was inaugurated by Shri Subhankar Sen, Director (Marketing), in the presence of Mr. Aditya Mathur, Head (Lubes), South, marking a new chapter for the Kochi Lubes Territory under Southern Region.

Amidst Kerala's Onam festivities, a traditional welcome was accorded to Mr. Subhankar Sen. Following lamp-lighting and curtain unveiling, Shri Sen inaugurated the new Kochi Lubes C&F Warehouse, joined by senior Primary Lubes Distributor (PLD) and Industrial Lubes Distributors (ILDs).

Following this, Director (Marketing) toured the new warehouse, witnessing modern palletised racks and electric stacker systems. He felicitated senior warehouse staff for their performance and appreciated Kochi Refinery (KR) Projects & Estates team for their swift project execution. He then interacted with Lubes HQ, KR and Kochi officers, senior distributors, and C&F operators, sharing insights on digitalisation and efficient work practices, while reviewing initiatives like 3P Logistics and gathering distributor feedback.



Mr. Pardeep Goyal, Business Head (Retail), Mr. A. R. S. Bhandari, ED (Mumbai Refinery), Mr. Biju Gopinath, ED (Pipelines), Mr. Kani Amudhan N., Chief Procurement Officer (CPO-M), Mr. Dinabandhu Mandal, ED (E & P), and Mr. S. Kannan, Business Head (Lubes).

Originating from BPCL's state-of-the-art Mumbai Refinery, the 40-km pipeline is designed to seamlessly transport MS/HSD/SKO/ATF through 22-inch diameter pipeline and LOBS/DAS product through 10-inch diameter pipeline to the upcoming Petroleum, Oil and Lubricant (POL) and Base Oil Terminals at Rasayani complex.

The event was graced by Mr. Nitin Mehta, NCM (Reseller), and Mr. Rahul Dongre, DGM (Strategy & Digital), Lubes HQ, along with Mr. Harikishen V. R., State Head (Retail), Kerala, Mr. Shaji Abdul Hakeem, GM Ops. I/C (Retail), Irimpanam, Mr. Krishnakumar S., Head (Pipelines), South, Mr. Priyadarshree Panda, State Head (I&C), Kerala, and Mr. Sunil Bathula, Plant Manager (LPG), Kochi, Mr. George Thomas, CGM (HR), and officials from Kochi Refinery.

This event marks a significant leap in strengthening the supply chain of Kochi Lubes Territory and enhancing services to customers across Kerala.

Commencement of Offshore Pipeline Works at Mumbai-Rasayani Pipeline Project

BPCL Pipelines has scripted yet another historic milestone with the ceremonial flag-off of offshore pipeline works at Land Fall Point-2 (LFP-02), Ulwe, Navi Mumbai for the prestigious Mumbai-Rasayani Pipeline Project (MRPL) to mark the start of Horizontal Directional Drilling (HDD) pilot works for the proposed 2.3 km HDD from land to sea.

The momentous ceremony was inaugurated by Mr. Subhas Balakumar, Director (Projects), Engineers India Limited (EIL), in the presence of BPCL's senior leadership –

The 13.5 km offshore pipeline section of this project represents one of the most challenging feats of engineering in India's pipeline history, as it crosses critical waterways under the jurisdiction of Mumbai Port Authority (MbPA), Jawaharlal Nehru Port Authority (JNPA), MMBA and major navigation channels, including Thane, Belapur, and Ambuja. Adding to its distinction, the project will deliver India's first-ever sea-to-sea HDD crossing of 1.7 km – a landmark in trenchless pipeline technology and a matter of immense pride for BPCL.

Speaking on the occasion, Mr. Gopinath underscored BPCL's collective resolve to execute the project



with precision, accountability, and environmental stewardship, affirming that the pipeline will provide Mumbai Refinery with a seamless alternative for product

IN SPOTLIGHT

evacuation through world-class infrastructure, apart from improving logistics for Retail, Lubes and Aviation.

Mr. Subhas Balakumar lauded the legacy of BPCL-EIL collaboration in project excellence, while highlighting the formidable challenges of the MRPL Offshore section. He reaffirmed the joint team's commitment to commissioning the pipeline ahead of schedule.



Both leaders acknowledged the synergistic efforts of BPCL, EIL, and executing partners, whose teamwork is central to realising this ambitious vision.

The flag-off not only marks the start of a critical execution phase but also reflects BPCL's core values of excellence, resilience and innovation. The Mumbai-Rasayani Pipeline Project is more than just infrastructure — it is a bold stride towards energy security, a benchmark in offshore engineering, and a symbol of India's growing self-reliance in fuel logistics and infrastructure.

Each beginning beneath the waters carries the promise of progress above them — and when that beginning is sanctified with blessings and strengthened by BPCL's spirit of teamwork, success becomes a certainty.

Business Head (Lubes) Visits LOBP and Base Oil Terminal at Rasayani

E&P (West) had the honour of hosting a delegation of Lubes Business Unit headed by Mr. S. Kannan, Business Head (Lubes) at the Lube Oil Blending Plant (LOBP) project and Base Oil Terminal on August 6, 2025. The delegation was welcomed by the Mr. H. R. Dash, REH (West) and the project execution team led by Mr. Suraj Singh Parihar, Project Leader (E&P) for LOBP and Mr. Prabal Singh, Project Leader (E&P) for Base Oil Terminal.



Though unable to attend the event due to unforeseen exigencies, Shri Subhankar Sen, Director (Marketing), extended his best wishes for the project, reaffirming his confidence in the team to deliver this strategic initiative with excellence.

Being executed by Engineering and Projects (Marketing), the LOBP project with a capital outlay of ₹526 crore, and spread over 17 acres of land, is racing towards completion by December 2025. Base Oil terminal has a capital outlay

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of ₹266 crore and spread across 25 acres of land with scheduled completion targeted for May 2026.

Upon commissioning, the fully automated LOBP will have a production capacity of 75,000 MTPA, and will be capable of manufacturing 334 grades of lube oils. The facility will feature five filling lines for barrels, drums, pails, and bottles, housed within a 50,000 sq. ft. concrete mezzanine floor (approximately 1.2 acres). Additionally, the plant will include a 28,000 sq. ft. warehouse equipped with a 26-meter-high Automatic Storage and Retrieval System (ASRS), capable of handling 555 SKUs — making it the first of its kind in India.

The Base Oil Terminal will offer a tankage capacity of approximately 87,000 KL for LOBS and DAS grade products. It will be equipped for pipeline receipt of LOBS and DAS, production of transformer oil, and dispatch via both pipeline and tanker trucks.

The delegation appreciated the complexity of both the projects and appreciated the project teams for achieving this level of progress despite the challenges.

Sultanpur Team Hosts Business Head (LPG)



Sultanpur LPG Territory had the honour of hosting Mr. T. V. Pandiyan, Business Head (LPG), Mr. Rajesh Kumbhare, Head (LPG), North, and Mr. Rajesh Kumar, State Head, UPSO-1, during their two-day visit on July 18 and 19, 2025. This visit marked a significant milestone, reaffirming BPCL's commitment to innovation-driven

growth, inclusive field engagement, and operational excellence.

The visit commenced with a field interaction at M/s. Amar Rasoi Point, Ayodhya, where the Business Head engaged with the distributor team on key strategic initiatives and on-ground challenges. The 5-kg Free Trade LPG (FTL) cylinder initiative (a joint initiative with the district administration) was launched by handing over of NC documents to Anganwadi Kendra workers. Mr. Pandiyan interacted with Anganwadi workers, introducing them to BPCL's Consumer Retailing Initiative aimed at developing rural micro-entrepreneurs and future-ready retail solutions.

On the second day, the team visited Gonda Bottling Plant, where a major technological upgrade was inaugurated — the commissioning of a 10-Station Electronic Carousel, enhancing operational accuracy, safety, and aligning with the Zero Ka Dum (ZKD) quality framework. A badminton court was also inaugurated under the employee wellness initiative, promoting health and well-being among staff.

During interactions with distributors, the leadership outlined the strategic roadmap ahead, including

the Pure for Sure (PFS) initiative, Bharatgas Insta-ATM, performance-based commissions, and digital enablement — all anchored in a customer-centric approach.

The dignitaries appreciated the exceptional upkeep of the plant and the commitment of the staff. A tree

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plantation drive underscored BPCL's environmental stewardship. The visit has energized the Sultanpur LPG team, reinforcing their resolve to deliver excellence in customer service and performance.

MAK Freedom Fest'25 Launched at BP Greater Noida



The UP (West) & Uttarakhand State Office had the honour of welcoming Mr. Pardeep Goyal, Business Head (Retail), on his visit to BP Greater Noida. Amidst much enthusiasm, he formally launched MAK Freedom Fest'25 at the flagship Company-Owned Company-Operated (COCO) BP Greater Noida in the presence of Mr. Achman Trehan, Head (Retail), North, and Mr. Amol Bhosale, State Head (UP-West & Uttarakhand), along with officers from RHQ, Region, State, and Noida Territory.

The event commenced with the inauguration of brand-new oil change machines for both two-wheelers and four-wheelers, reinforcing the company's commitment to customer convenience and service excellence.

Customers were actively engaged by Driveway Salesmen (DSMs), who encouraged them to avail of oil check and oil change services. A specially curated "Fortune Wheel" attraction added excitement for customers opting for oil changes, bringing an element

of fun and delight to the campaign. To further motivate forecourt teams, a celebratory cake-cutting was held to acknowledge the achievement of Noida Sales Area, which recorded the highest number of oil changes in the State.

On this occasion, DSMs of Noida Territory COCOs were also rewarded under the DSM/DSW Reward SPEED Scheme rolled out by RHQ in recognition of their exceptional efforts.

Addressing the gathering, Business Head (Retail) lauded the COCO's performance and motivated teams to continue excelling in customer-centric initiatives, which provide a decisive edge in the trading area and strengthen long-term customer relationships.

Business Head (Lubes) Inaugurates MAK SERVE facility in Kolkata

As part of BPCL's ongoing commitment to strengthen its presence in the lubricants market and foster



deeper customer trust, the MAK SERVE initiative continues to expand its footprint with the inauguration of a new MAK SERVE Car Care — G.S.H Motocorp in Rajarhat, Kolkata.

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Strategically located in a high-traffic urban area, the newly-launched outlet is poised to significantly enhance the visibility of the MAK brand among city commuters and residents. Designed to offer professional, reliable, and customer-centric servicing, the garage stands as a model of modern vehicle care infrastructure.

The inauguration was carried out by Mr. S. Kannan, Business Head (Lubes), in the presence of Mr. Ravikanth Govindu, Head (Lubes), East, and other roleholders and officers from MAK ER Lubes team.

During the event, Mr. Kannan discussed the strategic roadmap for expanding the MAK SERVE model across key locations in the region. The event garnered attention on social media platforms, effectively amplifying the brand's message and outreach to audiences across the digital domain.

More than just a service point, MAK SERVE represents BPCL's commitment to quality, consistency, and empowerment — delivering trusted service experiences that resonate with both customers and communities.

Second BeCafé of Indore Territory Inaugurated



On September 1, 2025, Indore Retail Territory had the honour of welcoming Shri Subhankar Sen, Director (Marketing), for the inauguration of a second BeCafé of Indore at M/s. Lakshmi Service Station.

It marked another step forward in our journey to enhance customer convenience and deliver a modern retail experience. The event was graced by the presence of senior leaders, including Mr. Manoj Menon, Business Head (I&C), Mr. Thomas James, Head (Retail), West, Mr. Raman Malik, then CGM (Admin Services, Facilities & CSR), Mr. Sanjay Choubey, Head (LPG), West, Mr. Praveen Gangwar, GM (Non-Fuel Business), Retail-HQ, Mr. Neeraj K. Jaria, State Head (Retail), Madhya Pradesh & Chhattisgarh (MP & CG), and Mr. Bivash Mondal, State Head (LPG), MP & CG.

M/s. Lakshmi Service Station is located at Dewas Naka, Indore, which is a residential and commercial hub, and the Retail Outlet has become a complete energy station with all initiatives – EV charging, Solar, CNG, and now BeCafé.

In his address, Shri Sen appreciated MP & CG State Office and Indore Retail Territory for their dedication in strengthening the BeCafé brand across the region. He highlighted the way BeCafé has been developed with customer-centric facilities, creating a welcoming space that enhances the overall retail journey. He also acknowledged the silent yet consistent efforts of the teams that have ensured BeCafé's growing presence in Indore.

He conveyed his best wishes to the dealer and the entire MP & CG Retail Team for their continued efforts. He expressed confidence that the commitment and innovative spirit demonstrated by Indore Territory will

serve as a benchmark, inspiring further expansion of BeCafé and reinforcing customer trust in the brand.

MAK Moto Rally 2025 Ignites Passion and Builds Bonds in Guwahati

The grand kick-off of the inaugural *MAK Moto Rally 2025* was flagged off in Guwahati on July 4, 2025, marking the beginning of an exciting new chapter in *MAK's* journey with the vibrant biking community in the Northeast area. Over 100 bikers from 17 leading biker clubs came together for an adrenaline-charged ride that celebrated freedom, brotherhood, and the power of performance.



The event was organised in association with Dannyz Garage, a trusted *MAK SERVE* Partner, underscoring the growing collaboration between *MAK Lubricants* and the biking community. This initiative aims to foster deeper engagement with bikers while building brand visibility and awareness for *MAK* among key riding communities.

The rally was flagged off by Mr. S. Kannan, Business Head (Lubes), in the presence of Mr. Ravikumar Natta, Marketing Manager (Lubes), Mr. R.D.S. Dhillon, Head SCM (Lubes), and Mr. Ravikanth Govindu, Head (Lubes), East, and other senior members from Lubes HQ, and Regional Roleholders, ER. Channel partners of the Eastern Region also joined in to show their support.

As part of the event, the newly launched *MAK 4T NXT* series from the 4T range of *MAK Lubricants* was showcased, striking a strong chord with the biking community.

The evening reached its crescendo with a power-packed rock band performance, electrifying the atmosphere and energising the crowd. The event received wide coverage across major media outlets and was amplified by leading social media influencers, capturing the spirit of biking and the strengthening bond between *MAK* and its growing rider community.

This event marks a significant step in *MAK's* brand outreach journey, reinforcing its commitment to supporting and empowering India's biker ecosystem.

UP (West) and Uttarakhand (Retail) Launch "Nitrogen Cities"

In an endeavour to enhance customer-centric offerings at retail outlets, the Uttar Pradesh (West) & Uttarakhand (Retail) team launched the "Nitrogen Cities" initiative, covering four key cities — Noida, Bareilly, Dehradun, and Agra. Nitrogen air gauges have now been installed at all Retail Outlets (ROs) in these cities, offering customers an added service designed to improve convenience and vehicle performance.

The launch at our flagship Retail Outlet, BP – Greater Noida on August 16, 2025, was graced by Mr. Pardeep Goyal, Business Head (Retail), Mr. Achman Trehan, Head (Retail), North, and Mr. Amol Bhosale, State Head, UP (West) & Uttarakhand, along with officers from RHQ, Region, State, and Noida Territory. Launches were also conducted in parallel at Agra (Mathura Territory), Bareilly (Bareilly Territory), and Dehradun (Dehradun Territory), ensuring simultaneous rollout across the State.

The new initiative generated strong enthusiasm among customers, with queues forming at ROs to avail of free Nitrogen, while creating significant buzz and awareness about the value-added services being offered.

This programme was the result of two months of extensive planning and dealer engagement across all four cities. Dealers were actively onboarded into the initiative, highlighting the key benefits of Nitrogen usage



— enhanced tyre durability, smoother rides, better grip, and increased road safety. Consistent efforts were taken to increase coverage until all ROs in the selected cities were equipped with Nitrogen gauges.

The “Nitrogen Cities” initiative adds a strong differentiator to the retail network, further strengthening the brand’s positioning and reinforcing the focus on customer care, safety, and service excellence.

MAK Lubricants Demonstrates Advanced Lubricant Solutions for the Infrastructure Sector at 15th RAHSTA Expo 2025

MAK Lubricants made a strong mark at the 15th Roads & Highways (RAHSTA) Expo 2025, held on September 3 and 4, 2025, at Jio World Convention Centre, Mumbai. Asia’s largest infrastructure exhibition on roads, bridges, highways, and tunnels attracted over 10,000 visitors and 100+ exhibitors from across India.

At the MAK Lubricant Solutions pavilion, we showcased a comprehensive range of lubricants, reinforcing our position as a one-stop solution provider for infrastructure equipment lubrication. The pavilion became a hub for equipment manufacturers, government officials, engineers, and policymakers to explore advanced technologies that enhance equipment performance and durability in the demanding infrastructure sector.

The pavilion was inaugurated by Mr. Ravi Kumar Natta, Marketing Manager (Lubes), in the presence of Mr. Sarvesh Tomar, General Manager I/C, P&AD (Lubes), Mr. Kumar Nandan Singh, Head (Lubes), West, and other dignitaries, setting a tone of collaboration and innovation. A key highlight was the presentation by Dr. Prashant Parihar, Chief Manager, R&D (Lubes), where he shared insights on the latest lubricant innovations for the infrastructure sector, with a focus on sustainable solutions that enhance machinery efficiency and extend lifecycle in line with India’s infrastructure growth.

Over the two days, visitors interacted with MAK Lubricant Solutions team to learn about the technical advantages and application benefits of MAK products for road construction and heavy equipment. The pavilion also underscored MAK’s commitment to sustainability and high-performance lubrication, aligned with the needs of modern infrastructure.

As part of the India Construction Festival, the 15th RAHSTA Expo 2025 served as a premier platform for MAK Lubricants to showcase its leadership in infrastructure lubrication solutions and build strategic partnerships vital to advancing India’s infrastructure ecosystem.



Gas North Moves Ahead with CBG Implementation

Two Tripartite CBG Purchase Agreements with GAIL Signed

In a significant step toward strengthening the green energy ecosystem, Lakhimpur Geographical Area (GA) of Gas North successfully signed two tripartite agreements for the procurement of Compressed Bio-Gas



(CBG) in collaboration with GAIL (India) Limited. These agreements represent the 8th and 9th such tripartite agreements signed by the GA. Till now, a total of 15 agreements have been signed by the various GAs of the region for a total quantity of 122 tonnes per day (TPD). This quantity is expected to be available by the year 2026, thereby further consolidating BPCL's commitment to sustainable energy solutions and the development of the City Gas Distribution (CGD) network.

The signing took place in Lucknow and witnessed the participation of officials from both organisations. Representing BPCL were Mr. Ajit Kumar Singh, Territory Manager (Gas), and Mr. Shivansh Joshi, Sales Officer (Gas). From GAIL, the agreements were signed in the presence of Mr. A. N. Jha, CGM, Lucknow Zonal Office, and Mr. Anupam Gangopadhyay, GM, Lucknow Zonal Office.

These agreements aim to facilitate the long-term procurement and offtake of CBG, a clean and renewable fuel derived from agricultural and organic waste. By leveraging this green fuel, BPCL seeks to reduce carbon

emissions and contribute to India's broader vision of energy self-reliance. This would also help in reducing gas procurement and transportation cost, thereby adding to the profitability of the GA. Presently, Lakhimpur GA is selling 37% of its natural gas sales volume for CNG and PNG domestic with CBG, and the Northern region is selling approximately 9.50% of its natural gas sales volume for CNG and PNG domestic with CBG.

With these new additions, BPCL strengthens its foothold in the CBG segment and continues to foster partnerships

that accelerate the transition to cleaner alternatives. The move is expected to not only boost local entrepreneurship in bio-energy production but also ensure consistent supply for the expanding CGD network in the region, and it is expected to boost Northern region CBG blending to approximately

23% by 2026.

Strengthening Dealer Financing: BPCL Signs MOU with Leading NBFCs



As part of continuous efforts to strengthen dealer support and financial inclusion, the Electronic Dealer Finance Scheme (EDFS) has taken a significant leap forward with the signing of Memorandums of Understanding (MOUs) with three leading Non-Banking Financial Companies (NBFCs) – L&T Finance (LTF), Hinduja Leyland Finance (HLF), and Tyger Capital.

These partnerships are designed to enhance the reach and effectiveness of EDFS, which has already facilitated credit access for over 8,500 dealers through existing banking partners such as SBI, Bank of Baroda, and ICICI.



Why NBFCs?

While traditional bank-led lending has served as a backbone for credit support, smaller dealers often face challenges due to stricter compliance norms and collateral requirements. The inclusion of NBFCs creates



an opportunity to bridge these gaps by offering flexible credit norms, enabling financial inclusion for dealers with lower credit scores; collateral-free financing of up to ₹200 lakhs without hard collateral, with significantly faster approvals; streamlined digital onboarding, fully paperless process, no SAP integration, and direct disbursement into virtual accounts, as well as enhanced dealer support with proactive outreach supported by dedicated relationship managers to drive awareness and adoption.

This initiative represents a strategic milestone in channel empowerment, combining agility, inclusivity, and digital enablement. With banking institutions and NBFCs now working in tandem under the EDFS framework, the scheme is poised to further simplify access to working capital, and strengthen the retail outlet ecosystem.

BPCL and FSN Forge Strategic Partnership to Strengthen BeCafé's Supply Chain Excellence

BPCL has entered into a strategic partnership with Food Service Network (FSN), a leading warehousing and logistics company, to strengthen and future-proof BeCafé's supply chain.

The agreement was signed by Ms. Charu Yadav, CGM (Retailing Initiative & Brand), BPCL and Mr. Rajesh

Shetty, CEO, FSN, in the presence of Mr. Pardeep Goyal, Business Head (Retail), BPCL, Mr. Gorav, CGM (Marketing), RHQ, Mr. Ashish Goyal, CGM (Finance), RHQ, and Mr. Praveen Gangwar, GM (NFB), RHQ, along with senior officials from BeCafé and FSN.

This partnership is a key milestone in BeCafé's journey to scale as a uniform, customer-centric, and pan-India café brand. With FSN as our central warehousing and logistics partner, BeCafé will now benefit from seamless support for our rapidly growing footprint and nationwide scalability; dealer convenience in the form of a single-window solution, reducing the need for supplier coordination; assured availability and timely delivery for

enhanced supply chain reliability; uniform quality and experience across outlets. This ensures standardisation and consistency, technology-enabled operations for better visibility, tracking, and responsiveness, as well as sustainable logistics for eco-friendly practices aligned with BPCL's ESG goals.

This collaboration reinforces our commitment to transform every BeCafé into a vibrant, standardised, and customer-focused experience.



Alliance Forged with Metro Cash & Carry for Supply of FMCG Goods to In&Out Stores

Our Consumer Retail Business Unit (BU) has entered into an agreement with M/s. Metro Cash & Carry India Pvt. Ltd. as alliance partner for supply of fast-moving consumer goods (FMCG) to our network of Rural and Rurban In&Out stores – BPCL Lite stores and warehouses at Lucknow and Indore. This tie-up will provide a wide range of FMCG products at an attractive rates to our channel partners running In&Out convenience stores.



M/s. Metro Cash & Carry is India's leading wholesale company, with food and non-food assortments, and specialises in serving the needs of traders, kiranas, restaurants, caterers, offices, as well as independent businesses. This partnership will leverage BPCL's extensive network to offer consumers more than just fuel – groceries, as well as branded edible and household items – transforming fuel stations into comprehensive retail destinations.

The terms of trade were signed between the organisations by Mr. Amit Gupta, GM, Metro Cash & Carry and Mr. Kannan Sundaram, Head-Supply Chain & Operations (Consumer Retailing), BPCL.

The initial tie-up is for Karnataka (Bengaluru) and Andhra Pradesh (Vijayawada), which will be expanded to other states in stages.

Delhi State Office Advances #SilentVoices Initiative

On July 16, 2025, Delhi State Office (DSO) marked a significant milestone in the #SilentVoices journey with the successful conduct of the third edition of the Dealers' sensitisation workshop in Ambala Territory. Designed in consultation with experts from Skill Council for Persons with Disability (SCPwD), the workshop was executed by Team DSO, with strong support from Mr. Achman Trehan, Head (Retail), North, and content inputs from Mr. John Thomas, State Head (Retail), Delhi, Haryana & HP.

The event was inaugurated by Mr. Manish K. Verma, DGM Marketing (Retail), Delhi, Haryana & HP, followed by a session on the #SilentVoices initiative by Mr. A.P.S. Malhotra, Chief Manager, Wayside Amenities (WSA) & BeCafé (Retail). The workshop focused on dispelling common myths, promoting inclusive employment, and identifying simple yet effective interventions to support the integration of Speech and Hearing Impaired (SHI) individuals into the workforce.

A total of 25 dealers participated in the session and actively engaged in enriching discussions.

Also present were Mr. Shashank D. Sharma, Territory Manager (Retail), Ambala, who delivered the opening remarks, along with other BPCL officials.

Key takeaways from the program included a deeper understanding of disability as a form of human diversity, the importance of practicing disability etiquette, and the need for accessible infrastructure and assistive technologies in the workplace. Dealers also gained insights into the business benefits of employing persons with disabilities, supported by real-life examples and success stories.



Celebrating the Backbone of Logistics

Western Region SmartFleet Network Meet at Morbi, Gujarat



Every customer interaction is a doorway to trust, growth, and a stronger network.”

With this conviction, Team Rajkot Retail proudly hosted the SmartFleet Network Meet on July 3, 2025, in the vibrant city of Morbi, Gujarat. The event welcomed an impressive gathering of over 168 transporters and 14 distinguished dealers from across India, including states of Haryana, Uttar Pradesh, Madhya Pradesh, Karnataka, Rajasthan, and Gujarat.

The meet celebrated the indispensable role of transporters in seamlessly moving vital commodities, such as tiles, sanitaryware, chemicals, salt, and paper from Morbi and Navlakhi ports to destinations across the nation. Their dedication provides vital support to industries and connects communities.

The event was graced by the presence of Mr. Praveen Koul, GM (Highway Retailing), West, Mr. Achint Bhavsar, State Head (Retail), Gujarat, Mr. Arpit Bansal, TM (Retail), Rajkot, TC Retail, Rajkot, and Field Sales Officers from Gurgaon, Udaipur and Gulbarga.

The event began with ceremonial lamp lighting, symbolising unity, progress, and shared purpose, led by BPCL officials and key transporters. A comprehensive presentation was made on SmartFleet benefits by Mr. Sanjay More, FSO, Kandla. The dealers showcased the distinctive features and strengths of their respective Retail Outlets, highlighting innovation and customer-centric services. The attendees also united to take

the “Swachhta Pledge,” reaffirming their commitment to cleanliness and public hygiene. The evening concluded with an engaging Q&A session, a quiz competition and exciting awards, and a warm celebratory dinner, fostering camaraderie and deeper connections.

This landmark event reaffirmed our unwavering commitment to excellence, collaboration, and a customer-first philosophy. It strengthened bonds within the fleet-owner community and set the stage for collaboration and future growth.

Nurturing High Potential NROs

Super Dealer Journey Mentorship Program Rolled Out

As part of our ongoing commitment to engaging high-potential New Retail Outlet (NRO) dealers from the outset and unlocking their full potential, a focused initiative – Super Dealer Journey Mentorship Program – has been rolled out.



Launch at Northern Region (NR) Retail Territory

The unique mentorship program was launched at Northern Region (NR) Retail Territory on July 21 and 22, 2025 to nurture and mentor 54 high-potential NRO dealers commissioned since FY 2023-24.

Conceived to accelerate the journey of these dealers towards becoming Super Dealers, i.e., top performers in their respective fields, the program features a multi-layered approach. It commenced with an intensive two-day workshop and continued with field-based guidance from Territory Coordinators and mentorship from a panel of Super Dealer Trainers comprised of exceptionally high-performing peer dealers from NR Retail Territory.



Territory Coordinators also participated in the workshop to ensure alignment and consistent support at the ground level. Mr. Achman Trehan, Head (Retail), North, set the context and tone for the high-intensity sessions.

The program is designed to provide practical exposure and peer-led insights. A key component included field immersion visits to a high-performing NRO, showcasing successful customer engagement initiatives. This enabled participants to understand and adapt proven strategies within their own markets.

Additionally, a unique “Manifestation” module encouraged participants to reflect on overcoming life challenges while aspiring for superior results. Sessions focused on aspects such as innovations in customer engagement, Retail Outlet (RO) profitability enhancement, and strategies for thriving in competitive markets.

The event concluded with the unveiling of the Super Dealer contest, designed to evaluate the foundational elements of successful RO dealerships, fostering competitive spirit and goal orientation throughout the mentorship journey. Inspiring closing remarks were delivered by Mr. Achman Trehan, followed by the distribution of a motivational book ‘Jeet Aapki’ by Shiv Khhera to support ongoing learning and resilience.

Karnataka Event

Mentorship is the bridge that turns potential into performance. And to realise this potential, Karnataka Retail Team organised the Super Dealer Journey Mentorship Program on August 19 and 20, 2025 at Bengaluru. The program was specially

designed for NRO Dealers who have achieved less than 70% of their Retail Outlet (RO) potential. A total of 25 NRO dealers from Bangalore and Mysore Territory attended the program.

Five senior high-performing dealers delivered sessions on critical business aspects in their own words as they practiced and the way they succeeded.

The mentor dealers took sessions on customer engagement, staff management & grooming, innovation to win customers’ trust, highway leadership, succeeding the competition, and leading the team by inspiring.

The mentors enriched the sessions by sharing real-business experiences of how they evolved over the years, inspiring the mentees with practical lessons and motivation. A field visit to One-Stop Truck Shop (OSTS) BP Mulbagal was organised for practical exposure to mentees on RO upkeep, service standards, DSM grooming, measure check and day-to-day operations. A yoga and meditation session was also organised for the team.

Mr. Ravi R. Sahay, Head (Retail), South addressed the gathering and delivered valuable insights on the next steps in marketing, leadership and basic business practices to become a successful dealer. The dealers enthusiastically shared their key learnings and takeaways, committing to implement them in their business to evolve as Super Dealers. All participants and mentors were duly felicitated by Head (Retail), South and Mr. Beerum Suresh, State Head (Retail) Karnataka.

With a unique peer mentorship model supported by field collaboration, the Super Dealer Journey program for high-potential NROs is a significant step in converting potential into performance for high-potential NRO dealers, making it a transformational milestone in their upward journey.



Empowering Channel Partners

NH-52 & NH-53 Dealers' Meet Organised by Jalgaon Territory

Channel partner networking is not just about business, it is about building trust, sharing vision, and growing together.

Western Region Retail has embarked on a mission to engage with its dealers from top 10 National Highways (NHs), across the Region, to collaborate for strengthening our market leadership.



The first such dealer engagement program was held for NH-52 and NH-53 (formerly NH-3 & NH-6) in Jalgaon Territory, chaired by Mr. Thomas James, Head (Retail), West, Mr. Praveen Koul, GM (Highway Retailing), West, and Mr. Abhijeet Chavan, State Head (Retail), Maharashtra-2. Over 50 dealers participated in the meet.

The event commenced with a safety pledge and warm introductions. Mr. Rahul Kachare, TM (Retail), Jalgaon Territory, presented Q1 performance highlights and future plans. Mr. Abhijeet Chavan emphasised the pivotal role of dealers in driving MS and HSD volumes. Mr. Thomas James outlined the agenda and stressed the importance of service excellence.

A collaborative group exercise followed, where dealers brainstormed actionable ideas to enhance sales and sustain market leadership. Mr. Praveen Koul facilitated the review and documentation of these initiatives, which will be implemented within agreed timelines.

The presence of regional leadership at the meet ensured that the event was impactful and forward-looking. The event concluded with enthusiasm, collaboration, and a shared vision for growth.

'Miles to Go' – Bitumen Meet Hosted by I&C MP State Office

I&C Madhya Pradesh State Office (MPSO) teams successfully organised 'Miles To Go' Bitumen Meet on August 25, 2025 for customers and transporters at Bhopal. The event witnessed the enthusiastic participation of over 60 transporters and customers, including several from adjoining states. The forum served as an excellent platform to engage with stakeholders and share insights into the evolving bitumen business landscape.

The session commenced with a welcome address and introduction by Ms. Amikul Basur, Area Manager I&C, Bhopal.

Mr. Jitendra S. Pandey, State Head (I&C), MP, delivered the keynote address and emphasised the significance of collaboration and working together as a team.

Informative presentations were delivered by Mr. Puneet Gupta, GM (Logistics), I&C, HQ and Mr. Neeraj Kayasthi, Ch. Mgr. (Business Development), I&C, HQ on the overall



bitumen scenario and logistics outlook in the segment. Their engaging sessions were followed by the much-appreciated "Bhopal Badshah Quiz Competition," which was meticulously planned, designed and executed.

The meet received encouraging feedback from both transporters and customers, who admired BPCL for this initiative. The interactive and collaborative spirit



of the event further strengthened relationships with stakeholders and added to the momentum of BPCL's customer-centric approach.

With the success of this initiative, the MPSO team looks forward to organising more such engaging customer interactions in the times to come.

Milap – SmartFleet Customer Network Meet at Gwalior

Gwalior, one of the largest truck traffic hubs in the Western Region, plays a pivotal role in West/North and pan-India freight movement, owing to its strategic connectivity through NH-46, NH-44, NH-27, and NH-719. With prominent transporters based in Gwalior



Transport Nagar and Morena, the region represents significant business potential for long-haul transport operations.

To harness these opportunities, "Milap – The SmartFleet Customer Network Meet" was organised on August 6, 2025 at Gwalior. The event commenced with the felicitation of senior customers, followed by addresses

of Mr. Thomas James, Head (Retail), West, Mr. Praveen Koul, GM (Highway Retailing), West, and Mr. Neeraj K. Jaria, State Head (Retail), Madhya Pradesh & Chhattisgarh (MP & CG), who outlined the vision for network expansion and enhanced customer engagement.

Fleet Sales Officer, Bhopal showcased BPCL's latest initiatives for transporters, while the participating dealers highlighted the unique strengths of their Retail Outlets. Over 90 transporters from Gwalior and Morena and 16 dealers from MP, UP, and Rajasthan participated in the event. Mementos were presented to high-volume customers in recognition of their patronage and loyalty.

The meet was widely appreciated as a meaningful engagement platform and is expected to generate an incremental volume of nearly 300 kL per month, reaffirming BPCL's focus on strengthening partnerships and fostering growth.

Milap was not just a meeting, but a celebration of partnerships, trust, and shared growth.

Reel Connect – SmartFleet Customer Nights in Southern Region

SmartFleet Team, South, in collaboration with Retail Territory teams, hosted special movie premiere nights for SmartFleet customers at Gulbarga, Madurai, and Salem. The evenings were curated to create a memorable experience of entertainment and togetherness for valued SmartFleet customers, select high-selling dealers, and their families. At Madurai and Salem, guests enjoyed the

much-awaited release "Coolie," featuring Tamil superstar Rajinikanth, while in Gulbarga, audiences viewed the Kannada film "Su From So," a 2025 horror-comedy starring Shaneel Gautham and Sandhya Arakere.

The events went beyond screenings to become shared moments of appreciation and connection, with lively conversations, high anticipation, and a strong sense of

IN SPOTLIGHT

community. Customers shared warm feedback, noting how refreshing it was to step away from the routine and enjoy a cinematic experience with friends, families, and the extended community. One customer aptly remarked that the relationship has always been about more than just fuel, reflecting the spirit of partnership and trust.



Each evening concluded with personalised souvenirs for every guest as a token of gratitude and a keepsake of a memorable night. The initiative underscored a relationship-first approach—demonstrating that great service extends beyond transactions into trust, care, and shared experiences. Through thoughtfully designed engagement like these premiere nights, the team continues to strengthen long-term bonds with SmartFleet customers and reinforce a culture of customer-centricity and appreciation.

Tamil Nadu LPG Distributors' Workshop



Tamil Nadu (TN) LPG Distributors' Operational Workshop was organised on September 25 and 26, 2025 at Southern Region Office (SRO), Chennai for distributors commissioned from 2018 onwards, with the objective of enhancing knowledge and building competency, as well as to align them with the company's

expectations. The workshop was designed not only as a professional knowledge-sharing platform but also as a holistic development initiative, ensuring that distributors gained insights into both business excellence and personal growth.

The meeting was graced by Mr. Peeyush Gupta, Head (LPG), South, Mr. Narayanaswamy, State Head, Tamil Nadu, Mr. Ramana Kumar, Marketing Manager, Mr. Srinivasan, Chief Manager, and Territory Managers. Head (LPG), South.

State Head shared LPG Business Unit's (BU) initiatives, operational best practices (Zero Ka Dum), and during the workshop, various topics were discussed and deliberated upon to strengthen customer service and safety standards. The group was also enriched with insights on basic LPG aspects, opportunities in LPG business, profitability, and governance.

A key highlight of the meet was the involvement of an expert from the Brahma Kumaris, who enriched the session with insights on behavioral aspects, fostering a positive mindset in today's dynamic environment. Distributors were guided to strengthen self-awareness,

enhance emotional resilience, and develop a solution-oriented approach to everyday challenges.

A series of activities engaging all stakeholders were conducted. These interactive sessions combined knowledge with entertainment, ensuring active

participation and memorable takeaways. The activities included games, team building and scenario-based learning, as well as teamwork and customer-centric thinking. The meet also provided a platform for open interaction, allowing distributors to share experiences, best practices, and innovative ideas.

Teams were formed to brainstorm among themselves and frame strategies to improve business, focusing on sales of domestic, commercial, and new initiatives.

Overall, the LPG distributors' meet was a blend of knowledge, self-development, and experiential learning by combining structured professional inputs from sessions on positive thinking, behavioral transformation, motivation, and providing safe, customer-centric LPG services.

MAK Manthan Reinigorates Mechanics

The first MAK Manthan of 2025 was held on August 20 and 21, 2025 in Mumbai, bringing together 30 mechanics from across Western regions.

The program began with a visit to Mumbai Refinery, Mahul, where participants attended an interactive session with Mumbai Refinery team, followed by a guided

coordinated by Mr. Navsharad Yadav, Marketing Services, WR, with support from Lubes HQ and Mumbai Refinery teams. The program, with enthusiastic participation of the mechanics, was a grand success.

The participating mechanics left enriched with knowledge and motivated to strengthen MAK's presence in their regions.

MAKe Your Mark

The team MAK Western Region organised its Annual Distributor Panel Meeting in the vibrant city of Raipur. The prestigious event celebrated the resilience and achievements of our channel partners over the past year. Aptly themed "MAKe Your Mark – Dream. Drive. Deliver," the event brought together the crème de la crème of channel partners, the entire team of MAK Western Region, and senior dignitaries from Lubes HQ.

The proceedings began with a warm welcome by Mr. Kumar Nandan Singh, Head (Lubes), West, who set the tone with an inspiring address. Mr. Ravi Kumar Natta, Marketing Manager (Lubes), HQ, further energised the audience with a rousing speech, urging them to embrace challenges and outpace the competition. This was followed by insightful panel discussions featuring key HQ leaders, highlighting how cross-functional teams

across the Business Unit collaborate seamlessly to realise the vision of our business.

Mr. S. Kannan, Business Head (Lubes), took the stage to articulate the MAK Lubricants' vision, emphasising

the need for meaningful, value-driven relationships across the lubes value chain. He spotlighted breakthrough initiatives like MAKSERVE and MAK Lubricant Solutions as key differentiators in a competitive, evolving market. Drawing from his vast experience, his heartfelt address resonated deeply with the audience, leaving a lasting impact.

The newly rechristened grades of the MAK 4T NXT and MAK PLANITUM PRO series were also launched in the



tour of the refinery. The next day, they visited Wadilube to understand the stringent quality and quantity checks in lubricant supply, and later explored lubes R&D Centre at Sewree, gaining exposure to the rigorous processes behind product development.

The event was graced by Mr. Ravi Kumar Natta, Marketing Manager (Lubes), HQ, and Mr. Renganathan K., Head Marketing Services (Lubes), HQ, who engaged with the mechanics and gathered their feedback. It was anchored by Mr. S. Vinodh Kumar, MAK SERVE (Lubes), and



presence of Western Region channel partners and BPCL team, marking a significant milestone in MAK product evolution.

The meeting culminated in a spectacular awards ceremony — a proud celebration that recognised excellence, reaffirmed commitment, and reignited momentum to scale new heights.

The meeting featured an inspiring session by renowned motivational speaker Mr. Sonu Sharma, sparking a dynamic exchange of ideas among channel partners and instilling fresh drive to break barriers and set new benchmarks. Team MAK Western Region remains fully committed to MAKing a Mark and achieving exceptional success in the years ahead.

Launch of 'Khushiyon Ki Passbook' in Eastern Region (Retail)

Driveway Salesmen (DSMs)/Driveway Sales Women (DSWs) are the backbone and the face of BPCL, embodying its promises and commitments to customers. Present at retail outlets daily, despite the harsh weather conditions, DSMs/DSWs diligently fulfill their duties to meet the nation's fueling needs.

To recognise and reward the DSM/DSW, Sudipto Mukerjee, Head (Retail), East launched the pioneering and innovative 'Khushiyon Ki Passbook' scheme at M/s. Padma and Sons Filling Station, Guwahati on July 1, 2025 in the presence of enthusiastic DSMs and DSWs, dealers and Retail Outlet (RO) managers of Guwahati city.

Taking a cue from LPG, "Khushiyon Ki Passbook" is conceptualised by Mr. Sudipto Mukerjee for Retail Business Unit (BU) and is a pioneering step towards addressing the financial aspirations of DSMs/DSWs, while enhancing the earning potential of dealers—truly

a win-win for all stakeholders. While dealers provide incentives, a systematic and transparent mechanism was missing. This scheme bridges that gap by introducing a performance and incentive "Bahikhata" for each DSM working at a dealership for the sale of lubricants from RO forecourt.

Under the scheme, the RO manager will maintain a dedicated 'Khushiyon Ki Passbook' for every DSM/DSW, capturing their performance, incentives earned, and family benefits availed on the sale of lubricants and Speed. These could include well-deserved gifts like a cycle for a child, a washing machine, or a television for



the family — all sourced from the incentives earned over a six-month period. This approach not only motivates them but also involves their families, making them valued stakeholders in the dealership's success.

The launch of 'Khushiyon Ki Passbook' was also carried out at all the territories of Eastern Region (Retail), where State Heads and Territory Managers explained the scheme to DSMs/DSWs. Sales Officers committed themselves to the scheme and they will be the key monitoring mechanism.

This first-of-a-kind initiative will significantly boost secondary sales of lubricants and help DSMs/DSWs achieve their aspirational financial goals through enhanced performance.

Strengthening Driver Community Engagement

UP-East Organises SDCV Health Check-up Drive



UP-East State Team successfully conducted a large-scale SDCV (Short Distance Commercial Vehicle) networking drive on July 21, 2025 across six territories: Lucknow, Kanpur, Gonda, Gorakhpur, Prayagraj, and Varanasi, organising 24 health events.

The initiative adhered to a standardised structure aligned with the SDCV model, offering basic health check-ups, eye examinations, colour blindness tests, as well as blood pressure and blood sugar screenings. Based on feedback from the driver community, future events are planned to include even more parameters.

The event witnessed strong participation from officers, State Office personnel, and dealers. Sales Officers pre-identified strategic touchpoints and Dominant Vehicle Clusters (DVCs), such as vegetable/fruit mandis, stone quarries, parking lots, and RTO yards, to ensure broad outreach. Approximately 1,500 drivers benefited from these health services.

Post-event feedback highlighted the importance of regular and expanded initiatives. It is therefore proposed to institutionalise SDCV health and business enablement events on the 21st of each month. Under the leadership of Mr. Pankaj Motiramani, State Head (Retail), the UP-East team remains committed to impactful programs that strengthen customer relationships, provide networking opportunities, and reinforce our market leadership.

Guarding Lives on Road

SmartFleet Insurance as a Social Responsibility

On July 24, 2025, the Western Region Fleet Team took a significant step in supporting the community by processing and disbursing SmartFleet Driver Insurance claims totaling to ₹20 lakh to the families of four truckers who tragically lost their lives in road accidents at Ahmedabad, Kandla, Surat, and Dhule. This gesture aims to provide some relief to the affected families during an extremely difficult time.

It demonstrates an enduring commitment to stand by those who form the backbone of the transport industry and the nation. In Dhule, the cheque was personally handed over to the customer by



Mr. Thomas James, Head (Retail) West, and Mr. Praveen Koul, GM (Highway Retailing), Retail, West. Their presence added a personal and emotional touch, making a significant impact on the bereaved family as well as the transporter community.

Such initiatives strengthen the bond between SmartFleet community as well as the broader transporter fraternity, and highlight the core values of care, support, and trust. Western Region Retail remains committed to supporting drivers and their families, recognising that behind every mile is a life, and every life matters.

Multi-Parametric Screening Systems Provided for Govt. Medical College & Hospital at Nagpur

As part of a transformative CSR initiative by HRS (West) to enhance diagnostic infrastructure at Government

Medical College & Hospital (GMCH), Nagpur, five cutting-edge Multi-Parametric Screening Systems have been installed across the departments of Gynaecology, Anaesthesiology, General Medicine, Paediatrics, and Cardiology at GMCH, Nagpur. These advanced systems offer rapid and comprehensive diagnostic capabilities for over 75 vital health parameters, enabling healthcare professionals to make quick and accurate assessments. This significantly reduces waiting time for patients, facilitating prompt treatment decisions, and thus substantially improving health outcomes for countless patients.

The vital CSR project funded by BPCL is poised to benefit lakhs of citizens from Vidarbha, Chhattisgarh, Madhya Pradesh, and Telangana regions – patients seeking high-quality, accessible medical care at GMCH Nagpur. The deployment of these state-of-the-art systems marks a major step forward in bringing next-generation



healthcare solutions to underserved communities, ensuring timely diagnosis and effective treatment across diverse regions.

The inauguration of the initiative took place in the presence of Dr. Raj Gajbhiye, Dean of GMCH Nagpur and Mr. Suraj Shindhe, Manager, Admin Fac. (HRS) West. The Dean expressed his heartfelt gratitude to BPCL for its benevolence and emphasised the importance of such initiatives in advancing healthcare infrastructure.

This landmark initiative underscores our collective commitment to leveraging innovation for social good, reaffirming that accessible, efficient healthcare is a right, not a privilege.



CSR Project 'Pragati' for Skill Enhancement and Nation-Building

BPCL, under its CSR initiative, has taken another significant step towards nation-building by launching 'Project Pragati – Empowering Mechanics, Powering Progress.'

On September 24, 2025, BPCL signed a Memorandum of Understanding (MoU) with the Automotive Skills Development Council (ASDC), New Delhi to implement this landmark program. The MoU was signed by Ms. Bina Mansukh, GM (Admin Services, Facilities & CSR), CO, BPCL and Mr. Arindam Lahiri, CEO, ASDC, in the presence of Mr. Syed Abbas Akhtar, then ED (PR & Brand), CO, Mr. S. Kannan, Business Head (Lubes), Mr. Malik Raman, CGM (PR & Brand), Mr. Ravi Kumar Natta, Marketing Manager (Lubes), Mr. Renganathan K., Head Marketing Services (Lubes), and Mr. Devendra Joshi, GM (Admin Services) with Additional Charge of CSR, CO, and Mr. Sanjay Yadav, DGM, CSR, CO.

Project Pragati aims to upskill 10,000 two-wheeler and four-wheeler mechanics from the unorganised sector across 22 states and 2 union territories.

With a focus on BS-VI training, the project will enhance technical expertise of mechanics in modern automotive systems, improve employability and income-generation opportunities, promote sustainable and safer mobility practices, and contribute to the Government of India's vision of a skilled India.

With Project Pragati, BPCL continues its journey of empowering communities, enabling progress, and shaping a skilled India.

AWARDS & RECOGNITION

MAK Lubricants Earns the Coveted 'Prestigious Brands of India Award 2025'

BPCL has added another feather to its cap as its flagship brand *MAK Lubricants* has been named among the 'Prestigious Brands of India 2025' in the Automotive Lubricants category. The honour, bestowed by Herald Global and Brand Advertising Research & Consulting Pvt. Ltd. (BARC) at the Goalfest Conclave 2025 in Mumbai on September 21, 2025, celebrates *MAK Lubricants'* unmatched customer recall, deep-rooted loyalty, and relentless focus on quality and innovation.

Mr. S. Kannan, Business Head (Lubes) has also been bestowed with the prestigious 'Marketing Meister Award 2025'.

This recognition highlights his visionary leadership and the dedication of the entire *MAK Lubricants* and BPCL teams in driving marketing innovation, strengthening the brand, and setting new industry benchmarks.

The Prestigious Brands of India platform recognises brands that have redefined benchmarks in their respective industries, combining innovation, legacy, and consumer trust to create lasting impact. For *MAK Lubricants*, this accolade reaffirms its position as a market leader driven by a customer-first philosophy and pioneering spirit.

Herald Global, a premium news and success story portal, is a monthly online magazine featuring interviews of leaders from various industries, latest national and international news, movie reviews, brand reviews, and many more. BARC is a global consultancy specialising in brand equity, marketing campaigns, market research, product development, and content marketing, delivering innovative solutions for growth across industries.

Mr. S. Abbas Akhtar, then ED (PR & Brand); Mr. S. Kannan; Mr. Ravi Kumar Natta, Mktg. Mgr. (Lubes); Mr. Sarvesh Tomar, GM I/C, P&AD; Mr. Ajay Goyal, Commercial Mgr. (Lubes), and Dr. Pravin Kuhikar, CM Brand (Lubes), received the award on behalf of *MAK Lubricants* family for the relentless dedication in driving high-impact brand presence over a long-term.

Expressing gratitude for the recognition, Mr. Kannan said, "*MAK Lubricants* is an embodiment of the distinguishing



qualities of a top-notch brand – superior product quality, exceptional performance, unmatched reliability, and extensive market reach – which is reflected in the enduring trust of customers and patronage of iconic OEMs. Our vigour, innovativeness and unflinching customer focus have not only established us as a reputed, trustworthy and preferred brand in India, but are also pivotal to scripting an equally impressive success story in overseas markets."

The award places *MAK Lubricants* alongside an illustrious line-up of brands such as Tata Steel, Crompton, Colgate, HSBC India, Hero Electric, Indigo Airlines, Mahindra Susten, APL Apollo, Finolex, Orient Electric, JSW Steel, RuPay, and LG, all of whom have previously been honoured on this prestigious platform for raising industry standards and driving consumer trust.

The award not only celebrates its legacy but also signals a future filled with innovation, growth, and global aspirations.

AWARDS & RECOGNITION

BPCL-CPO (Refineries) Bags Dual Honors at ISM-India Awards 2025

BPCL-CPO (Refineries) has achieved national recognition at the ISM-India Awards 2025, securing Winner position in two prestigious categories.



- 1. Best Procurement Transformation Program:** For pioneering digital interventions that streamlined procurement processes and enhanced efficiency.
- 2. Public Sector Procurement Excellence:** For the successful integration of CPO (Refineries), exemplifying synergy and operational excellence.

Many other industries like IOCL, Reliance Industries, IRCON (Indian Railways), Deepak Fertilisers, etc., competed for the awards.

The awards were received by Mr. L. Ravi, Chief Procurement Officer (Refineries), accompanied by his team, at a grand ceremony held in New Delhi on August 1, 2025. The event celebrated the most transformative

and impactful procurement practices adopted by leading Indian organisations across sectors.

ISM-India, the Indian affiliate of ISM-USA (Institute for Supply Management – USA), is a globally respected body that promotes professional standards, digital transformation, and leadership in procurement and supply chain management. ISM-USA is the world's oldest procurement institute, and its Indian chapter is a leading

platform for knowledge exchange and industry recognition.

BPCL's recognition at ISM-India 2025 is a testament to its strategic focus on digitalisation, integration, and excellence in procurement. The awards highlight BPCL's proactive approach in transforming its procurement landscape to align with global best practices and support India's broader goals of transparency, efficiency, and sustainability in public sector enterprises.

As BPCL-CPO (Refineries) continues its journey towards innovation-led growth, these accolades serve as a powerful endorsement of the company's leadership in driving procurement excellence in the Indian oil & gas sector.

BPCL Recognised as Second-Highest Importer of Liquid Bulk Cargo by SMPK

On August 22, 2025, BPCL was recognised as the second-highest importer of liquid bulk cargo for FY 2024-25 by the Syama Prasad Mookerjee Port, Kolkata (SMPK). This prestigious award was presented in Kolkata by Mr. Rathendra Raman, Chairman, and Mr. Samrat Rahi, Deputy Chairman of SMPK. Mr. Vilas Pathrabe, Head (LPG), East, accepted the honour on behalf of BPCL, acknowledging his crucial leadership in operations across the eastern and northeastern regions of India.

AWARDS & RECOGNITION



This recognition solidifies BPCL's dominant position in Eastern India's energy sector. The company operates a key LPG import terminal that supplies both domestic and commercial LPG to the entire eastern part of Uttar Pradesh, as well as Eastern and Northeastern India. This achievement is particularly significant, given the fierce competition at Haldia, one of India's busiest liquid bulk handling ports, where BPCL effectively competes against major players like Aegis Logistics Limited and Indianoil Petronas Private Limited (IPPL).

BPCL's success is a testament to its operational excellence, which includes smooth berthing, efficient cargo evacuation, and a robust strategic distribution network. The award highlights the company's ability to maintain high standards of efficiency in a competitive market. With the demand for LPG continuously increasing, BPCL is strategically positioned to expand its capacity and reach, aligning with the government's vision of making clean energy accessible to all.

For BPCL, this honour is more than just an award—it's a validation of its core values: operational excellence, reliability, and national service. The company is committed to not only maintaining but also exceeding its current performance, ensuring that it continues to excel in the near future. This recognition, which coincided with the curtain-raiser for the upcoming India Maritime

Week (IMW) in Mumbai, also underscores the vital role PSUs like BPCL play in driving the nation's economic growth.

Haldia LPG Terminal team is extremely thankful to HQ and Regional Logistics for their continuous guidance, support and motivation. The terminal team members are highly motivated to further improving the productivity and efficiency of the terminal.

A Shower of Accolades at the 19th Global Communication Conclave 2025

BPCL sparkled at the 19th Global Communication Conclave 2025 hosted by the Public Relations Council of India (PRCI), winning the 'Champion of Champions Trophy,' along with outstanding wins across as many as 14 categories.



PRCI Excellence Awards are among the most respected recognitions in the field of communication, celebrating creativity, innovation and impact.

Mr. Raman Malik, Chief General Manager (PR & Brand), Ms. Sheilagh Nair, General Manager (PR & Brand), Mr. Ajay Ruge, Territory Manager – Retail (Goa Territory), and Mr. Sharad Hitesh, Territory Coordinator – Retail (Goa Territory), received the awards on behalf of the corporation.

AWARDS & RECOGNITION



campaigns and executing initiatives on the ground, which gave us the opportunity to showcase our brand excellence to the world.

BPCL Clinches 'Special Achievement in GIS' Award at Esri India User Conference 2025

BPCL has been honoured with the Special Achievement in GIS Award for Innovative Applications in the oil & gas sector at the Esri India User Conference 2025, the world's largest gathering of Geographic Information System (GIS) professionals.

By integrating enterprise and external data, BPCL developed a powerful application that drives market expansion, channel activation, and operational excellence.

The award was received on behalf of BPCL by Ms. Mugdha Tandon, Team Lead – Digital Strategy. The



BPCL received top honours across 14 categories – Gold for Best Social Media Campaign, Community Impact Communication, Annual Report, and Motivational Films. Silver for Marketing Campaign, Internal Communication Campaign, Crisis Management Communication, and Content Marketing. Bronze for PR Case Study, Change Communication Campaign, Website & Microsite, Internal Channel, and Government Communication Films as well as a Consolation prize for Corporate Films.

We extend our heartfelt gratitude to our colleagues across Business Units and Entities, for crafting compelling



event brought together distinguished practitioners from the Government of India, academia, and industry, underscoring how GIS is shaping the future of decision intelligence.

AWARDS & RECOGNITION

This recognition is a testament to BPCL's pursuit of technology-driven excellence and its commitment to shaping the future.

BPCL – Most Preferred Workplace for Women

It gives us immense pleasure to share that BPCL has been recognised as the Most Preferred Workplace for Women 2025-26.



This accolade is a testament to our resolute commitment to inclusivity, empowerment, and building a strong workplace culture, where women can thrive and lead across every sphere.

The award was received by Mr. Pushp Kumar Nayar, ED (HRD) and Ms. Geetha Ramakrishnan, CGM (Finance).

At BPCL, we believe that when we empower women, we empower progress!

Prestigious 'Honoured Member' Award for Head (R&D) from ASNT India

Founded in 1941, American Society for Nondestructive Testing (ASNT) is a global leader dedicated to establishing international standards, fostering exceptional innovation and providing committed service—pillars that form the foundation of the nondestructive testing profession. Their initiatives strongly focus on advancing

scientific research, enhancing technical knowledge and raising public awareness in this vital field.

The ASNT India, every year, presents the awards in different categories to the industry and leaders towards their commitment, exceptional dedication and invaluable contributions to the fields of nondestructive testing, corrosion, welding, engineering excellence and broader societal impact. This prestigious award is reserved for individuals who have made enduring contributions to the growth and advancement of the inspection, materials evaluation and research community, while also promoting the highest standards of professional excellence and knowledge-sharing across industries.

During the conference ICENDE 2025, held in Kochi on August 21, 2025, Mr. N. Chandrasekhar, Head (R&D), received a prestigious Honoured Member Award from the CEO of ASNT USA, amidst a gathering of esteemed professionals and peers from across the nation and beyond.

This prestigious recognition is a proud moment for all of us and a testament to our collective commitment and excellence.





Chandrasekhar N
Executive Director and Head (R&D),
Corporate Research & Development
Centre, BPCL

Mr. Chandrasekhar N joined BPCL in 1992 at graduating from Coimbatore Institute of Technology. He has held diverse roles in Energy & Environment Projects, Operations, and Manufacturing.

From 2014–2017, he was deputed to Bharat Refinery as Head (Process), playing a pivotal role in the major turn-around operations. He later served as CGM (Manufacturing) where he was instrumental in the commissioning of the HDT process at the Kochi Refinery, contributing significantly to the improvement of the PDDP facility.

As CGM (Manufacturing), he was responsible for the major turn-around in January 2018, ensuring the smooth operation of the Corporate Research & Development Centre, BPCL.

AWARDS & RECOGNITION

BPCL Conferred the 'Best Performing Biller Award' by NBBL

We are pleased to announce that BPCL has been conferred the 'Best Performing Biller Award' by NBBL – NPCI Bharat BillPay Ltd. The award was received by Mr. T. V. Pandiyan, Business Head (LPG).



Out of a total LPG customer base of over 9 crore households, more than 9.7% have availed the online Pay & Book facility, the highest in the oil industry.

This recognition celebrates Bharatgas' outstanding contribution in enabling high-volume, seamless, and secure digital transactions across India, contributing over 5.4 crore transactions worth ₹4,505 crore through the online Pay & Book facility in the last financial year.

बीपीसीएल को लगातार तीसरी बार मिला गृह मंत्रालय का सर्वोच्च हिंदी पुरस्कार

हमें बताते हुए बेहद खुशी हो रही है कि लगातार तीसरी बार भारत पेट्रोलियम को गृह मंत्रालय द्वारा दिनांक 14 सितंबर, 2025 को राजभाषा (हिंदी) के कार्यान्वयन में उत्कृष्ट प्रदर्शन के लिए भारत सरकार द्वारा प्रदान किया जाने वाला प्रतिष्ठित पुरस्कार प्राप्त हुआ। श्री अमित शाह, माननीय केंद्रीय गृह

एवं सहकारिता मंत्री जी की उपस्थिति में दिनांक 14 सितंबर, 2025 को गांधीनगर, गुजरात में आयोजित 5 वें अखिल भारतीय राजभाषा सम्मेलन की शुरुआत की गई। इस अवसर पर भारत पेट्रोलियम कॉर्पोरेशन लिमिटेड की गृह पत्रिका पेट्रोप्लस राजभाषा गुंजन को श्री अर्जुन राम मेघवाल, केंद्रीय विधि और न्याय एवं संसदीय कार्य राज्य मंत्री, भारत सरकार के कर-कमलों द्वारा श्री दिनेश शर्मा, सांसद एवं संयोजक, संसदीय राजभाषा समिति की पहली उपसमिति तथा श्री आनंद रंगनाथन, भारतीय वैज्ञानिक, लेखक की गरिमामई उपस्थिति में यह पुरस्कार प्रदान किया गया। भारत पेट्रोलियम की ओर से श्री देवल्ला पार्थसारथी, कार्यपालक निदेशक, मानव संसाधन सेवाएँ ने यह राजभाषा कीर्ति पुरस्कार ट्रॉफी लगभग 10 हजार से अधिक हिंदी सेवियों की उपस्थिति में भारी करतल ध्वनि के बीच प्राप्त किया।

इस कार्यक्रम में अन्य माननीय मंत्री गण तथा संसदीय राजभाषा समिति के माननीय सांसद गण; गृह मंत्रालय के पदाधिकारी तथा विभिन्न सरकारी मंत्रालयों, विभागों, कार्यालयों, उपक्रमों, बैंकों, संस्थानों के प्रमुख एवं अधिकारी-कर्मचारीगण उपस्थित थे। इस अवसर पर भारत पेट्रोलियम की हिंदी टीम जिसमें; श्री विद्याधर जोग, मुख्य प्रबंधक, हिंदी, निगमित; सुश्री मैथिली एम एस, प्रबंधक, हिंदी, दक्षिण क्षेत्र;



श्री राजकुमार महतो, प्रबंधक, हिंदी, उत्तर क्षेत्र; सुश्री सीमा दशरथ सिंह, प्रबंधक, हिंदी, मुंबई रिफाइनरी; सुश्री ऋतु अग्रवाल, प्रबंधक, हिंदी, पश्चिम क्षेत्र; श्री अखिलेश डेहरिया, सहायक प्रबंधक, हिंदी,

AWARDS & RECOGNITION

पश्चिम क्षेत्र; श्री धर्मेन्द्र कुमार शुक्ला, सहायक प्रबंधक, हिंदी, पूर्व क्षेत्र; श्री राहुल कुमार सिंह, सहायक प्रबंधक, हिंदी, निगमित; श्री मनोजकुमार जितेंद्रप्रताप, सहायक प्रबंधक, हिंदी, निगमित एवं श्री प्रेमकुमार गुप्ता, सहयोगी कार्यपालक तथा भारत पेट्रोलियम के अन्य अधिकारी गण उपस्थित थे; जिसमें श्री अचिंत भावसार (राज्य प्रमुख, रिटेल, गुजरात), श्री प्रकाश जोशी, उप महाप्रबंधक, मार्केटिंग, रिटेल; श्री जतिन्द्र बत्रा, अध्यक्ष एवं प्रबंध निदेशक के सचिव, उत्तर; श्री जयकुमार विश्वकर्मा, प्रबंधक, उत्तर; श्री मनीष पंडया, राज्य कार्यालय, गुजरात उपस्थित थे।

कार्यपालक निदेशक श्री देवल्ला पार्थसारथी ने इस उपलब्धि पर हिंदी टीम को बधाई दी और आगे और उपलब्धियां हासिल करने के लिए प्रेरित किया।

इस अवसर पर उपस्थित पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय की उप निदेशक, राजभाषा, डॉ. ज्योति मिश्रा ने विशेष रूप से भारत पेट्रोलियम की हिंदी टीम को बधाई दी।

बीपीसीएल को मिला गोवा टोलिक के उत्कृष्ट संचालन हेतु गृह मंत्रालय का पुरस्कार

यह अत्यंत हर्ष का विषय है कि भारत पेट्रोलियम को गृह मंत्रालय द्वारा दिनांक 15 सितंबर, 2025 को प्रादेशिक कार्यालय, गोवा के माध्यम से नगर राजभाषा कार्यान्वयन समिति, गोवा-उत्तर के सफल संचालन एवं राजभाषा कार्यान्वयन में उत्कृष्ट प्रदर्शन के लिए श्री अमित शाह, माननीय केंद्रीय गृह एवं सहकारिता मंत्री जी की अध्यक्षता में गांधीनगर, गुजरात में आयोजित 5 वें अखिल भारतीय राजभाषा सम्मेलन में टोलिक अध्यक्ष श्री अजय चंद्रकांत रुगे, प्रादेशिक प्रबन्धक, गोवा एवं सदस्य सचिव श्री शरद हितेश के नाम जारी किया गया 'प्रशस्ति पत्र' प्रदान कर सम्मानित किया गया। इस अवसर पर श्री अर्जुन राम मेघवाल, केंद्रीय विधि और न्याय एवं संसदीय कार्य राज्य मंत्री; श्री दिनेश शर्मा, सांसद

एवं संयोजक, संसदीय राजभाषा समिति की पहली उपसमिति; गुजरात राज्य के मुख्यमंत्री श्री भूपेंद्रभाई पटेल जी की विशेष उपस्थिति रही। भारत पेट्रोलियम की ओर से यह सम्मान श्री अजय चंद्रकांत रुगे, प्रादेशिक प्रबन्धक, गोवा एवं श्री विद्याधर जोग, मुख्य प्रबन्धक (हिंदी), निगमित ने राजभाषा विभाग की सचिव श्रीमती अंशुली आर्या, सचिव (आईएस), गृह मंत्रालय, राजभाषा विभाग के करकमलों से लगभग 10 हजार से अधिक हिंदी सेवियों की उपस्थिति में भारी करतल ध्वनि के बीच प्राप्त किया।

इस कार्यक्रम में अन्य माननीय मंत्री गण तथा संसदीय राजभाषा समिति के माननीय सांसद गण; गृह मंत्रालय के पदाधिकारी तथा विभिन्न मंत्रालयों, विभागों, कार्यालयों, उपक्रमों, बैंकों, संस्थानों के प्रमुख एवं अधिकारी-कर्मचारी गण उपस्थित थे। इस अवसर पर भारत पेट्रोलियम की हिंदी टीम जिसमें श्री विद्याधर जोग, मुख्य प्रबंधक, हिंदी, निगमित; सुश्री मैथिली एम एस, प्रबंधक, हिंदी, दक्षिण क्षेत्र; श्री राजकुमार महतो, प्रबंधक, हिंदी, उत्तर क्षेत्र; सुश्री सीमा दशरथ सिंह, प्रबंधक, हिंदी, मुंबई रिफाइनरी; सुश्री ऋतु अग्रवाल, प्रबंधक, हिंदी, पश्चिम क्षेत्र; श्री अखिलेश डेहरिया, सहायक प्रबंधक, हिंदी, पश्चिम क्षेत्र; श्री धर्मेन्द्र कुमार शुक्ला, सहायक प्रबंधक, हिंदी, पूर्व क्षेत्र; श्री राहुल कुमार सिंह, सहायक प्रबंधक, हिंदी निगमित, श्री मनोजकुमार जितेंद्रप्रताप, सहायक प्रबंधक, हिंदी, निगमित एवं श्री प्रेम प्रकाश गुप्ता, सहयोगी कार्यपालक, बीना रिफाइनरी तथा भारत पेट्रोलियम के अन्य अधिकारी गण उपस्थित थे, जिसमें श्री अचिंत भावसार (राज्य प्रमुख, रिटेल, गुजरात), श्री प्रकाश जोशी, उप महाप्रबंधक, मार्केटिंग, रिटेल; श्री जतिन्द्र बत्रा, अध्यक्ष एवं प्रबंध निदेशक के सचिव, उत्तर क्षेत्र; श्री जयकुमार विश्वकर्मा, प्रबंधक, उत्तर; श्री मनीष पंडया, राज्य कार्यालय, गुजरात, श्री भिकाजी व्हानखण्डे, वरिष्ठ प्रबंधक, परिचालन, रिटेल, मांगलिया एवं श्री रामबरन यादव, सहायक, रिटेल कार्यालय इंदौर उपस्थित थे।



"Thank You, Mechanics" – MAK Lubricants Celebrates the Mechanic Community with Nationwide Radio Campaign



In a one-of-its-kind initiative, MAK Lubricants launched a nationwide integrated radio campaign to honour the invaluable contributions of automobile mechanics. Themed **"Thank you, Mechanics – for Safe and Smooth**

The span of the campaign was truly massive, spanning across 116 cities over 30 days. The innovative campaign aired more than 18,000 radio spots across 14 leading radio stations, delivering over 16 lakh seconds of airtime. As many as 75,000+ mechanics were engaged and 10,000+ mechanics were honoured through on-ground and in-studio interactions. As one of the largest outreach activity of its kind, the initiative reached an audience of 11.5+ crore through radio and 12+ million on social media. A key highlight of the campaign was its interactive approach with the mechanic community. Mechanics shared their experiences, tips, and their customer stories through radio interviews, while RJs travelled to more than 200 transport hubs for live, on-air interactions, and more than 200 RJ reels were created and released



Journeys," the initiative was rooted in a commitment to recognising the unsung heroes who keep India moving and ensure road safety for millions of commuters every day.

for social media cross-promotion, ensuring widespread visibility and participation. Complementing the on-air activities, below-the-line activations further deepened

SPECIAL STORY



connect and pride within the mechanic fraternity, making the campaign truly memorable.

MAK Lubricants' brand ambassador, cricketing legend Rahul David, featured in specially created audio jingles in 13 languages. Additionally, innovative RJ mentions



Lubricants is proud to dedicate this campaign to the mechanic community, whose relentless efforts keep India moving. Through this unique integrated campaign, MAK Lubricants has not only expressed its gratitude but also strengthened its bond with mechanics by acknowledging the crucial role these 'masters of mobility' play in ensuring safe and smooth journeys for everyone."

during popular radio segments such as time checks and traffic updates further extended the outreach.

Mr. S. Kannan, Business Head (Lubes), said, "As Bharat Petroleum celebrates its 50th year of foundation, MAK

With its multi-format outreach and community-driven approach, this campaign reinforced BPCL's ethos of trust, reliability, and inclusivity, while honouring the remarkable contributions of mechanics across the nation.

जोश, प्रदर्शन और प्रगति की 129 साल की विरासत

यह एक पारिवारिक व्यवसाय की दिलचस्प कहानी है जो एक विचार की चिंगारी से शुरू हुई और अपने 129 वर्षों के अस्तित्व में, रणनीतिक रूप से विस्तार करते हुए और बदलते समय के साथ आधुनिकता को अपनाते हुए, तेज़ी से आगे बढ़ी है।



साल 1896, स्थान था—तमिलनाडु का पनरुटि। वह दौर जब घरों में शाम को केरोसिन के दीये जलते थे और बिजली अधिकांश लोगों के लिए केवल एक सपना थी। काजू और मूंगफली के व्यापार की हलचल के बीच, एक दूरदर्शी उद्यमी श्री एम. अप्पासामी मुदलियार समय से आगे की सोच रहे थे। वे स्थानीय उपज को विदेश भेजते, यूनाइटेड किंगडम से सामान आयात करते, और अपनी गहरी दूरदृष्टि के साथ एक नए क्षेत्र — फ्यूल रिटेलिंग व्यवसाय — में कदम रख चुके थे। केरोसिन और लाइट डीज़ल ऑयल के मात्र कुछ बैरल से शुरू हुई यह यात्रा जल्द ही दक्षिण भारत की सबसे स्थायी व्यावसायिक विरासतों में से एक बन गई।

फ्यूल रिटेलिंग व्यवसाय की नींव

अपनी तीक्ष्ण व्यावसायिक समझ के साथ, श्री अप्पासामी मुदलियार ने बर्मा ऑयल कंपनी और असम ऑयल कंपनी के साथ साझेदारी की, और उस समय ईंधन की आपूर्ति शुरू की, जब बिजली अभी भी एक भव्यता थी। उन दिनों केरोसिन घरों को रोशन करता था और चूल्हों को चलाता था, जबकि लाइट डीज़ल ऑयल छोटे इंजनों को शक्ति देता था।

मांग को पहचानने और अवसरों को भांपने की उनकी क्षमता ने खुदरा ईंधन व्यापार की वह नींव रखी, जो जल्द ही दक्षिण भारत के घरों और उद्योगों के लिए जीवनरेखा बन गई।

शुरुआती वर्ष

श्री अप्पासामी मुदलियार के निधन के बाद, यह व्यवसाय उनके भाई श्री एम. वेदाचला मुदलियार, और उनके पुत्र श्री एम. ए. कृष्णराज मुदलियार

ने आगे बढ़ाया। उनके नेतृत्व में यह उद्यम एक मजबूत नेटवर्क के रूप में विकसित हुआ, जो मद्रास से पुदुकोट्टई तक फैल गया, और कस्बों व गाँवों में 200 से अधिक बर्मा-शेल आउटलेट्स स्थापित हुए।

हालाँकि इन ग्रामीण आउटलेट्स में से अधिकांश से अपेक्षाकृत कम कारोबार होता था, लेकिन सामूहिक रूप से यह व्यवसाय उस क्षेत्र की सबसे सफल व्यावसायिक इकाइयों में से एक बन गया।

वे अपने समय के सच्चे अग्रदूत थे—जब ऑटोमोबाइल आम होने लगे, तब उन्होंने डिस्पेंसिंग पंप शुरू किए और केरोसिन से ध्यान हटाकर पेट्रोल व हार्ड-स्पीड डीज़ल पर केंद्रित करने लगे। बिक्री बढ़ाने के लिए एक साहसिक प्रयोग करते हुए, परिवार ने शेल मोटर सर्विस नाम से अपनी एक बस कंपनी भी शुरू की। हालाँकि यह उद्यम बाद में बेच दिया गया, लेकिन कंपनी की विरासत में यह आज भी एक रोचक और यादगार अध्याय बना हुआ है।

एक निर्णायक मोड़

1940 के शुरुआती दशक में एक दुखद घटना हुई—श्री एम. ए. कृष्णराज मुदलियार का पीले बुखार से निधन हो गया। उनके असमय निधन ने व्यवसाय में पुनर्गठन की आवश्यकता पैदा की। इसके परिणामस्वरूप, व्यापार का विभाजन श्री एम. वेदाचला मुदलियार और उनके दामाद श्री ए. आर. दामोदरन मुदलियार (जो श्री कृष्णराज की बेटी के पति थे) के बीच किया गया।



तब तक समूह अपनी गतिविधियों को सुव्यवस्थित करने की दिशा में कदम बढ़ा चुका था। वे उनके 200 से अधिक आउटलेट्स के विशाल नेटवर्क से ध्यान हटाकर, तमिलनाडु के चेन्नई और साउथ आर्कोट ज़िले के बीच एक अधिक रणनीतिक क्लस्टर पर केंद्रित हो रहे थे।



अंततः 1951 में विभाजन औपचारिक रूप से पूरा हुआ। श्री वेदाचल मुदलियार के पास क्रोमपेट से तिदिवनम और पांडिचेरी तक के आउटलेट्स रहे, जबकि श्री ए. आर. दामोदरन मुदलियार ने साउथ आर्कोट ज़िले में मुख्यालय के साथ ए.आर. दामोदरन मुदलियार एंड कम्पनी की स्थापना की।

परंपरा आगे बढ़ी

1976 तक यह फर्म केवल श्री ए. आर. दामोदरन मुदलियार द्वारा ही संचालित

की जाती थी। बाद में उन्होंने अपने परिवार के सदस्यों को भी भागीदार बनाया और उन्हें व्यवसाय का अभिन्न हिस्सा बना दिया। इनमें शामिल थे: श्रीमती अंदा ल दामोदरन (पत्नी), थिरु अश्वथ नारायण और थिरु डी. सत्यनारायणन (पुत्र), श्रीमती कल्पना सबनायगम (पुत्री), श्रीमती विजयलक्ष्मी अनंथा कृष्णन और श्रीमती त्रिपुरा सुंदर (बहनें), थिरु हरि कृष्णन (भतीजे), और बाद में शामिल हुई — श्रीमती उर्मिला सत्यनारायणन (पुत्रवधू) तथा श्रीमती नारायणी संयुक्ता सत्यनारायणन (पोती)।

1986 तक व्यवसाय का संचालन थिरु ए. आर. दामोदरन स्वयं करते रहे। इसके बाद उनके पुत्र थिरु डी. सत्यनारायणन ने नेतृत्व की बागडोर संभाली। 2016 में मशाल अगली पीढ़ी को सौंपी गई, जब श्रीमती नारायणी संयुक्ता ने संचालन में प्रवेश किया।

वर्तमान में, डीलरशिप श्री डी. सत्यनारायणन के मार्गदर्शन में फल-फूल रही है — वे वित्तीय योजना और अनुपालन की देखरेख करते हैं, जबकि उनकी बेटी श्रीमती नारायणी संयुक्ता दैनिक संचालन, डिजिटल अपनाने और ग्राहक सहभागिता का नेतृत्व करती हैं।

बैलगाड़ियों से टैंकरों तक: हमेशा आगे बढ़ते हुए

केरोसिन के दीयों से लेकर इलेक्ट्रिक वाहनों के (ईवी) चार्जर्स तक, और हाईवे से लेकर शहरों के केंद्र तक — ए. आर. दामोदरन मुदलियार एंड कम्पनी ने अद्भुत दूरदर्शिता, सेवा-संकल्प और ग्राहक-केन्द्रित सोच का परिचय दिया है। 125 से अधिक वर्षों से, उनका मार्गदर्शक सिद्धांत एक ही रहा है: “हर ग्राहक की सेवा विश्वास, विश्वसनीयता और नवाचार के साथ।”

उन शुरुआती दिनों में ईंधन वितरण स्वयं एक चुनौती था। उत्पाद को बैलगाड़ियों पर लगाए गए टैंकों में भरकर घर-घर पहुँचाया जाता था। ग्राहक को उतनी ही मात्रा मिलती थी जितनी वे चाहते थे — नापकर, प्रमाणित कैनो से। यही घर-आंगन पर शुरू हुआ भरोसा आगे चलकर इस व्यवसाय की नींव बना।

जैसे-जैसे मांग बढ़ी, आपूर्ति श्रृंखला भी आधुनिक होती गई। ईंधन रेलवे टैंक वैगन्स से आने लगा, या ट्रकों द्वारा लाए गए कैन-पैकेजों के माध्यम से, जिन्हें बाद में स्थानीय रूप से वितरित किया जाता था।

इस बढ़ती मांग को पूरा करने के लिए, परिवार ने अपने स्वयं के 8 kL टैंक ट्रकों में निवेश किया, जो सीधे चेन्नई टर्मिनलों से ईंधन लाते थे। समय के साथ यह बेड़ा 12 kL तक बढ़ा, और आज के 20 kL और इससे बड़े टैंकरों के आधुनिक स्वरूप में विकसित हो गया, जो गति और दक्षता दोनों प्रदान करते हैं।

ए. आर. दामोदरन मुदलियार एंड कम्पनी, अपने 11 रिटेल आउटलेट्स (ROs) की श्रृंखला के साथ, केवल एक डीलरशिप नहीं है — यह एक विरासत संस्थान है, जो परंपरा और आधुनिकता का सुंदर संगम है, और एक परिवार की ईंधन खुदरा व्यवसाय के प्रति समर्पण की सशक्त पहचान है।



जो सेवा कभी बैलगाड़ी से शुरू हुई थी, वह आज एक अत्याधुनिक लॉजिस्टिक्स नेटवर्क बन चुकी है, जिसने सेवा के स्तर को अनेक गुना बढ़ा दिया है। तकनीक समय के साथ बदलती रही, लेकिन इस डीलरशिप की सेवा का वादा आज भी अडिग है।

आधुनिक रिटेल और ग्राहक-केन्द्रित सोच

"हमने आधुनिक खुदरा प्रथाओं को अपनाया है। हमने अपने ग्राहकों को हमेशा नवीनतम तकनीक का लाभ प्रदान किया है, उन्हें अधिक विकल्प, अतिरिक्त सुविधा, साथ ही त्वरित और विनम्र सेवा प्रदान की है," डीलरशिप के ग्राहक-केंद्रित दृष्टिकोण के बारे में बताते हुए संयुक्ता कहती हैं।

UFill (यूफिल) को ग्राहकों ने उत्साहपूर्वक अपनाया है—तेज़ फिल-एंड-गो अनुभव, साथ ही अधिक पारदर्शिता और भरोसे के कारण।



डिजिटल भुगतान कई वर्ष पहले ही उनके आरओज़ पर शुरू हो चुके थे, और आज इन्हें प्राथमिक भुगतान माध्यम के रूप में प्रोत्साहित किया जाता है।

नॉन-फ्यूल रिटेलिंग की सुविधा भी उपलब्ध है, जिससे ड्राइवरों और यात्रियों दोनों को ताज़गी मिलती है — अतिथि-सत्कार का दायरा ईंधन से आगे तक बढ़ता है। सीएनजी फिलिंग और इलेक्ट्रिक-वाहन चार्जिंग (ईवी चार्जिंग) सुविधाएँ नई पीढ़ी के वाहनों का समर्थन करती हैं और देश के कार्बन-रहित परिवहन के लक्ष्य में योगदान देती हैं। इसके अलावा, क्विक ऑयल चेंज (QOC) मशीनें सभी आउटलेट्स पर लगाई गई हैं — जो जिले में सबसे अधिक फ्री ऑयल चेंज प्रदान करती हैं। और सबसे महत्वपूर्ण — 24x7 फ्री नाइट्रोजन/एयर सेवा, लीक चेक और कैप रिप्लेसमेंट के साथ उपलब्ध है, जिससे सड़क सुरक्षा हर ग्राहक के

लिए हर समय सुलभ होती है।

सिर्फ ईंधन नहीं — पीढ़ियों का रिश्ता

डीलरशिप अपने ग्राहकों के साथ बनाए गए संबंधों को अत्यधिक महत्व देती है — और इसका प्रत्युत्तर उनके ग्राहकों से भी समान व्यवहार में मिलता है।

मुख्य कहानी

संयुक्ता यादें साझा करती हैं: “ए. आर. दामोदरन मुदलियार एंड कम्पनी में हमारी सबसे बड़ी ताकत सिर्फ ईंधन नहीं है — यह पीढ़ियों से बना हुआ विश्वास है। हमारे कई ग्राहक 30, यहाँ तक कि 40 वर्षों से हमारे साथ हैं। उनके दादाजी तब यहाँ आया करते थे जब डीज़ल सिर्फ 25 पैसे लीटर था, और आज उनके बच्चे और पोते-पतौते उसी परंपरा को आगे बढ़ा रहे हैं। हर यात्रा निरंतरता, विश्वसनीयता और साझा विकास की कहानी लेकर आती है।”

एक पुराने ग्राहक ने इसे बेहद सुंदर शब्दों में कहा: “मेरे दादा अपनी बैलगाड़ी रोककर यहाँ 25 पैसे में एक लीटर डीज़ल भरवाते थे। मेरे पिता ने भी यही जारी रखा।

आज मैं अपनी कार लेकर आता हूँ — और स्वागत करने वाले वही मुस्कुराते चेहरे अब भी मुझे परिवार जैसा अपनापन देते हैं।”

डीलरशिप ने अपने ग्राहकों के साथ दीर्घकालिक संबंध बनाए हैं — क्योंकि वे सामान्य से एक कदम आगे जाते हैं।

ईंधन की लगातार उपलब्धता बनाए रखी जाती है, जिससे यह सुनिश्चित होता है कि टैंक कभी खाली न हों; बारिश हो या धूप, ईंधन हमेशा उपलब्ध रहता है। लॉयल्टी स्कीम, ऑयल चेंज मेले और पानी की बोतलें, तैलिए,



किचन का सामान और घरेलू सामान जैसे पुरस्कारों से ग्राहकों के संबंधों को सराहा जाता है। व्यापार में, कस्टमर लॉयल्टी को सुनिश्चित करने के लिए रिश्ते बहुत ज़रूरी होते हैं। यह उनका व्यक्तिगत संपर्क ही है जो ग्राहकों को न सिर्फ वापस लाता है बल्कि अगली पीढ़ी को भी अपने साथ जोड़ता है।

संयुक्ता के शब्दों में: “हमारा यूएसपी बहुत सरल है — हम सिर्फ ईंधन नहीं बेचते, हम रिश्ते निभाते हैं। ग्राहक हम पर भरोसा करते हैं क्योंकि हम उनके

साथ खड़े रहते हैं, कर्मचारी हमारे साथ जुड़कर रहते हैं क्योंकि हम उन्हें परिवार की तरह मानते हैं — और इसी तरह हमने एक ऐसी विरासत बनाई है जो जीवन और आजीविका दोनों को ऊर्जा देती है।”

परिवार की तरह साथ बढ़ते हुए

डीलरशिप दृढ़ता से मानती है कि उसकी टीम ही उसका परिवार है।

संयुक्ता बताती हैं: “हमारे आउटलेट्स को चलाने वाले मैनेजर वास्तव में अनमोल हैं — उनमें से चार को स्वयं हमारे संस्थापक श्री ए. आर. दामोदरन मुदलियार ने प्रशिक्षित किया था और नियुक्त किया था, और आज भी वे उनके मूल्यों को जीते हैं। हमारे सबसे पुराने कर्मचारी को हमारे साथ 38 वर्ष हो चुके हैं, और कई अन्य लोग कुछ वर्षों में नेतृत्व की भूमिकाओं तक पहुँचे हैं।”

संयुक्ता याद करती हैं कि एक वरिष्ठ मैनेजर ने उनसे अपने सफ़र को किस तरह बयान किया था, उन्हीं के शब्दों में: “आपके दादाजी ने मुझे सिखाया था कि हर ग्राहक की सेवा ईमानदारी और धैर्य के साथ कैसे करनी है। आज भी जब मैं नए कर्मचारियों को मार्गदर्शन देता हूँ, तो उन्हें उनकी वही सीख याद दिलाता हूँ — सेवा पहले, बाकी सब उसके बाद।”

डीलरशिप ने हमेशा अपने कर्मचारियों की आर्थिक सुरक्षा का ध्यान रखा है। अनिवार्य होने से पहले ही—उन्होंने **प्रोविडेंट फंड (PF)** और **कर्मचारी राज्य बीमा (ESI)** लागू कर दिया था, क्योंकि उनका विश्वास है कि जो लोग साथ मिलकर काम करते हैं, उनकी देखभाल करना फर्म की जिम्मेदारी है।

संयुक्ता कहती हैं: “ए. आर. दामोदरन मुदलियार एंड कम्पनी में हम मानते हैं कि खुश कर्मचारी ही खुश ग्राहक बनाते हैं। हमारी सोच सरल है — हम अपने लोगों का ध्यान रखते हैं; और वे हमारे व्यवसाय का।”



प्रोत्साहन और मान्यता

जब भी कोई कर्मचारी कुशल, बिना परेशानी वाली सेवा देता है, उसे तुरंत सराहा जाता है। ये छोटी-छोटी लेकिन लगातार मिलने वाली प्रशंसाएँ गर्व और प्रेरणा का बड़ा आधार बनती हैं। सभी को एक बात याद दिलाई जाती है की: “ग्राहक सर्वस्व हैं।” यह सरल सत्य टीम को एकजुट रखता है — सेवा सुधारना, सहयोग बढ़ाना और

और आउटलेट की सफलता के प्रति व्यक्तिगत रूप से समर्पित बनता है। उपलब्धियाँ सिर्फ आँकड़े नहीं होतीं — वे खुशियों के पल होती हैं। जब



भी RO को कोई पुरस्कार मिलता है, तो इस अवसर को पूरे स्टाफ के साथ मनाया जाता है — केक-कटिंग से लेकर सामूहिक भोजन तक। शाकाहारी और मांसाहारी दोनों प्रकार के विकल्प रखे जाते हैं, ताकि हर व्यक्ति को महसूस हो कि उनकी व्यक्तिगत पसंद का ख्याल रखा जा रहा है।

समावेशन और सशक्तिकरण

डीलरशिप अपने आउटलेट्स पर महिलाओं को काम दिलाने में सामान रूप से समर्थन करती है, और उन्हें घर के कामों के साथ अपनी व्यावसायिक भूमिका को संतुलित करने के लिए बढ़ावा देती है। साथ ही, वे दिव्यांगजनों को भी मौके देती हैं, जिससे वे हिसाब किताब जैसे काम कर सकें, ज़रूरी ज़िम्मेदारियाँ संभाल सकें, और अपनी काबिलियत के हिसाब से ड्राइववे सेल्समैन (DSMs) के तौर पर ट्रेनिंग भी ले सकें।

अपने अस्तित्व के उद्देश्य को कभी न भूलना। कर्मचारियों को बिक्री के आधार पर प्रोत्साहन दिए जाते हैं, जिससे उन्हें लगता है कि वे सीधे लाभ में हिस्सेदार हैं। यह मालिकाना भाव उन्हें अधिक जिम्मेदार, ग्राहक-हितैषी



पशुओं के प्रति दयाभाव

करुणा सिर्फ लोगों तक सीमित नहीं है। खास बात यह है कि मुदलियार परिवार मुसीबत में फंसे जानवरों की प्यार से देखभाल करता है।

पुरस्कार और मान्यता: पीढ़ी दर पीढ़ी उत्कृष्टता का उत्सव

दशकों से, ए. आर. दामोदरन मुदलियार एंड कंपनी ने न केवल ग्राहकों का विश्वास अर्जित किया है, बल्कि उद्योग में भी मान्यता प्राप्त की है। प्रत्येक पुरस्कार उनकी सेवा, प्रदर्शन और नवाचार के प्रति प्रतिबद्धता का प्रतीक है।

श्री ए. आर. दामोदरन मुदलियार को 'लाइफटाइम अचीवमेंट अवॉर्ड' जो बीपीसीएल के तत्कालीन चेयरमैन श्री बेहुरिया द्वारा मुंबई में दिया गया था, वह पुरस्कार उन्हें फ्यूल रिटेलिंग व्यवसाय में उनकी अग्रणी भूमिका और योगदान के लिए

व्यापार से परे

अपने फ़ैमिली ट्रस्ट के माध्यम से, वे कर्मचारियों के बच्चों को छात्रवृत्तियाँ प्रदान करते हैं, जिससे वे स्कूल और कॉलेज की पढ़ाई जारी रख सकें। कई परिवार गर्व से बताते हैं कि इस सहारे से उनके बच्चे प्रोफेशनल्स बने और अपने जीवन में नई ऊँचाइयाँ हासिल कीं।

हर पोंगल पर कर्मचारियों को चावल का बैग और वस्त्र उपहार में दिए जाते हैं, ताकि हर घर में यह फ़सल पर्व गरिमा और खुशियों के साथ मनाया जा सके। यह सिर्फ उपहार नहीं, बल्कि रोज़ फ़र्म की व्यावसायिक यात्रा को आगे बढ़ाने वाले लोगों के प्रति कृतज्ञता का भाव है।



था। बेस्ट परफॉर्मिंग RO (रनर-अप) एक और गर्व की बात है। यह उनके रिटेल आउटलेट्स पर उनकी कुशलता, लगन और ग्राहक-केंद्रितता का सबूत

है। इसी तरह, क्विक ऑयल चेंज पुरस्कारों ने उनकी तेज़ और भरोसेमंद ऑयल चेंज सर्विस को पहचाना, जो ग्राहकों की गाड़ियों को आसानी से चलाती हैं। यह डीलरशिप इस इलाके में डिजिटल भुगतान की सुविधा देने वाली शुरुआती डीलरशिप में से एक थी। 'FINO अवॉर्ड फॉर लाजेंस्ट नंबर ऑफ़ ट्रांज़ैक्शन्स' एक राष्ट्रीय स्तर की उपलब्धि है जो उन्हें डिजिटल बैंकिंग लेनदेन में देश में नेतृत्व करने के लिए





प्लांट लगाने में हम शायद दिलचस्पी ले सकते हैं। हालाँकि, उससे पहले, हमें कई बातों पर विचार करना होगा, जैसे कि पॉल्यूशन कंट्रोल नॉर्म्स जैसे कानूनी पहलू, दूसरे कम्प्लायंस, साथ ही किसी प्रस्ताव की पूर्ण रूप से व्यवहार्यता," संयुक्ता पूरे विश्वास के साथ कहती हैं।

129 सालों से, मुदलियार परिवार ने एक ऐसा व्यवसाय चलाया है, जो भारत पेट्रोलियम के अपने चैनल पार्टनर्स के साथ लंबे दीर्घकालीन रिश्तों का एक शानदार उदाहरण है। इस पूरे समय में लगातार विकास करने के बाद अब यह साहसी परिवार आने वाले वर्षों में नए रास्तों पर चलने के लिए उत्सुक है।

मिली है, जो फाइनेंशियल टेक्नोलॉजी को जल्दी अपनाने की उपलब्धि को सराहता है। MAK श्रृंखला के उत्पादों में विक्री प्रदर्शन एक और क्षेत्र है जहाँ डीलरशिप की विशेषताएं झलकती हैं। यह फ्रीडम फेस्ट परफॉर्मेंस पुरस्कारों में भी साफ दिखता है, जो उन्हें विशेष अभियानों के दौरान बेहतरीन काम करने, शानदार विक्री हासिल करने और ग्राहक जुड़ाव बढ़ाने के लिए दिए गए हैं। स्पीड सेल्स अवॉर्ड्स 'स्पीड' ईंधन और उससे जुड़े उत्पादों की विक्री को बढ़ावा देने में डीलरशिप के बेहतरीन प्रदर्शन को सराहते हैं, जबकि उनके जीते हुए ल्यूब सेल्स पुरस्कार कस्टमर के भरोसे और सक्रिय सेवा के ज़रिए लुब्रिकेंट विक्री को लक्ष्य से ज़्यादा बढ़ाने की लगातार सफलता को दिखाते हैं।

प्रत्येक पुरस्कार सिर्फ एक ट्रॉफी नहीं है — यह नवाचार करने, ईमानदारी से सेवा देने, और ग्राहकों व समुदाय के लिए विश्वसनीय साझेदार बने रहने के वादे का प्रतीक है।

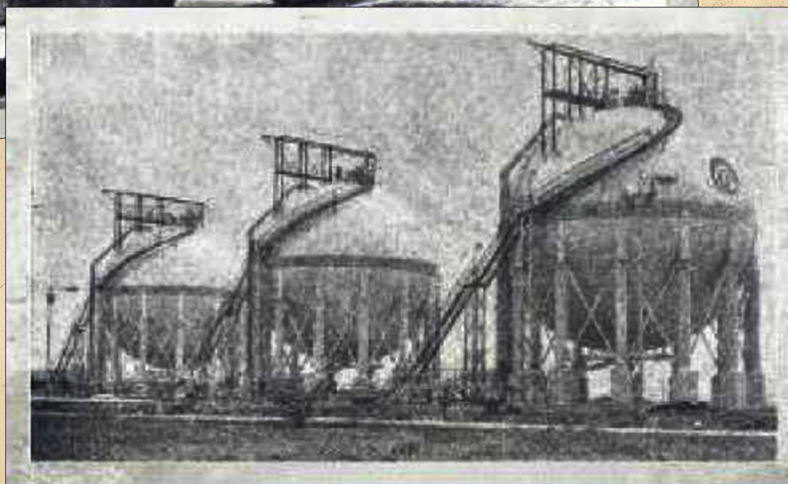
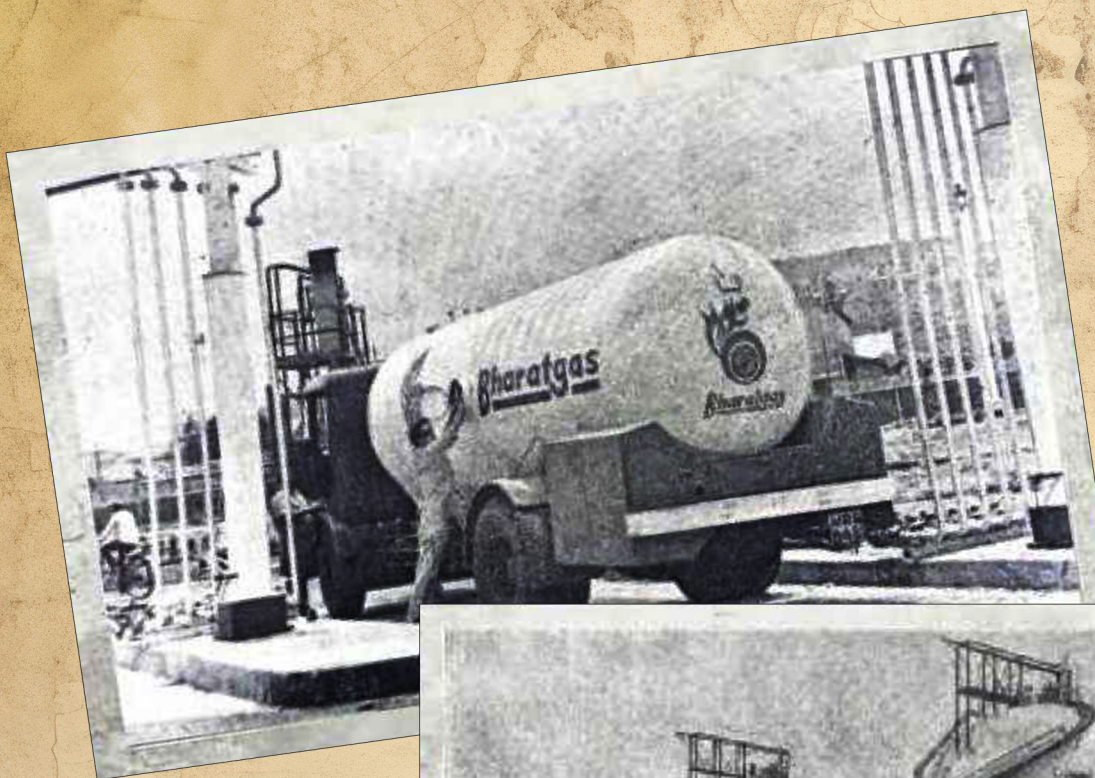
भविष्य की संभावनाएँ

वर्तमान और भविष्य के संभावित विकास क्षेत्रों पर, संयुक्ता ने स्पष्ट रूप से सीएनजी को लेकर उत्साह व्यक्त किया, साथ ही फ्लेक्स ईंधन और ईवी चार्जिंग के महत्व पर भी जोर दिया।

"अब, हम एक ऐसे मकाम पर हैं जहाँ अगर हमें कोई सही मौका मिलता है तो हम वैकल्पिक/नए ईंधनों के उत्पादन में निवेश करने पर विचार कर रहे हैं। उदाहरण के लिए, एक कंप्रेस्ड बायोगैस (CBG)



Self-Reliance is the Only Road to True Freedom



When Bombay High, an offshore oilfield located in the Arabian Sea, started production in 1974, Burmah-Shell undertook the production of LPG from the indigenously found crude. In doing so, it accentuated the importance of self-reliance to meet India's energy needs. This major project involved a total capital investment of ₹36 crore to create new facilities, which included three new Horton spheres for storage, new pipelines, bottling and bulk loading facilities.

It was an investment to move from the vulnerability of dependence on others to a pathway to self-reliance.

Healthy Living in Focus on National Sports Day

Major Dhyan Chand, India's iconic hockey wizard, transformed Indian hockey and led the Indian team to many memorable victories. The legendary sportsman has a unique place in Indian sports history, and his professional excellence and achievements continue to inspire millions of sports aspirants in the nation.



energy and enthusiasm across wide range of sports. The events not only promoted fitness and recreation but also fostered a strong sense of camaraderie and togetherness among colleagues.

This celebration served as a powerful reminder of the importance of a healthy lifestyle and the role of sports in building team spirit. The day was marked by immense energy, joyful participation, and a true display of sportsmanship that resonated throughout the organisation.

Overall, 1,087 employees and their families have participated in many sporting activities such as Table Tennis, Carrom, Chess, Walkathon, Cyclothon, Badminton, Basketball, Volleyball, Football, Cricket, Running, etc. These events were organised at Mumbai, Chennai, Navi Mumbai, Delhi, Kolkata, Kochi, Noida and Bina.

A salute to all participants for making this celebration a grand success! Let's continue to champion a healthy lifestyle and the power of unity through sports.

BPCL celebrated National Sports Day, honouring the birth anniversary of hockey legend Major Dhyan Chand from August 29-31 2025, organising a series of engaging sports events, which has brought employees together in a celebration of sportsmanship, teamwork, and healthy competition.

All the participants have shown their talent with great



High Blood Pressure – A Silent Killer

Blood – the fluid that nurtures life can be unsafe at elevated pressure levels. Let us understand the harmful effects of high blood pressure on the body.

High blood pressure, also called 'hypertension,' is a detrimental health condition which is sometimes undiagnosed or not taken seriously till the damage caused by it becomes apparent.

It is not without reasons that high blood pressure is called a "silent killer." Hypertension, if untreated, can damage vital organs, with potentially life-threatening consequences. Some people suffer from relatively mild hypertension. But even a small higher-than-normal blood pressure can cause silent damage in the body, which can build up to significant levels. On the other hand, higher levels of blood pressure can cause intense damage to blood vessels, kidneys, eyes, heart, brain, and other parts of our body.

Our arteries are among the first to bear the brunt of high blood pressure. Large blood vessels as well as capillaries could be affected. High blood pressure is a major cause of kidney damage, whereby chronic kidney disease sets in initially – a condition where the kidneys cannot filter blood as effectively as desired. If high blood pressure is not treated, the situation can worsen, leading to kidney failure.

High blood pressure exerts excessive force on the inner walls of a blood vessel, causing its bulging at a weakened spot. This bulging is called aneurysm. If there is a sizeable aneurysm, it could cause rupturing of the affected blood vessel. When such a rupture occurs in the brain, it is called a hemorrhagic stroke (bleeding in the brain), which could be either life-threatening or cause long-term or irreversible damage to some parts of the brain. Even without rupturing, a blood vessel swollen with a blockage can cause ischemic (transient) stroke. Similarly, an aneurysm in the aorta can lead to a heart attack.

An aneurysm can cause blood clots, and if such a clot breaks loose (embolizes), it can travel to other parts of the body and can lead to a stroke of the brain, a heart attack, or damage to the tiny blood vessels present in the kidneys. Capillaries of the eyes can also be damaged. Chronic high blood pressure can cause persistent high pressure in the eyes, leading to glaucoma, which damages the optic nerve in the long run. This could eventually lead to partial or total loss of vision.

High Prevalence

It is a myth that high blood pressure affects old people. The truth is that hypertension is quite common, and a person in any age group could be affected, though the elderly are more susceptible, and blood pressure tends to increase with age. According to the World Health Organization, high

blood pressure affects as many as 1.4 billion people aged 30-79 years. An estimated 600 million adults with hypertension (44%) are unaware that they have this condition.

The prevalence of high blood pressure has been seen to be twice as high in diabetics compared to those without diabetes. Controlling blood glucose levels is key for these patients.

Treatment

Quite often, people suffering from high blood pressure are asymptomatic or do not note any significant symptoms. When present, the symptoms include shortness of breath, dizziness or a feeling lightheaded, headaches (mild to severe), blurred vision or sudden changes in vision, fatigue, confusion or anxiety, numbness, weakness, face flushing, difficulty in talking, and nosebleed, among others.

If diagnosed with high blood pressure, take medicines as prescribed by your doctor and undergo periodic health checks. Take enough sleep. Reduce your salt intake, as higher levels of sodium result in hypertension and worsen it. Avoid salty, sugary, and oily foods.

Exercise regularly under expert supervision, as exercise is known to help in reducing high blood pressure. Even brisk walking helps. But remember, exercise is only an adjunct, and it must be accompanied by a suitable therapy.

A normal blood pressure is a reading of 120/80 mm of mercury (Hg), or less (120 being the systolic, and 80mm being the diastolic value). Athletes can have somewhat lower blood pressure than an average person. A reading of 120–129 (systolic)/80 or less (diastolic) is termed as 'elevated,' while 130–139/80–89 is considered high blood pressure (Stage 1). Stage 2 is defined as a reading of 140/90 or higher. Be aware that a pressure of 180/120 is considered hypertensive emergency requiring urgent medical help. Blood pressure can change throughout the day. It could increase momentarily after an intense activity, returning to normal shortly thereafter, or it could be relatively lower during rest. However, if you observe persistent higher blood pressure, or any of its symptoms, consult a doctor immediately.

Note that the information provided here is for general awareness only, and is not a substitute for professional medical guidance. High blood pressure is a major cause of premature death. Any delay in treatment or inadequate treatment could expose you to undue risks.

Millions of high blood pressure patients live healthy life with proper treatment, exercise, appropriate diet, and a healthy lifestyle – and so can anyone.



BPCL Goes Viral!



Rural fuel stations are evolving into multi-utility centres that serve more than mobility needs.

By providing comfortable restrooms, clean drinking water, and access to financial services, they address essential gaps in rural infrastructure.

Through the Kisan Melas, digital payment hubs, and essential services provided here, BPCL is deepening rural access, enabling livelihoods, and building resilient local economies.



When industries need more, Hippo delivers. The smarter way to fuel your industry, it delivers clean energy and maximum efficiency. Designed for today's plants, built for tomorrow's growth.

CBG transforms waste into a force for environmental progress.

With cleaner combustion, reduced emissions, and effective and scientific waste disposal, Compressed Bio-Gas delivers energy that aligns with India's climate vision. It stands as a powerful example of how innovation can meet sustainability without compromise. The shift to a cleaner tomorrow starts with every step we take today.



Because the road to a greener future should come with smarter stops that enable!

What we throw away doesn't have to end up as waste.

Through recycling, plastic can become furniture, containers, or even clothing. Turning once-discarded materials into useful everyday products, these transformations cut pollution, conserve natural resources, and give plastic a second life.

By embracing this change, we take Mission LiFE forward, one recycled piece at a time.



BPCL enables 1,800 students across 22 villages through the Mobile Science Lab, a flagship CSR initiative that inspires young minds to fall in love with science in an engaging and interactive way.

Equipped with 150 lab instruments and models, the van brings hands-on learning directly to government schools. By nurturing Young Instructor Leaders, it also promotes peer-to-peer learning, ensuring knowledge flows beyond a single classroom.

By making science accessible, practical, and experiential, BPCL is sparking curiosity, fostering creativity, and empowering rural students with the confidence to dream bigger.

Cook Food, Serve Love: Mutton Biryani

Mutton Biryani is one of the most popular South Asian cuisines. The combination of tender mutton, fragrant rice, and rich spices makes it a delicious homemade meal. Whether you're using the traditional dum method or a quicker pressure cooker version, this mutton biryani recipe will guide you through preparing mouthwatering meal. What's more, it is one of the favourite dishes of Ms. Samyuktha, our RO dealer featured in the cover story of this edition.

Ingredients

For Mutton Marinade:

Mutton - 500 grams (bone-in pieces)
Yogurt - 1 cup (thick)
Ginger-garlic paste - 1½ teaspoons
Red chilli powder - 2 tablespoons
Coriander powder - 1 tablespoon
Turmeric powder - 1 teaspoon
Garam masala powder - 1½ teaspoons
Lemon juice - 2 tablespoons
Salt to taste
Fresh coriander and mint leaves - ½ cup (chopped)

For Biryani Rice:

Basmati rice - 1½ cups
Water - 4 cups
Cloves - 2 to 3
Green cardamom - 2 to 3
Bay leaves - 2 to 3
Cinnamon stick - 1 inch
Salt to taste

For Biryani:

Onions - 2
Ginger-garlic paste - 1 tablespoon
Tomatoes - 2
Red chilli powder - 1 tablespoon
Garam masala powder - 1 tablespoon
Ghee - 1 tablespoon
Oil - 2 tablespoons
Cumin seeds - 1 teaspoon
Fresh coriander leaves - ½ cup
Fresh mint leaves - ½ cup

Preparation

Marinate the Mutton:

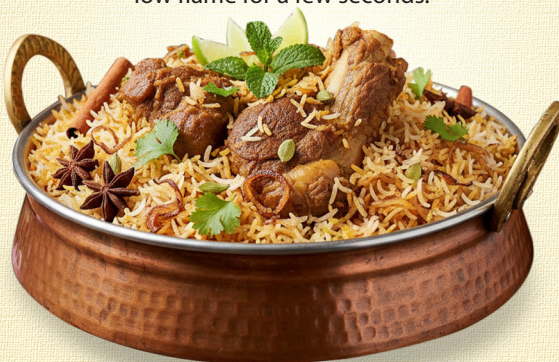
- In a large bowl, take mutton pieces and add yogurt, ginger-garlic paste, red chilli powder, turmeric powder, garam masala powder, coriander powder, lemon juice, salt, and chopped coriander and mint leaves.
- Mix thoroughly to coat the mutton pieces evenly. Cover and marinate for at least 1-2 hours.

Prepare the Rice:

- Wash rice thoroughly in cold water until the water runs clear. Soak the rice for 30 minutes.
- Bring 4 cups of water to a boil in a large pot or pressure cooker. Add the soaked rice along with cloves, cardamom, cinnamon stick, bay leaves and salt. Cook the rice until it is 70-80% cooked.
- Drain the rice and set aside.

Prepare the Biryani Base:

- Heat oil and ghee in a large pan or pressure cooker. Add cumin seeds and sauté on low flame for a few seconds.



- Add sliced onions and cook until golden brown. Take out a few fried onions for garnishing later.
- Add ginger-garlic paste to the onions and cook for about 2 minutes.
- Now add chopped tomatoes and cook till soft. Stir in the red chilli powder, garam masala, and salt. Cook the masala mixture until the oil separates from it.

Layering the Biryani:

- Add the marinated mutton pieces to the cooked masala. Mix well and cook for about 5 to 10 minutes, allowing the mutton to brown slightly and absorb the flavours.
- If using the pressure cooker method, add about ½ to 1 cup of water, cover the lid of the pressure cooker and cook on a medium flame till the mutton pieces become tender. For the stovetop method, you can cook the mutton in a deep pan till it turns tender, adding water as necessary.
- Heat some ghee in a separate pan and fry a few cloves, cardamom, bay leaves to add fragrance to the rice while layering.

Dum Cooking:

- In a pot, begin layering the mutton and rice alternately: first, spread a layer of the cooked mutton, then a layer of rice. Repeat this till all the mutton and rice are layered.
- Sprinkle fresh coriander, mint leaves, and some fried onions on top.
- Close the pot with a tight-fitting lid.
- Place the pot on low flame and let it "dum" (slow-cook) for about 20 to 30 minutes to allow the flavours to meld and the rice to fully cook.
- After the dum cooking, let the biryani rest for 10 to 15 minutes before opening the lid.
- After opening the lid, gently fluff the rice with a fork. Mutton Biryani is now ready to serve.

Enjoy this irresistible Mutton Biryani hot with raita or salad.

Tip: Alternatively, for the pressure cooker method, you can skip the layering step and cook everything in the pressure cooker itself (add the marinated mutton, then rice, and cook on medium flame for 2 to 3 whistles).

QUIZ / प्रश्नोत्तरी


Brand Quiz

Scratch or spin your head. Do whatever but try your level best to answer the questions given below.
The winners with the correct answers will be announced in the next edition.

To participate in the quiz, submit your answers by December 15, 2025. Hurry up! You could be the lucky winner!

1


At present, how many petroleum refineries are there in India?



a) 15 c) 34
b) 23 d) 18

2


World Biofuel Day is observed every year on _____.



a) June 5 c) October 15
b) August 10 d) April 22

3


Where was BPCL's latest Aviation Fuel Station inaugurated recently?



a) Udaipur c) Dehradun
b) Kottayam d) Sagar

4


How much wastewater was recycled by BPCL in FY 2024-25?



a) 19,415 TKL c) 16,000 TKL
b) 5,708 TKL d) 10,343 TKL

5

Where has BPCL set up a new QA laboratory recently?



a) Kandla b) Chennai c) Visakhapatnam d) Ahmedabad

Correct answers for Journeys Issue 23, May-June 2025 Quiz

1: a) 5 Years 2: b) 2nd
3: b) Kochi Refinery 4: c) 8,300+ 5: d) 240+

ब्रांड सम्बन्धित प्रश्नोत्तरी

निम्नलिखित सवालों के सही जवाब दें। सही जवाब के साथ विजेताओं की घोषणा अगले अंक में की जाएगी।

क्विज़ में भाग लेने के लिए, अपने उत्तर 15 दिसंबर, 2025 तक सबमिट करें। जल्दी कीजिये! आप भाग्यशाली विजेता हो सकते हैं!

1

हाल में भारत में कितनी पेट्रोलियम रिफाइनरियां हैं?



क) 15 ग) 34
ख) 23 घ) 18

2

विश्व जैव ईंधन दिवस (World Biofuel Day) हर साल _____ को मनाया जाता है।



क) 5 जून ग) 15 अक्टूबर
ख) 10 अगस्त घ) 22 अप्रैल

3

हाल ही में बीपीसीएल के नवीनतम एविएशन फ्यूल स्टेशन का उद्घाटन कहाँ हुआ?



क) उदयपुर ग) देहरादून
ख) कोट्टायम घ) सागर

4

वित्त वर्ष 2024-25 में बीपीसीएल ने कितने अपशिष्ट जल का पुनर्चक्रण (wastewater recycling) किया?



क) 19,415 हजार किलोलीटर (टीकेएल) ग) 16,000 टीकेएल
ख) 5,708 टीकेएल घ) 10,343 टीकेएल

5

बीपीसीएल ने हाल ही में नई QA लैबोरेटरी कहाँ स्थापित की है?



क) कांडला ख) चेन्नई ग) विशाखापत्तनम घ) अहमदाबाद

पिछली ब्रांड प्रश्नोत्तरी जर्नीज़ अंक 23, मई-जून 2025 के उत्तर

क) 5 वर्ष 2. (ख) दूसरा
3. (ख) कोच्चि रिफाइनरी 4. ग) 8,300+ 5. घ) 240+

खाना पकाने की विधि बनाइये खाना, परोसिये प्यार: मटन बिरयानी

मटन बिरयानी दक्षिण एशियाई लोकप्रिय व्यंजनों में से एक है। मुलायम मटन, सुगंधित चावल और चटपटे मसालों के मिश्रण से बना यह एक स्वादिष्ट घर का बना व्यंजन है। आप चाहे पारंपरिक दम विधि (स्टोवटॉप विधि) का उपयोग करें या प्रेशर कुकर में जल्दी बनाने का विकल्प, इस मटन बिरयानी रेसिपी से आप यह स्वादिष्ट व्यंजन आसानी से बना पाएंगे। इसके अलावा, इस संस्करण की कवर स्टोरी की हमारी आरओ डीलर सुश्री संयुक्ता के मनपसंद व्यंजनों में से यह एक है।

सामग्री

मटन मैरीनेड के लिए:

मटन - 500 ग्राम (हड्डी सहित)

दही - 1 कप (गाढ़ा)

अदरक-लहसुन का पेस्ट - 1½ छोटे चम्मच

लाल मिर्च पाउडर - 2 बड़े चम्मच

धनिया पाउडर - 1 बड़ा चम्मच

हल्दी पाउडर - 1 छोटा चम्मच

गरम मसाला पाउडर - 1½ छोटे चम्मच

नींबू का रस - 2 बड़े चम्मच

स्वादानुसार नमक

ताज़ा हरा धनिया और पुदीने के पत्ते - ½ कप (कटे हुए)

बिरयानी चावल के लिए:

बासमती चावल - 1½ कप

पानी - 4 कप

लौंग - 2 से 3

हरी इलायची - 2 से 3

तेजपत्ता - 2 से 3

दालचीनी - 1 इंच

नमक - स्वादानुसार

बिरयानी के लिए:

प्याज - 2

अदरक-लहसुन का पेस्ट - 1 बड़ा चम्मच

टमाटर - 2

लाल मिर्च पाउडर - 1 बड़ा चम्मच

गरम मसाला पाउडर - 1 बड़ा चम्मच

घी - 1 बड़ा चम्मच

तेल - 2 बड़े चम्मच

जीरा - 1 छोटा चम्मच

ताज़ा हरा धनिया - ½ कप

ताज़ा पुदीना - ½ कप

विधि

मटन को मैरीनेट करें:

- एक बड़े कटोरे में मटन के टुकड़े लें और उसमें दही, अदरक-लहसुन का पेस्ट, लाल मिर्च पाउडर, हल्दी पाउडर, गरम मसाला पाउडर, धनिया पाउडर, नींबू का रस, नमक, और कटा हरा धनिया व पुदीना डालें।
- मटन के टुकड़ों पर अच्छी तरह से लेप करने के लिए अच्छी तरह मिलाएँ। ढक कर कम से कम 1-2 घंटे के लिए मैरीनेट करें।

चावल तैयार करें:

- चावल को ठंडे पानी में तब तक अच्छी तरह धोएँ जब तक पानी साफ न हो जाए। चावल को 30 मिनट के लिए भिगो दें।
- एक बड़े बर्तन या प्रेशर कुकर में 4 कप पानी उबालें। भिगे हुए चावल के साथ लौंग, इलायची, दालचीनी, तेजपत्ता और नमक डालें। चावल को 70-80% तक पकाएँ।
- चावल को पानी से निकाल कर अलग रख दें।

बिरयानी बेस तैयार करें:

- एक बड़े पैन या प्रेशर कुकर में तेल और घी गरम करें। जीरा डालें और धीमी आँच पर कुछ सेकंड के लिए भूनें।



- कटे हुए प्याज डालें और सुनहरा भूरा होने तक पकाएँ। बाद में सजाने के लिए कुछ तले हुए प्याज अलग निकाल लें।
- प्याज में अदरक-लहसुन का पेस्ट डालें और लगभग 2 मिनट तक पकाएँ।
- अब कटे हुए टमाटर डालें और नरम होने तक पकाएँ। लाल मिर्च पाउडर, गरम मसाला और नमक डालकर मिलाएँ। मसाले के मिश्रण को तब तक पकाएँ जब तक कि तेल अलग न हो जाए।

बिरयानी की परतें बनाना:

- पके हुए मसाले में मैरीनेट किए हुए मटन के टुकड़े डालें। अच्छी तरह मिलाएँ और लगभग 5 से 10 मिनट तक पकाएँ, मटन को हल्का भूरा होने दें और स्वाद सोख लें।
- अगर प्रेशर कुकर का इस्तेमाल कर रहे हैं, तो लगभग ½ से 1 कप पानी डालें, प्रेशर कुकर का ढक्कन लगा दें और मध्यम आँच पर मटन के टुकड़ों के नरम होने तक पकाएँ। स्टोवटॉप विधि के लिए, आप मटन को एक गहरे पैन में नरम होने तक पका सकते हैं, और ज़रूरत के अनुसार पानी डालें।
- एक अलग पैन में घी गरम कर लें और चावल में खुशबू के लिए कुछ लौंग, इलायची और तेजपत्ता डालकर भूनें।

दम पकाना:

- एक बर्तन में, मटन और चावल को बारी-बारी से परतदार बनाना शुरू करें: पहले पके हुए मटन की एक परत बिछाएँ, फिर चावल की एक परत। इसे तब तक दोहराएँ जब तक कि सारे मटन और चावल की परतें न लग जाएँ।
- ऊपर से ताज़ा हरा धनिया, पुदीने के पत्ते और कुछ तले हुए प्याज छिड़कें।
- बर्तन को कस कर बंद कर दें।
- बर्तन को धीमी आँच पर रखें और लगभग 20 से 30 मिनट तक "दम" (धीमी आँच पर) पकने दें ताकि स्वाद मिल जाए और चावल पूरी तरह पक जाय।
- दम पकने के बाद, बिरयानी को ढक्कन खोलने से पहले 10 से 15 मिनट के लिए रख दें।
- ढक्कन खोलने के बाद, चावल को काँटे से हल्के से फुलाएँ। मटन बिरयानी अब परोसने के लिए तैयार है।

इस स्वादिष्ट मटन बिरयानी का आनंद रायते या सलाद के साथ गरमागरम लें।

सुझाव: वैकल्पिक रूप से, प्रेशर कुकर विधि के लिए, आप परत बनाने के चरण को छोड़ सकते हैं और सब कुछ प्रेशर कुकर में ही पका सकते हैं (मैरीनेटेड मटन डालें, फिर चावल डालें, और मध्यम आँच पर 2 से 3 सीटी आने तक पकाएँ)।

SERVICE BEYOND FUEL



Bharat Petroleum Corporation Limited

Bharat Bhavan, 4 and 6 Currimbhoy Road, Ballard Estate, Mumbai 400001

Telephone: 022-22713000/22714000 | E-mail: info@bharatpetroleum.in

(CIN: L23220MH1952GOI008931)

Share your suggestions, creative ideas and stories with us at nairsheilagh@bharatpetroleum.in