

जर्नीज़ JOURNEYS

Energising Dealers and Distributors



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MAK makes it possible.

DIRECTOR'S MESSAGE



Arun Kumar Singh
Director (Marketing)

.....

We have always taken great pride in our network and your immense capability to deliver results, even in challenging situations. You continue to be our strength and collectively, you need to put in that extra bit to take us to the next level.

.....

Dear Partner,

It gives me great pleasure to address you for the first time after taking over as Director (Marketing).

At the outset, let me congratulate each and every one of you for your outstanding contribution to the company's phenomenal performance in the past year. You have been partnering in our progress through the years and we commend your tireless efforts towards elevating the Bharat Petroleum brand to the vaunted status it enjoys today.

Our company has been credited with setting the benchmark for a performance driven culture, transparency, accountability, innovation and producing unparalleled results. We continue to enjoy high credibility with our customers and stakeholders and therefore, the need to exceed their expectations in the future is of paramount importance to us. Looking ahead, we will continue to focus relentlessly on market share and provide enough prospects for all to grow; growth makes room for everything and everyone.

Our country is changing and so is the way we lead our everyday lives. The environment in which we exist today is volatile and with disruptive technologies, customers are becoming more demanding and rightly so. This requires us to rise up to their expectations by re-engineering customer centricity in all our initiatives. Let us grab the challenges thrown at us as new opportunities to excel and let us be prepared to be responsive, relevant and constantly reliable.

We have always taken great pride in our network and your immense capability to deliver results, even in challenging situations. You continue to be our strength and collectively, you need to put in that extra bit to take us to the next level. We will continue to invest time, effort and resources in you. Your development and growth is important and I can assure you that great performance inter alia commitment, shall hold you in good stead all the time: Great Human Evolution is founded on curiosity, proactiveness, commitment and perseverance.

We are also mindful that we have miles to go to create a robust infrastructure of Retail/LPG/Lubes distribution that delivers safety, efficiency and profit par excellence. This will not only meet the current need, but will also reap good returns in medium terms. We are pressing the accelerator full blast to bring us to speed in terms of infra creation, augmenting our presence in many geographies.

My immediate top priorities that I perceive for you are:

1. Customers - The needs of our customers are no longer static and the disruptive technologies in other segments have their own rub-off effect on our business too. The customers expect us to respond to their queries with speed and effectiveness. We must continuously strive to get to know them better, work diligently to respond to their needs and endeavour tirelessly to delight them.
2. Services - All our interfaces should better customers' experience, including efficiency in service. We urge you to connect with your customers regularly through various planned engagement programmes, bringing in the regional flavour in activities to endear oneself to all segments of customers. Personalised services can also be offered to premium customers.
3. Innovation and Technology - In the highly competitive scenario, even in traditional sectors such as ours, innovations and technological disruption are changing at a pace faster than ever. Therefore, we would continue to invest in innovation and be the leaders in all spheres. We aim to have more consumers on our premises with whom we relate and connect up digitally more and more. This will enhance our visibility in the social media and digital world.
4. Brand – We need to redouble our efforts to create a positive impact of our brand on customers, our aim being to establish a strong relationship and thereby, gain everlasting loyalty. Each one of you has to be a Brand Ambassador of the company, propagating the brand values of Innovative, Caring and Reliable in all your endeavours.
5. Feedback - We need to put in place a robust feedback mechanism, whereby customers can rate us. This will provide the seed for new ideas to germinate, so that we excel in exceeding customer expectations always.
6. Safety - With no space for compromise whatsoever, Safety will always remain the topmost priority in all walks of life and business. Beside design, maintenance and behavioural safety, we are focused on making operational safety more stellar through automation based interlocks founded on the 'never fail' principle. For LPG Distributors, the Pre-Delivery Inspection and the mandatory inspections at customers' premises are essential components of safe operations.

.....
Each one of you has to be a Brand Ambassador of the company, propagating the brand values of Innovative, Caring and Reliable in all your endeavours.
.....

We have always enjoyed a vibrant and fulfilling relationship which I hope will be further enriched in the years to come. Do write in with your valuable feedback to your Sales Officer/Territory Manager. I sincerely look forward to hearing from you and am sure that our journey together will lead to stronger bonds and a brighter future.

“If you want to go fast, go alone. If you want to go far, go together”.



Arun Kumar Singh
Director (Marketing)

EDITORIAL

From time immemorial, 'Customer is King' has been the mantra underpinning every business. Taking advantage of that axiom, customers have become more demanding and more discerning of products, services and brands than ever before, using several methods to articulate and fulfil their needs. Businesses are reinventing themselves to pander to customers' wishes. As Jerry Greenfield observed, "Recycling, packaging, businesses are changing all of those things because that's what consumers want." There's a magical aura which encompasses the world of packaging, with images being conjured to entice customers and attract them to products. As Steve Jobs averred, "Packaging can be theatre, it can create a story." With this objective in mind, our Lubes Business has taken the leap into creative territory and has launched sparkling new Lubes packs! Read about their momentous journey in the Feature article.

We have showcased the achievements and life stories of our dynamic Lubes distributors who are the All India Champions in various categories. Valuable lessons can be learned from their approach to life, their mottos for success and the way they do business.

Corporate News provides a bird's eye view of the multifarious activities of the company and the accolades won in diverse spheres. Business News captures the wide range of events conducted by the network with great success.

This is your magazine! We would like to feature your thoughts, travels, achievements, news and views in the forthcoming issues. Do write in and make this magazine vibrant and exciting! Your feedback would also be greatly appreciated.

The address for communication is karmarkarmc@bharatpetroleum.in

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MoU Signing With Common Service Centres (CSCs)

Having provided LPG to 5.73 crore citizens through the Ujjwala scheme, Oil Marketing Companies (OMCs) and Common Service Centers (CSCs) have agreed to help the beneficiary to scan/upload the KYC documents for verification of identity, provide the facility for booking and delivery of refills and other services through CSCs for the last mile access at their doorsteps. Our ED

(LPG), Mr. I.S. Rao signed an MoU for collaboration with Dr. Dinesh Tyagi, CEO, CSC e-Governance Services India Ltd. on 3.11.2018 at Delhi in the presence of Shri Ravi Shankar Prasad, Hon'ble Minister Law & Justice, Electronics & IT, Shri Dharmendra Pradhan, Hon'ble Minister of Petroleum and Natural Gas and Skill Development & Entrepreneurship.

LPG Marketing Receives OISD Safety Award Again

LPG SBU has been conferred with the OISD safety award under the category of 'LPG Marketing Organizations' for the 9th consecutive time. OISD adjudged our LPG SBU as the Winner amongst all the Oil Marketing Companies for Best Safety Performance during the year 2017-18. On 12th January 2019, Dr. M.M. Kutty, Secretary, Ministry of Petroleum & Natural Gas presented the award to Mr. Arun Kumar Singh, Director (Marketing) and Mr. I.S.Rao, ED (LPG) in the august presence of Mr. Anil Kakodkar, Chairman,



Scientific Advisory Committee on Hydrocarbons, MOP&NG, Mr.V.J Rao, ED OISD, Mr. D.Rajkumar, our C&MD, Mr. Sanjiv Singh, C&MD IOCL, Mr. M.K.Surana, C&MD, HPCL and many esteemed dignitaries from the Industry.

Hon'ble Prime Minister Dedicates to the Nation...



Ennore Coastal Installation

On 10th February, 2019 our Hon'ble Prime Minister, Shri Narendra Modi dedicated our Ennore Coastal Installation project to the nation in the presence of Tamil Nadu Governor, Shri Banwarilal Purohit, Chief Minister Shri K. Palaniswami and Deputy Chief Minister, Shri O. Panneerselvam at Tiruppur. Ennore Coastal Installation is a state-of-the-art world class oil installation with fully automated storage and distribution facilities, spread over 100 acres of land. The project has been completed in less than two & half years at a cost of Rs. 393 Crores. The combined Storage Capacity is 1.17

Lakh Kls of MS & HSD to cater to the needs of Chennai and surrounding districts of Tamil Nadu and Union Territory of Pudhucherry. This installation complies with all the latest international safety standards and is fully under CCTV surveillance 24x7. It is designed to be environment friendly by having floating roof tanks and bottom loading facility with vapor recovery system. It also takes care of the environment by maintaining a green cover of 30% of the total area. Product will be received through ocean tankers and despatched by tank lorries.



BPCL's Integrated Refinery Expansion Complex and Petrochemical Complex at Kochi Refinery

On 27th January 2019, Hon'ble Prime Minister Shri Narendra Modi dedicated BPCL's Integrated Refinery Expansion Complex to the nation and also laid the foundation stone of the Petrochemical Complex at Kochi Refinery. This marks the successful culmination of the IREP conceptualized to transform Kochi Refinery into a 'world class' Refinery with the largest refining capacity among Public Sector refineries and the foray into the next stage of development of petrochemicals.

Hon'ble Prime Minister did the honours in the distinguished presence of the Governor of Kerala, Justice P Sathasivam, Chief Minister of Kerala, Shri Pinarayi Vijayan, Union Minister for Petroleum & Natural Gas

and Minister for Skill Development & Entrepreneurship, Shri Dharmendra Pradhan, Union Minister for Tourism, Shri Alphons Kannanthanam, Members of Parliament Prof K V Thomas and Prof Richard Hay and MLA, Shri VP Sajeendran at a grand ceremony in Kochi.

The Prime Minister first visited the most modern, state-of-the-art Main Control Room of BPCL Kochi Refinery where he was received by Secretary MOP&NG, Dr. M. M. Kutty, our C&MD, Shri D. Rajkumar and ED I/c KR, Shri Prasad K Panicker. A royal welcome was accorded, with traditional drums and rapturous applause of the 5000 plus audience.



Kalaburagi Depot

Hon'ble Prime Minister of India, Shri Narendra Modi laid the foundation stone of our upcoming MS/HSD Storage depot at Kalaburagi (Gulbarga) on 6th March, 2019. Also gracing the occasion were Governor of Karnataka, His Excellency Vajubhai Vala, Union Minister of Statistics and Programme Implementation, Shri D.V. Sadananda

Gowda, Leader of Opposition in Karnataka Assembly, Shri B.S. Yeddyurappa along with local MPs, MLCs and MLAs. Strategically located with sufficient industrial land, the Gulbarga depot will feed Bidar, Gulbarga, Raichur and Yadgir markets. A ready railway siding is available at the site for faster commissioning.

Krishnapatnam Coastal Installation

On 10th February 2019, our Hon'ble Prime Minister laid the Foundation Stone for our Krishnapatnam Coastal Installation in the presence of Shri ESL Narasimhan, Hon'ble Governor of AP & TS and Shri Suresh Prabhu, Hon'ble Minister of Commerce & Industry and Civil Aviation. The state-of-the-art installation with tankage of 1 MMTPA will be laid out in an area of 100 acres with facilities for MS & HSD. The project will be completed by November 2020 at a cost of Rs. 580 Crores. It would serve the needs of Nellore, Kadapa & other adjacent districts in AP and would also help in



ensuring product security at BPCL rail fed Depots in AP & TS. KCI will have ocean tanker receipt facilities at rate of 1500 MT/ Hr and 8 bay tank lorry gantry with environment friendly bottom loading facility.

CORPORATE NEWS

Our C&MD is Conferred the Distinguished Alumnus Award by IIMB

Our C&MD, Mr. D. Rajkumar, has been conferred with the Distinguished Alumnus Award by Indian Institute of Management (IIM) Bangalore for the year 2019. Professor G. Raghuram, Director, IIM, Bangalore and Mr. Hasmukh Adhia, former Finance Secretary and Revenue Secretary of India, the architect of GST implementation in India, jointly presented the award during the annual convocation ceremony held on 21st March, 2019 at IIM, Bangalore. The award is presented to an alumnus in recognition of outstanding achievement - someone who has been a torch bearer, displayed tremendous fortitude, leadership

qualities, positive attitude and compassionate disposition. The parameters included accomplishments leaving lasting influence in their respective professional spheres, challenges overcome, social impact made and display of role model qualities which inspire current students. BPCL is fortunate to have such a visionary leader at the helm to steer the company to stellar heights !



BPCL Pavilion is all Aglow at Vibrant Gujarat Global Trade Show



BPCL showcased opportunities for business associations and offerings of its Businesses and Refineries at its pavilion at the Vibrant Gujarat Global Trade Show 2019 from 18th to 22nd January 2019 at Gandhinagar. The Trade Show, which had participation from over 1000 companies and attracted over 20 lakh visitors, was inaugurated by Hon'ble Prime Minister,

Shri Narendra Modi. The BPCL pavilion was visited by many senior delegates from India and abroad. An Online Quiz on the Petroleum Sector, Interactive Video Zone and engagements like 'Using the hammer' and 'selfies for a hashtag' were covered in mainstream and digital media and were trending news for two days in Google and Twitter.

BPCL Achieves Crude Oil Supplies from all the Continents

On 22nd February, 2019 when International Trade Department concluded the deal for import of Sapinhoa crude oil from Brazil (Latin America), BPCL achieved a unique milestone of procurement of crude oil from all six continents (i.e. Asia, Africa, Australia, Europe, North America and South America) and became part of a select group of Asian Refiners.



BPRL and IOCL Awarded Onshore Exploration Block in Abu Dhabi

Bharat PetroResources Limited (BPRL), along with Indian Oil Corporation Limited (IOCL), have been awarded an exploration concession for Onshore Block 1 in Abu Dhabi after emerging as the winners in the competitive bidding under the Abu Dhabi 2018 Block Licensing Round. The concession agreement, which has a term of 35 years, was signed by His Excellency Dr. Sultan Ahmed Al Jaber, UAE Minister of State and ADNOC Group CEO, Shri D. Rajkumar, C&MD BPCL and Shri Sanjiv Singh, Chairman of IOC. The UAE is the world's seventh-largest oil producer, with about 96 percent of

its reserves within the Emirate of Abu Dhabi. Onshore Block 1 covers an area of 6,162 sq. km located in the Al Dhafra region and has two existing undeveloped oil and gas fields in the area, named Ruwais and Mirfa, which will be appraised by the consortium. The present transaction marks the entry of BPRL as an Operator of overseas assets for the first time in the highly prospective UAE region and is consistent with its stated strategic objective of balancing its portfolio by adding exploration assets in prolific basins to its existing E&P portfolio.

BPCL Pavilion Shines at PETROTECH 2019

The Conference and Exhibition of the XIII edition of PETROTECH, organized by PETROTECH Society under the aegis of MOP&NG from 10th to 12th February, 2019, had 7000+ delegates from over 70 countries. BPCL showcased opportunities for business associations and the offerings of various Businesses and Refineries at our Corporate pavilion. Our stall was developed on the four pillars of Hon'ble Prime Minister's vision for the Energy Future of India - Energy Access, Energy Security, Energy

Sustainability and Energy Efficiency. Apart from models of a 2G Biofuel refinery and Uran Cryogenic LPG plant, the activities for visitor engagement were a Virtual Reality Game on a Video Wall, Anti-Gravity Photo Booth, Digital Sling Shot with Social Media plug-ins and Online Quiz on the Petroleum Sector. Our pavilion was a great hit with students, visitors and delegates alike and it was accorded the Winner for the Best Display at the exhibition.





Mr. Nori Prabhakar, CGM (Brand & PR) and the Brand & PR team with the judges and the finalists.

BPC's Got Talent Finals

Corporate Brand and PR had initiated the 'BPC's Got Talent' competition on our In-house radio – BPC Tarang. The objective of this initiative was in line with BPC Tarang's motto of Energise, Engage and Entertain. This employee engagement initiative connected staff across regions, cadres, languages and cultures. This also created a feeling of oneness and brought employees together. The purpose of this initiative was

also to unleash the latent talent of our staff across the country, both management and non-management. A huge response was received with over 250 entries in the categories of singing, instrumental music, poetry, mimicry, storytelling and dialogues. Eventually 25 finalists from across the country showcased their talents in the grand finale.



BPCL bags the Winner Award in "Strategy Excellence in Raw Material Procurement"

BPCL bagged the Winner Award in the category "Strategy Excellence in Raw Material Procurement" at the Manufacturing Supply Chain Summit 2019, organised by Future Supply Chain, Mumbai on 26th February, 2019. With the enhanced focus on Gross Refinery Margins (GRMs), Team SCO has been embarking on various strategies for crude oil sourcing. While scouting for cheaper replacements for Middle East crude oils, our basket has expanded substantially and a record number of 8 new crude oils spanning across the continents have been sourced during 2018-19.



Corporate HSSE Receives Governance Award

Corporate HSSE has received the Corporate Governance Award from Indian Chamber of Commerce in recognition of the excellent performance demonstrated in the area of Corporate Governance & Sustainable Development and for nurturing innovation. These Awards reward companies that have taken positive steps to manage and measure their economic, environmental and social impacts and performance, and have integrated sustainability into their core business models. On 21.2.2019, the award was presented by Mr. Anil Swarup, Former Secretary, Department of Education and Literacy, Ministry of HRD.

BPCL Bags CII 'Prize for Leadership in HR Excellence Award'

Confederation of Indian Industry (CII) conferred the 'Prize for Leadership in HR Excellence' Award on BPCL for the year 2018-19. The CII Award is considered to be the highest standard for HR Excellence owing to its robust model and rigorous assessment process. The model assesses companies across various dimensions of leadership, HR strategy, people's well-being & employee engagement, learning & development, human resources management processes/ practices and results (perception measures & performance indicators). Our Director (HR), Mr. K. Padmakar and his team received the award from Mr. Adi Godrej, Past President, CII and Chairman, Godrej Group.



Kochi Refinery Conferred with Apex Excellence Awards



Kochi Refinery bagged the prestigious Apex India Foundation Occupational Safety and Health Platinum Award for the Best Safety Practices (HSE) in the Propylene Derivative Petrochemical Project (PDPP) for the year 2018. Kochi Refinery was also awarded the Apex Gold Award for Environmental Excellence in Operations for the year 2018. Presented by Mr. Manoj Tiwari, Hon'ble Member of Parliament, the awards have been instituted for encouraging industries and

individuals who excel in functional areas like environment, pollution control, energy efficiency, water stewardship, plant efficiency, sustainability, afforestation, occupational safety and health etc.

Commissioning of Solar Power Plants at Uran LPG Plant and Manmad Installation

As solar energy is clean, safe and renewable, Government of India aims at achieving 100 GW of solar power generation by the year 2022. Towards this end, E&P and Corporate Affairs have installed a 410 KW solar power plant at Uran and 1450 KW solar power plant at Manmad. Uran LPG plant has roof top solar panels with installed capacity of 140 KW connected to plant LT load and ground mounted solar panels with installed capacity of 270 KW connected to plant HT load with net metering facility. The unique feature of this plant that it is the only solar plant in BPCL connected to HT. Manmad installation has been installed with 1450 KW grid system solar plant with net metering



facility where 1300 KW is generated from ground panels and 150 KW from roof top panels. In addition to reducing the carbon footprint, these facilities result in huge recurring savings - Manmad and Uran Solar Power Plants will save around Rs.220 Lakhs and Rs.65 Lakhs in electricity charges per annum respectively.

CRDC Wins Best Innovation in R&D Award

Corporate Research & Development Centre (CRDC) developed an indigenous cost effective dewaxing catalyst viz. BHARAT-HiCAT at 1/5th the cost of the commercial catalyst in 2016. The success of the commercial trials has helped BPCL to become the third company in the world to develop such niche catalyst technology under the 'Made in India' campaign. This development was recognized at the national level and bagged the prestigious 'Best Innovation in R&D' Award instituted by MoPN&G. The Award was conferred by Secretary, MoP&NG on 12th January, 2019 during the 23rd Refinery and Petrochemicals Technology Meet at Mumbai.



BPCL Honoured with the Golden Peacock Award for CSR



On 17th January 2019, BPCL was conferred with the coveted Golden Peacock Award for Corporate Social Responsibility 2018 for its initiative, 'Solid Waste Management Project in 3 Municipalities in Chennai'. The Awards Jury consisted of eminent members from society including Chairman - Justice Kurian Joseph, former Judge, Supreme Court of India.

BPCL Bags Best Performing SLC Award: SAKSHAM 2018

Every year, National Level Essay, Painting & Quiz competitions are conducted by PCRA attracting massive participation with the objective of inculcating a sense of responsibility in young minds towards petroleum conservation. This year more than 82 lakh students participated in the country, out of which Maharashtra State set an all-time record of enrolling 15.35 lakh students against the target of 12.67 lakhs. In recognition of the above, SLC Maharashtra has been awarded the All India First prize for 'Best Performance Award in National Level Competitions for SAKSHAM 2018'. The Award was presented by Shri Ashutosh Jindal, Joint Secretary (Marketing), MOP&NG.





Waste Plastic Roads – Way to Sustainability

“Unless we take action, our oceans will contain more plastic than fish by 2050” - United Nations

Once hailed as a ‘wonder material’, plastic is now regarded as a serious worldwide environmental and health concern. Disposal of waste plastic is one of the critical challenges being faced globally. In India, more than 15,000 tonnes of plastic waste are generated every day, of which 6,000 tonnes remain uncollected and littered.

Addressing the urgent need of disposal, our Corporate R&D Centre tried a novel concept for utilization of mixed waste plastic in modular form for road construction. The basic material was prepared by shredding and compressing waste plastic into modules, which were tailored with varying dimensions in terms of width, length and height.

The salient features and benefits are as follows:

- Green innovation - safe, economical and can be implemented at any geographic location
- Environment friendly process is simple, accommodates almost all kinds of mixed waste plastics,
- Low processing cost with voluminous consumption of waste plastic
- No exposure to the atmosphere once utilized
- Offsite preparation of product as a module, no additional utilities needed at site for utilization of modules
- Easy to store and transport anywhere
- Storage has no effect on product quality
- Sustainable consumption as the infrastructure of road grows, hence, assured customer base
- Carbon credits for green utilization of waste plastic
- No secondary waste generation
- A good business model with employment generation
- Patent filed

Economic Benefits

Environmental Benefits

Social Benefits

- Lower residual waste costs, through the diversion of recycled waste going to landfill
- Availability of less costly substitute materials for production
- Value added remains in the region of consumption

- Climate benefits – through reduced GHG emissions
- Saved environmental costs
- Less volume of waste going to disposal sites
- Conserves natural resources and fossil fuels
- Reduced litter
- Reduced toxicity
- Job creation
- Public participation
- Business initiatives



This IP protected methodology of BPCL was implemented at our Corporate R&D Centre and other BPCL locations across the country. Depending on the size and thickness of the modules, up to 50 tons of waste plastic/km can be utilized (road stretch of 6 metre width and 1000 metre length). The most important aspect of this innovation is, once the product is utilized, no waste is generated and it is expected that the utilized product may degrade with time.

Waste Plastic Utilization Data

Location	Quantity of Waste Plastic Utilized, Ton	Road Area, m2	Road Operational Since
BPCL R&D Centre	1.0	64	July 2016
Mumbai Refinery, Site 1	2.0	180	April 2017
Mumbai Refinery, Site 2	2.4	288	Nov 2017
Kochi Refinery	4.0	600	Nov 2017
ERO, Kolkata	3.0	400	March 2019

A team from IIT, Roorkee conducted a preliminary evaluation of the road and concluded that the concept seems to be promising; they suggested necessary modifications in the process before commercialization. There is great potential to implement this novel approach, which not only addresses the disposal issue, but can also result in an economical business model, while protecting the environment. Yet another objective is to demonstrate its technical and environmental potential as one of the leading options for implementation as a part of a new initiative under the “Swachh Bharat Mission”.



The MAK Makeover

“ *Design is not just what it looks like and feels like.
Design is how it works* ”
– Steve Jobs

Products today are no longer products – they are creations, designed to entice customers to desire them unconditionally ! They have come a long way from the basic functionality and utility of yesteryears. As Eric Davis observed, “The presentation and packaging is everything.” With the advent of affluence, consumers’ needs have undergone a sea change; they now nurture lofty aspirations and attitudes of ‘Yeh Dil Maange More’ ! We are constantly striving to evoke customer ecstasy and what better way to magnetize them than by launching dazzling, scintillating Lube packs !

“ **Packaging is a very powerful differentiator in almost all types of products but more so in lubricants, because the end consumer often never gets to see or feel the actual product** ”

The Lube Story

In the pre-90s era, the Indian Lubricants Industry had limited players, and was mostly dominated by the PSUs. During that period, packaging was not a priority and only served as a container for lubes.

The deregulation of the Indian markets and arrival of multinational companies on the Indian lubes scene in the early 90s brought about a wave of change in the industry. From a situation where the PSU oil companies were enjoying a monopoly, they suddenly found themselves facing immense competition. This was the juncture when realization set in that there would

Journey of MAK



1997



2002



2019



Launch of the new MAK pack in India. Present on stage are Chairman & Managing Director, Shri D. Rajkumar, Director (Marketing) Shri Arun Kumar Singh, and Executive Director (Lubes) Shri V Anand, along with other senior company officials from the Lubricants Business Unit.

need to be a differentiator in the products and/or product presentation to the end customer, so that he would choose your product over the several available products, and the brand stood out in the crowded lubricant market.

Packaging is a very powerful differentiator in almost all types of products but more so in lubricants, because the end consumer often never gets to see or feel the actual product. The outlook of all the oil companies towards packaging changed. Tinplate containers were phased out and the era of plastics began. The advent of plastic also brought new opportunities to have containers of different shapes and colors.

In 1997, as a pathbreaking initiative, BPCL introduced multicolour packs of new shapes and improved features like induction sealing and labels to differentiate our products from those of OMCs. Simultaneously, our old grades were re-branded with contemporary names like Mak, Automol, Glide, etc. from the existing prefix of "Bharat" on all our grades.

In the year 2000, with an intention to bring a top-of-the-line design into the market and to push our containers to the forefront and ahead of the competition, a stylish new pack was introduced. At the time, this was used for filling our premium grades - MAK Diamond & Spirol Diamond.

From 2003 onwards, this new design was extended to all our grades under the MAK umbrella brand. Different

container colours were used for different segments of lubes: Blue for DEO, Red for 2T/4T, Green for Agro & Environmental friendly grades, and Black for Special Grades. This design continued for almost all our small packs till 2018, with only changes in our colour strategy based on market feedback.

Raison D'etre of New Design

Every product and design has a lifespan or lifecycle. Over time, the market starts perceiving the product as old and boring. Further, it often happens that during this time, competitors launch new designs to entice the market which further fortifies this perception. In a typical situation, the lifecycle of a particular package design for a product is around 5 years. The fact that we had been using the same designs for over 15 years was sufficient

reason to changeover and revamp the design.

Alongside this, spurious products are a reality that every successful brand has to deal with. The longer that a package design exists in the market, the more will be the number of unscrupulous marketers copying the packaging design and selling spurious products using the original brand name. Furthermore, design patents are valid only for a maximum period of 10 years. After this period, we are unable to enforce the design rights.

“**Packaging could well be the “5th P” of Marketing**”



Chairman & Managing Director Shri D. Rajkumar launches the new MAK pack in Kathmandu, Nepal, in the presence of Shri V Anand, Executive Director (Lubes), and top management of our Nepal Lubes Distributor.

In order to keep pace with competition, considering the factors above and as part of our plan to revitalize, strengthen and sustain the MAK Brand in the long run, it was decided to develop new packages for all sizes (i.e. our package family ranging from 250 ml to 5 litres).

Packaging with Panache

Packaging could well be the “5th P” of Marketing. In MAK’s context, the importance of having new packaging was to -

- Be the face of the brand on the shelf
- Keep our product safe and protected until consumption
- Protect the lubricant inside from shipping and logistical damages
- Help differentiate our product from the competition
- Capture the customer’s attention
- Educate the customer about our grade through content on the front and back label

So, what were we looking for when we set out to design our new pack ? We wanted -

- A new, contemporary look, with an ergonomic design
- Ease of use with innovative features
- Enhanced security features, impossible replication
- Sturdy and strong pack with optimized weight
- Premium / unique colours, treatment and finish

The Process

With 9 teams (internal and external) working on the project, the roll-out of the new packs was the result of seamless integration between each team. Following were the steps of the project :

Key Features

While designing the pack, key features that have been kept in mind are :

- **Tamper Evident cap –**
For building the consumer’s trust and ensuring genuine and authentic product delivery
- **Two handle grip –**
Top handle for easy carrying and side bottom handle for easy pouring
- **Unique texture around handle grips –**
A manifestation of technology through an innovative treatment on the pack design
- **Curved profile in front for ergonomic gripping –**
To ensure comfortable and secure gripping while pouring
- **Anti-gurgle feature at the neck –**
For a consistent and smooth flow of oil while pouring, ensuring a delightful experience

THE NEW LOOK OF MAK[®]

TAMPER EVIDENT CAP

Building trust and ensuring genuine & authentic product delivery

UNIQUE TEXTURE AROUND HANDLE GRIPS

Innovative treatment on the pack design

ANTI-GURGLE FEATURE AT THE NECK

Consistent and smooth flow of oil while pouring

CURVE PROFILE IN FRONT FOR ERGONOMIC GRIPPING

Ensuring comfortable and secure gripping while pouring

TWO HANDLE GRIP

Top handle for easy carrying and side bottom handle for easy pouring



INSPIRING ATTRIBUTES

Advanced Technology | Futuristic – Gen X | Performance

MAK[®] makes it possible.

FEATURE

Designed by M/s. Tata Elxsi, amongst the best industrial design agencies worldwide, the new packs were launched after a series of field trials. The packs come in 4 contemporary colours, and are categorized as follows :

Red – For petrol engine segment

Gold – For premium segment (petrol / diesel)

BlueGrey – For diesel, gear oil, specialties segments

Green – For Agri and Eco-Friendly segments

With labels designed to represent a flow of technology and energy around an engine part, with a layout that effectively communicates about the product and its specifications, the complete new package is unique in its presentation and overall look. In brief, keeping the customer in mind, the package design is user convenient, premium in terms of materials and build quality, assures genuineness, and comes with a distinct look, colour and finish.

The Launch

The new pack launch was titled “Project Spring”, as ‘Spring’ signifies quick forward motion, being resilient and energetic and metaphorically representing the start of a better time. Spring is also seen as a time of growth, bloom, renewal, of new life being born....

Embracing a new future, on 16th June, 2018, our Chairman & Managing Director, Mr. D. Rajkumar, launched the all new range of packs in the presence of Mr. V. Anand, Executive Director (Lubes) at Kathmandu, Nepal. Inspired by

Technology and Performance, the new packs seamlessly amalgamate functionality with innovative designs and have a futuristic Gen-X profile, which is sure to stand out on the shelf.

During the MAK Synergy Summit 2018, the India launch of the new MAK pack was done by our Chairman & Managing Director, Mr. D. Rajkumar, Chief Vigilance Officer, Mr. Sunil Jain, Director (Refineries), Mr. R. Ramachandran, Director (Marketing), Mr. Arun Kumar Singh, Director (Finance), Mr. N Vijayagopal and Executive Director (Lubes), Mr. V. Anand. Also present at the launch function were other senior company officials and business associates of the Lubricants Business Unit.

The new MAK packs have also been launched in Bangladesh, UAE and Sri Lanka.

In the words of Mr. V. Anand, ED (Lubes) - “Our new pack truly represents the BPCL values of innovation, care and reliability.

Providing value to our stakeholders in terms of innovative product and service offerings have always been of utmost importance to us, and we are committed to delivering only the best to our customers.”

The new MAK packs have been rolled out across markets and have been getting rave reviews. Performance, functionality, user-friendliness. We’ve always known what mattered. With our new MAK pack, we take a bold step into the future ! MAK is surely making a difference !

“ Our new pack truly represents the BPCL values of innovation, care and reliability ”
– V. Anand, ED (Lubes)



SIES SOP Star Award

The SIES School of Packaging / Packaging Technology Centre is a constituent unit under the umbrella of the SIES (South Indian Education Society), established in 2001. The SIES SOP Star Awards in packaging are given to recognize the R&D efforts of the packaging industry in developing newer materials, forms, process, machinery and technology, with emphasis on innovation, creativity, developments and new concepts. The new MAK packs

have been designed with stunning and futuristic looks, yet are ergonomically designed for functionality. MAK Lubricants won the award under the ‘Rigid Plastic-Ancillary Packaging’ category. On 5th January 2019, the award was conferred by Padma Vibhushan, Dr. R.Chidambaram to the MAK Team. Also present was the Guest of Honour, Mr. AVPS Chakravarthi, Global Ambassador, World Packaging Organization.

C&MD visits BPCL's first overseas branch in Dubai



It was a historic day on 24th March 2019, when Mr. D. Rajkumar, Chairman & Managing Director, visited BPCL's first overseas branch office at Dubai Airport Free Zone, UAE.

Mr. D. Rajkumar was welcomed by Mr. Kiran Muniswamy, Country Manager (Lubes) UAE, and Mr. Nasser Al Nadwi, Proprietor, M/s Oiltek Trading. He interacted with the Oiltek team members to understand their plans and strategy with regard to establishing MAK Lubricants in UAE markets. He also shared a glimpse of BPCL's upstream activities, highlighted the importance of expanding BPCL's footprint across the Emirates and other GCC countries, and shared his vision of MAK Lubricants as an established global brand in years to come.

Mr. Rajkumar wished the team much success and emphasised collaboration in exploring marketing opportunities for other BPCL products.

ED Lubes introduces MAK Lubricants to ADNOC



Mr. V. Anand, Executive Director Lubes, met with senior professionals at ADNOC Distribution, a UAE government-owned company established to specialize in the national and international marketing and distribution of petroleum products.

Mr. V. Anand apprised Mr. Khaled Al Shehhi, Vice President ADNOC, and Mr. Ali AL Sadi Vice President Procurement Lubricants Division, ADNOC Distribution, of the achievements of Bharat Petroleum, the importance of its status as a Maharatna company, and the marketing opportunities that BPCL and MAK Lubricants could explore supported by ADNOC Distribution.

For their part, ADNOC officials explained their company's rating system for vendors and the procedure to be followed for pre-qualification registration. They also shared ADNOC's investment and business plans and discussed its retail network in Abu Dhabi and the UAE. They appreciated BPCL's network and presence in India, acknowledged the high quality of its products and services, and expressed an interest in procuring certain grades of MAK Lubricants and base oils from Oiltek, BPCL's exclusive MAK distributor in the UAE.

MAK Lubricants marks its global footprint in UAE

Bharat Petroleum recently introduced the MAK Lubricant in its new pack into the UAE in accordance with plans to further consolidate its presence in the region.

The product in its new avatar was launched on 28th Oct 2018 at the Taj Dubai, with H.E Abdullah Al Saleh, Undersecretary, Ministry of Economy, Government of UAE, and Mr. V. Anand, Executive Director (Lubes) unveiling it.



The grand event was also attended by Mr. Vipul, Consul General of India in Dubai, senior government and industry personages, dealers, customers, business associates, and media professionals.

In his keynote address, Mr. V. Anand highlighted several of BPCL's milestones and thanked the UAE Government for its support. He also welcomed M/s Oiltek Trading into the MAK family and assured the distributor of his full support in making MAK Lubricants the highest selling brand in the UAE.

Mr. Vipul pointed out that BPCL had not only established itself as a leading Indian PSU but also offered tough competition to players in fuels and lubricants on the global platform as well. He went on to express his confidence that bilateral relations between India and the UAE would result in mutual growth and development.



Ashok Kumar Sahu

Ashok Enterprises

Bhubaneswar

All India Champion Overall Performance Rural Lube Distributor

- ◆ I did my graduation in Arts from Trust Fund College, Bargarh and started my journey in the medical supplies industry as a first generation businessman. I then forayed into the Automobile Spare Parts Business. In 2008, I started working as a Retailer of MAK with the Distributor in Sambalpur and in 2009, I became a BPCL Rural Lubes Distributor of Bargarh District, Odisha. We aspired to be the best in practices and processes and it translated into volumes and helped us achieve our position as the “numero-uno” RLD in the country. I have successfully diversified into the Tractor business as well. My wife and I have two children – a daughter aged 17 years and a son aged 14 years.
- ◆ Being associated with Bharat Petroleum has given me a sense of pride and respect amongst my peers and society. To top that, BPCL recognizing our work at the highest level, gives us a sense of satisfaction and confidence. Connecting with many customers, mechanics, retailers, staff and officers has helped us forge relationships across various strata of life.
- ◆ The trust built over the years, especially in the Mechanics fraternity of Bargarh District is what motivates and inspires us.
- ◆ The customer delight experienced while using MAK 4T NXT in their bikes, at par or even better than using Castrol, is what gives us immense satisfaction.
- ◆ Over the years, Mechanics cherished visiting Mumbai in an all-expense paid knowledge trip by MAK.
- ◆ We implemented the basics (Kushti) long way back:
- ◆ We enrolled 4 DSRs to have quality interaction with Retailers and especially Garage Mechanics.

“ We aspired to be the best in practices and processes and it translated into volumes and helped us achieve our position as the “numero-uno” RLD in the country ”

- ◆ We devised a dedicated Beat Plan, and as per our customers: “Ashok Enterprises vehicle may be late by few minutes, but never an hour!” Our team has built that level of trust amongst our customers.
 - ◆ We had always believed in Secondary & Tertiary Schemes, developed with the help of our Officers to generate loyalty amongst our customers. We have distributed scores of bikes, hundreds of televisions and thousands of gift items over the course of a decade.
 - ◆ We engaged with our Mechanics through providing gifts for families during festivals, providing insurance for our staff, which has ensured low level of attrition of customers and staff.
 - ◆ We have provided support in terms of shelter & food to a handicapped school at Bargarh.
 - ◆ We have insured 300 mechanics in Bargarh area through comprehensive Health Insurance.
- ◆ **USP of Distributorship:**
- Right Product, Right Place, Right Time – our beat plan never fails.
 - ◆ Always marketed NXT Gen products; Ashok Enterprise is in itself a premium brand.
 - ◆ Level of direct engagement with Mechanics (especially Two-Wheeler) has been a differentiator.
 - ◆ The journey has been satisfying but tough! From a market where the customer hardly recognized MAK to one of the best markets of NXT ! Many Lubricants companies have approached us with a distributorship after our success; however, we have unwavering loyalty towards Bharat Petroleum.



Vikas Goel

Goel Oil Company

Delhi

All India Champion Overall Performance Primary Lube Distributor

- ◆ I live in a joint family with my mother - Satya, wife - Sarika daughter, Vani (aged 4) and son, Mannan (aged 3); my brother, Deepak, his wife and children. My early schooling was in Ramroop Vidya Mandir, Delhi. I was a bright student, both in academics as well as extracurricular activities, winning several inter college trophies. Soon after graduation, there was a cruel twist of fate with my father expiring untimely and the entire burden of shouldering family responsibility came upon me. I started looking for a job immediately, while continuing higher academic pursuits and was supported by relatives and friends in those trying times.
- ◆ My first tryst with Lubricants started when I joined my cousin's Lubes multibrand retail shop, where I worked diligently for 6 years. Subsequently, I started my own Lubes retail shop with Rs.30,000/-and full support of my relatives and friends. Adversity brings the best out of you. Sharp memory and ability to form a deep emotive connect with customers impressed one and all and soon my reputation as a customer centric Retailer gained ground. In 2006, I got the coveted MAK Distributorship of North East Delhi.
- ◆ I worked 14-15 hours each day, visiting every nook and corner of my area to forge a connect. I regularly received trophies and accolades as one of the best small pack selling PLD of MAK in the country. The year post demonetisation and GST was considered as a challenging proposition, but I converted the seeming adversity into opportunity and doubled my effort. Hard work paid off and I reached the top of Everest with the All India Champion 2017-18 award. My turnover from MAK alone was Rs.15 crores in 2017-18.
- ◆ MAK has given me everything I ever aspired for - name, fame recognition and wealth; above all, an extended family of MAK.

“MAK has given me everything I ever aspired for - name, fame recognition and wealth; above all, an extended family of MAK”

- ◆ The most striking fact is that most customers come armed with details about OMC rates and return contented with the value proposition of MAK. Jokingly, customers have coined a well-known phrase, “Sabka Saath, Sabka Vikas” after my name also; such is their confidence in my dealings with them.
- ◆ MAK GE domination in Delhi market did not come easy as graphically, each auto cluster was personally visited and campaigns/offers/ incentives given to create mass awareness. It is humbling therefore to be labelled as a MAK GE Pioneer in Delhi. Last year, I have aggressively started Platinum sales and have started challenging Castrol and Valvoline in their strongholds. In Sitaron Se Aage Phase 1, our proud DSRs won the top 2 prizes in the Region.
- ◆ We regularly coordinate with RTO to educate drivers in Transport Nagar about safety and also their commitment towards their family, who are dependent on them.
- ◆ NGOs are supported by us through provision of gear/ equipment and related items in their drive for Swachh Bharat. We also pitch in to support families of Mechanics through financial support in education as well as daughters' marriage. There is no better contentment in life than becoming a small instrument of support.
- ◆ **USP of Distributorship:**
We have fine-tuned our logistics and service to such levels that execution of indent is done in hours only. We are like an ATM to our customers' demands and have adequate inventory to ensure that we do not delay supplies.
- ◆ A joint visit to Hong Kong with fellow PLDs will remain as my most enjoyable memory. The bonding we created then has made all of us close friends. Thank you, MAK!



T. Narsing Rao & T. Vinod Prasad

Koundinya Enterprises

Secunderabad

All India Champion

Overall Performance Industrial Lube Distributor

- ◆ After his graduation from Pragathi Mahavidyalaya and MBA, Mr. T. Narsing Rao (Managing Partner) started his career as Area Sales Manager in Hindustan Lever Ltd. He and his wife, T. Bhanupriya have two children - T. Nipeksha & Sai Suryansh.
- ◆ Mr. T. Vinod Prasad (Partner) also graduated from Pragathi Mahavidyalaya and started working as Area Sales Manager under a Lube Distributor of Indian Oil Corporation. He and his wife, T. Archanahavetwochildren- T. Vineet Prasad & Meenakshi.
- ◆ Our journey with BPCL started as a Lube Business Associate (LBA) in the year 2002 as a Partnership Firm named M/s. Koundinya Enterprises. Upon our successful journey as a LBA, we were appointed as an Industrial Lube Distributor (ILD) in 2007. Seeing our success and hard work, we were appointed as a Primary Lube Distributor (PLD) in 2009.
- ◆ We have achieved many milestones in BPCL, which made our lives prestigious in the society. Quoting a few... Achieved All India No.1 Industrial Lube Distributor (ILD) five times in fifteen years and Southern Region No.1 ILD seven times.
- ◆ We have many inspiring experiences with our customers during our journey as a Distributor. For example, M/s Esskay Machine Tools was using Castrol Lubricants for years. Whenever we approached them, to avoid us, they used to say, "We don't use any Lubricants", although Castrol barrels were lying in the same compound. After several attempts in four years' time, the customer asked us to give the quotation. We got the first order from him in 2007 and he still remains as our customer. This inspires us to feel that we can break any competition in the market with consistent follow-up.

- ◆ We believe in team work and hard work. And the real success lies in having more customer base with smaller volumes than less customer base with higher volumes.
- ◆ We educate our customers to add greenery (planting trees and harvesting plants) at their premises, which is the solution for a safe and pollution free environment.

“Ensuring availability of the product at all the counters. “Jo Diktha hai voh bhikta hai” ”

- ◆ As a part of being a good corporate citizen, we contribute part of our profits to orphan children and old age homes.

◆ USP of Distributorship:

Competitive margin with high volumes. Ensuring availability of the product at all the counters. “Jo Diktha hai voh bhikta hai”.

- ◆ We are getting good support from the Company starting from our LBA days till date. We are proud that we are part of this great Organization (BPCL) which has really energized our lives.





Gagan Maheswari

Global Marketing

Bhopal

◆ The brand “BPCL” inspired me to be associated with MAK. The assurance of consistent quality products supplied by BPCL and the ability to change with the changing market needs makes MAK a successful brand in the market.

◆ Our journey with BPCL started in 2010, when we achieved a volume of 80 KL. With BPCL’s support and our continuous endeavor to grow, we now stand at a mammoth volume of 400 KL.

◆ My vision for our company is to be the market leader for the Lubricants Industry in India by continuously exploring new opportunities/applications in the field of lubricants.

◆ MAK lubricants has one of the widest range of industrial oils portfolio. The assurance of supreme quality and competitive proposition makes the MAK brand a preferred choice for the customer. Moreover, the constructive and positive policies of the company and the professional approach of the MAK team inspire us to work in perfect synergy and harmony with the customers, thereby resulting in growth of the business.

◆ “Change in Strategy” was the one thing that helped us perform well in 2017-18. In 2016-17, we were catering to national/international groups and large scale industries. Since the volumes from these large customers were very inconsistent and dynamic in nature, in 2017-18, we thought of changing our approach and targeting small and medium scale industries. This approach gave us a new perspective of doing business and helped us increase our penetration in the market. We started getting regular and consistent volumes from these small customers, which we kept on adding throughout the year. This strategy helped us in achieving all our targets.

“ We believe in changing the lives of the youth of our nation by contributing a portion of our profits for their educational needs ”

◆ Achievements are a result of regular hard work, team work and passion. We are delighted to share our passion of being No. 1 in the lubricant business with BPCL. The recognition of our work by BPCL always inspires us to achieve greater heights.

◆ Our key to success is two-fold. The first is to treat customers fairly and secondly, to treat employees as partners.

List of Awards

- ◆ 2011-12 : WR no 3
- ◆ 2012-13 : WR no 1
- ◆ 2013-14 : Hydraulic oil champ
- ◆ 2014-15 : Hydraulic oil champ and WR no 2
- ◆ 2015-16 : WR no 2
- ◆ 2016-17 : WR no 1
- ◆ 2017-18 : WR no 1

◆ MAK lubricants is doing fairly well as far as business is concerned. One suggestion to help grow the business is use of technology like AI in day-to-day business operations throughout the entire supply chain.

◆ USP of Distributorship:

- (1) Brand image (2) Prompt service (3) Quality products (4) Innovative concepts like Lube test lab.

◆ Proper planning and discipline in work schedule is the key to maintaining a healthy work-life balance.

◆ We believe in changing the lives of the youth of our nation by contributing a portion of our profits for their educational needs.

The 10 COMMANDMENTS OF GREAT CUSTOMER SERVICE

1

Be a Good Listener:

Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, the tone of voice, body language, and most importantly, how they feel. Beware of making assumptions, thinking you intuitively know what the customer wants. Do you know what three things are most important to your customer? Effective listening and undivided attention are essential.

2

Identify and Anticipate Needs:

Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.

3

Make Customers Feel Important and Appreciated:

Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust. Think about ways to generate good feelings about doing business with you. Customers are very sensitive and know whether or not you really care about them. Thank them every time you get a chance.

4

Body Language Is Key:

Ensure that your body language conveys sincerity. Your words and actions should be congruent.

5

Understanding Is Crucial:

Help customers understand your systems. Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry. Take time to explain how your systems work and how they simplify transactions. Be careful that your systems don't reduce the human element of your organization.

Customer service is an integral part of our job and should not be seen as an external extension of it. Customers are the most vital asset of your business; without them, you wouldn't exist. When you satisfy your customers, they not only help you grow by continuing to do business with you but they will also recommend you to friends and associates.

6

Appreciate the Power of "Yes":

Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterward. Look for ways to make doing business with you easy. Always do what you say you are going to do.

7

Know How to Apologize:

When something goes wrong, apologize. It's easy, and customers like it. The customer may not always be right, but the customer must always win. Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints. As much as we dislike it, it gives us an opportunity to improve. Even if customers are having a bad day, go out of your way to make them feel comfortable.

8

Give More Than Expected:

Since the future of all business lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following:

1. What can you give customers that they cannot get elsewhere?
2. What can you do to follow-up and thank people even when they don't buy?
3. What can you give customers that is totally unexpected?

9

Get Regular Feedback:

Encourage and welcome suggestions about how you could improve. Provide a method that invites constructive criticism, comments, and suggestions.

10

Treat Employees Well:

Employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treat your employees with respect and chances are they will have a higher regard for customers. Appreciation stems from the top. Treating customers and employees well is equally important.

By Susan A. Friedmann

Leadership in Action

Retail Summit 2018



C&MD



Director (R)



Director (HR)



Director (F)



Director (M)



CVO

Marked as a red letter day in the annals of the company, the Leadership in Action (LIA) Summit of the Retail SBU received an encouraging fillip with the presence of all the senior management and business and entity leaders. Our C&MD, Mr. D. Rajkumar, started his keynote address by congratulating the Retail team for making landmark performance a reality. Quoting from Robert K. Greenleaf, he advocated, "Servant leadership is a philosophy and set of practices that enriches the lives of individuals, builds better organizations and ultimately creates a more just and caring world." A Servant Leader shares power, puts the needs of the employees first and helps people develop and perform as highly as possible. In view of the increased competition, he provided his blueprint for the way forward – aggressive network expansion, consolidation of initiatives like Umang and Fleetgenie, increased sale of lubricants, adoption of new game changing technologies and the paramount need for safety in operations.

"It is essential to blend leadership with the chords of foresight and explore new opportunities, perspectives and horizons amid the changing dynamics of the marketplace, and work towards the 'Crescendo' of success and growth," advised Mr. Arun Kumar Singh, Director (Marketing) in his inaugural address. Held on 1st and 2nd November 2018 at Lucknow, the Summit was a forum for Leaders in the Retail Business for formulating growth strategies that would propel the business in times to come.

Director (Marketing) shared his thoughts on the importance of business expansion, leveraging technology in every aspect of the business to connect with the customers of today, value maximization for all stakeholders, energizing

people through inspirational leadership, as values to be internalized for nurturing talent, as we steer through the present with an eye on the future.

The Business Sessions, moderated by senior leaders, dealt with subjects in the areas of gaining leadership through customer service, technology innovation and adaptation in BPCL and channel engagement. Each session resulted in thought provoking exchange of ideas and reflections for strategies that would enable realization of business goals through creating strong customer connections.

The Leadership in Action Awards 2018 recognized the feats achieved by Retail Territories and States during 2017-18, across business goals. Jamshedpur and Thane territories were honored with the C&MD award of highest market share growth in MS & HSD in minor and major territory categories respectively. Punjab, HP, J&K and Maharashtra & Goa states were rewarded with the C&MD award for highest market share growth in MS & HSD in minor and major territory categories respectively.

The Summit utilized the presence of all the Business Leaders on one platform to discuss and deliberate upon the issues that the Retail Business Unit is facing in these challenging times of deregulation and private players expanding their business, along with setting the future course of action.

On this momentous occasion, the Retail Special edition of 'Journeys', celebrating Forecourt Heroes viz. dealers who build customer loyalty and provide excellent service standards by spending time at the RO forecourt was launched. The honours were done by Mr. Arun Kumar

“ The way forward – aggressive network expansion, consolidation of initiatives like Umang and Fleetgenie, increased sale of lubricants, adoption of new game changing technologies and the paramount need for safety in operations ”
– Mr. D. Rajkumar, C&MD



Release of Journeys Retail Special Edition

Singh, Director (Marketing), Mr. P.S. Ravi, CGM, (Retail), In-charge, Mr. Santosh Kumar, Head Retail (West), Mr. Surjeet Mahalik, Head Retail (North), Mr. Sukhmal Jain, Head Retail (East), and Mr. Deepak Jain, DGM (Brand & BPCL First), RHQ and our forecourt heroes.

The forecourt is the interface between Bharat Petroleum and the customer, and service is the differentiator. 17 of the dealers stood out from the galaxy of 14,500 dealers. These 17 innovative dealers whom we like to call our 'Forecourt Heroes', can be regarded as our true brand ambassadors who have embraced the PFS and PFS Platinum initiatives as well as our brand values.

Some of the facilities, though basic in nature, like the look and feel of the outlet, DSM uniforms, decluttered look of forecourt premises, separate lanes for 2 and 4 wheelers, Q&Q assurance and dedicated staff for air facility, have brought volume to us and convenience to customers. Out of those Retail Outlets, where MS Max initiative has been launched across the country, 15 dealers were felicitated, who recorded a very high MS growth, through the MS Max initiative.

The Retail Leadership in Action Summit 2018 was a resounding success as a platform that celebrates leadership in the Retail Business and builds the foundation for future strategies.



Forecourt Heroes & MS Max Champs

खुशी आपकी. खयाल हमारा.

किसान मेला | स्वास्थ्य परीक्षण | खेल दिवस | आकर्षक उपहार

भारत पेट्रोलियम के संग मनाइए आनन्द भरे दो हफ्ते.

Ghar Utsav

With the popular tagline of 'A Home Away From Home', our OSTs are flagship ROs, offering Personal, Journey and Business solutions to Highway travellers. The "GHAR" logo has the highest brand recall amongst drivers, symbolizing the assurance they look for on highways. To promote the brand 'GHAR', we celebrated a fortnight long 'GHAR Utsav' at all OSTs from 26th January to 9th February 2019 with CGM I/C Retail, senior officials from RHQ, RGMs, Regional Highway Heads, RFSMs and State Heads attending the launch ceremonies at various OSTs.

The celebrations consisted of the following activities for drivers and helpers :

1. The OSTs was illuminated and branded with a festive look and Hoardings, Banners and Standees were put up.
2. Drivers were given a gift on every refueling during this period, in line with the PDLP Scheme.
3. Enrollment of customers in NLP from the neighbourhood Dhabas, promoting Driver & Helper Insurance Schemes, Q&Q demonstrations, workshops on driving habits and fuel conservation, as this period coincided with Saksham fortnight.
4. Health Camp was conducted.
5. Kisan Mela was conducted, with stalls by Tractor manufacturers, HCV/LCV manufacturers, Financial Institutions extending vehicle loans, One Day Wonder by BPCL Lubes team, Quick Oil Change Service for LCV & an oil conservation camp.
6. The Territory and Lubes teams launched a Lubes Scheme with gifts.
7. LPG TMs delivered Safety Talks and promoted the Pradhan Mantri Ujjwala Yojana.
8. The Smart Insurance Scheme & its benefits were expounded.
9. Sports activities (localized event) were conducted with attractive prizes.
10. On 9th February 2019 a get-together was held for OSTs staff and their families.
11. Ghar Utsav was intensively promoted across the social media, mailers etc. among transporters.

Ghar utsav energises entire retail highway team, created xxxxx and unprecedented customer connect, which will go a long way in brand building and overall sales at OSTs.





Wind-Solar Hybrid system

The combination of renewable energy sources, wind & solar, are used for generating power through the wind solar hybrid system. This system is designed using solar panels and small wind turbine generators for generating electricity.

Wind and solar energy are complementary to each other. Wind speeds are low in the summer when the sun shines brightest and longest; the wind is strong in the winter when less sunlight is available. As the peak operating times for wind and solar systems occur at different times of the day and year, hybrid systems are more efficient in harnessing and generating electricity almost throughout the year.

The main components of the Wind Solar Hybrid System are wind aero generator and tower, solar photovoltaic panels, batteries, cables, charge controller and inverter. The System generates electricity that can be used for

charging batteries and with the use of an inverter, can run AC appliances. A Wind aero-generator is installed on a tower having a minimum height of 18 m from the ground level. Because of the height, the aero-generator gets wind at higher speed and thereby generates more power.

Salient Features of the Project are as below

- 19.5 Wind Solar Hybrid Off grid System
- Wind energy is at peak during monsoon (6-7 units per KW)
- Generates power even at night
- Solar becomes base generation – peaks in summer /winter
- Improves reliability of the system
- Avg. Units Generation: 78 Units per day

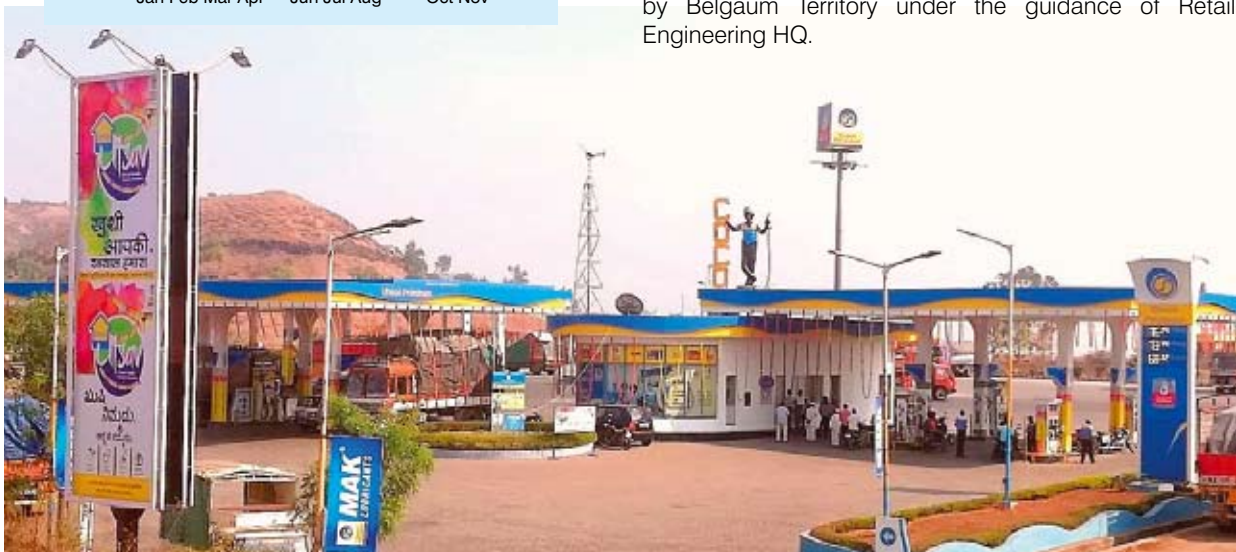
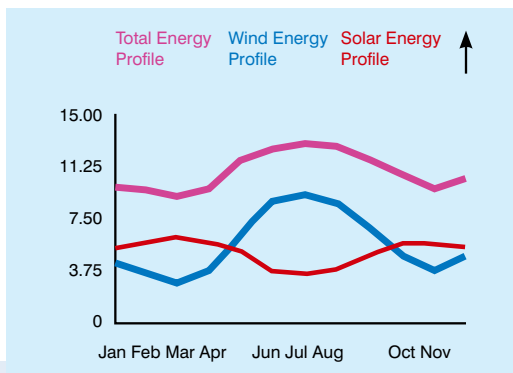
Environmental Benefit:

- Green Energy
- Optimal Utilization of Wind Energy
- Reduction in Carbon emission

Economic Benefit:

- 20 year life. Annual Energy Saving of Rs. 5,12,460/- (replacing diesel – Rs. 18 per unit)
- Petrol pump stands out on Aesthetics. Becomes a landmark on the Highway

This is the first of its kind big project in Industry, executed by Belgaum Territory under the guidance of Retail Engineering HQ.





Kids Chill at Child Care Centre

Tourists flock to Ooty during the holiday season and a favourite stop is our Retail Outlet, M/s. Sankar & Co. at Mettupalayam, at the foothills of the Nilgiris. With a roaring business of 80 KL MS & 250 KL HSD per month, the RO added a welcome facility of a Child Care Centre for the families. Inaugurated by Mr. P.S. Ravi, then Head Retail South in September 2018, the air-conditioned Child Care Centre has been equipped with a fridge stocking milk, water and a wide range of chocolates, apart from a variety of toys for playing. There is also an inbuilt wash room.

The Centre has turned out to be a boon for travellers on this route. In just 6 months of commissioning, daily 8-10 customers patronize this facility with numbers increasing during weekends and holidays.

The RO is developing into a destination point for tourists travelling with kids / babies, the added service acting as a growth driver in MS/HSD volumes besides enhancing our brand image among people pan India.

“ Air-conditioned Child Care Centre has been equipped with a fridge stocking milk, water and a wide range of chocolates, apart from a variety of toys for playing. There is also an inbuilt wash room. ”

Customer Feedback

This is the second time that I am coming inside though I have come to this petrol station. This the second time I am availing this service. This service is really commendable. Good for the children.

Gerard Primees

It's very surprise & great experience to visit this petrol bank. This is the first petrol bank which we never have been seen. My son enjoyed a lot by seeing this play area & we are very happy to see his happiness. Thanks to dealer Sankar & Co. for providing a great service like this. Keep going & continue the same.

T. Rajkumar

Great idea – kids run is so fun!! Such a nice place to take a break when travelling on the road. Love the monkey suspended from the ceiling. All filling stations on the highways could use one of these rooms!

Polly & Jay Oman

The service provided by the Bharat petroleum is very great. The staff here are very kind hearted and they are doing a very great job. # Nice place for the children in relax and proceed.

V. Rajeshkumar



Launch of 'FuelKart' – Door to Door Delivery

'Customer service par excellence' was the motto of Retail West, when they launched Door to Door Delivery Vehicle Facility - 'FuelKart' - a new age Retail initiative ! On 21st February 2019, Mr. Santosh Kumar, Retail Head West, along with Mr. Subhankar Sen, State Head Maharashtra & Goa, did the honours at Rajlaxmi Service Centre, Pune Nasik Highway (NH-50). The event was graced by Mr. Sanjeev Agrawal, GM Retail Engg RHQ, Mr. Prabhu Venkatesh, CGM (Finance) RHQ & Mr. Abbas Akhtar, GM Highway Retailing RHQ.

The D2D facility consists of a loading bay at the RO & a state-of-the-art Mobile Dispenser, which is fully automated. PESO has given special approvals for both the facilities. Separate loading facility has been constructed on the retail outlet as per PESO norms for loading of the bowser. Infra Projects, stationary equipments can be served at their doorstep, through a customer friendly and real-time mobile app, in the safest possible way, ensuring Q&Q at the Outlet.

Addressing the gathering of dealers, mediapersons and customers, Mr. Santosh Kumar averred that this tool will enthuse dealers to increase their outlet area beyond the boundaries of the RO and help them to acquire customers beyond the forecourt. This is a crying need of the current market scenario, enabling dealers to generate extra revenue with minimal additional cost.

Mr. Subhankar Sen stated that BPCL has always been a pioneer in new initiatives in Oil Marketing and replication of this initiative will help dealers gain the first mover advantage before these facilities become standardised in the market.

Six Bowsers manufactured for Indore, Nagpur, Calicut, Kerala, Guwahati, Bangalore were also handed over to their respective dealers by our RHQ & Reginal Dignitaries.

FuelKart
Fuel on Call

NOW GET DIESEL FOR YOUR STATIONARY EQUIPMENTS DELIVERED AT YOUR DOORSTEP, AS EASY AS YOU DREAM OF IT!

Special Features:

- KNOW QUALITY AND QUANTITY**
Know quality and quantity of diesel that you pay for, now get the latest technology enabled doorstep diesel delivery!
- OPT FOR UTMOST SAFETY**
Delegate your business, activate the Insurance Fuel procurement and management practices today itself.
- NO MORE FRENZIED CALLS**
No more hot wire/cold frenzied calls for Diesel. With smart Bowsers, now Diesel can reach all your doorstep whenever you want!
- SAVE YOUR HARD EARNED MONEY**
Now stop the wastage or pilferage of your Diesel with doorstep diesel delivery!

TECHNOLOGY'S GREATEST ROLE IS TO SOLVE THE MOST PERSISTING PROBLEMS.

Now get Diesel delivered at your doorstep with just a click on a mobile app!



Next Gen BMCG Trials at Punjab

Next Gen BMCG developed by CRDC, Greater Noida Team was tested against LPG as a challenge at one of the largest customers of Lalru territory – M/s. Cheema Boilers Limited, Kurali (Punjab). The trials were conducted by a team comprising BDM – North, CRDC scientists, Coordinator State Office (Pb, JK), TM Lalru, TC Lalru & Engg officer Lalru - on various lengths and thickness, both manually as well as through machine. The customer was delighted to see the encouraging result in terms of better cutting surface finish, less slag and nil backfire and savings.

Supplies Surge with the ND Express

Dedicated vehicles for commercial supplies, the ND express, was launched at major distributorships across Punjab, JK and Chandigarh by RLM – NR and State Head – Punjab, JK. This will not only ensure timely but proactive supplies. It will also help in better canvassing of new ND business, create better visibility and improve market presence.



Launch of 5 kg FTL in Gulmarg

Jammu Territory made 5 kg FTL reach the snow covered areas in J&K. Bharatgas Mini was launched at Gulmarg, “ a hill station in Western Himalayas” by then RLM – North, Mr. Inderjit Singh.

The launch caught the attention of not only the small vendors, but a lot of tourists in the area.

Start Every Day, Every Month with Safety

Jammu Territory took a major step towards safety awareness with the Safety Calendar. Each page carries a safety message to ensure that each customer is safe every day, every month round the year.



Team Bharatgas Spreading Safety Awareness in J&K

“Safety is our first priority” – Team Jammu delivers this promise by educating young girls, the homemakers for tomorrow.

The distributors and officers together take up the safety drive to spread safety awareness about LPG.

Walk for a Cause

A Walkathon was organized at Sukhna Lake, Chandigarh on 3.2.2019 under Saksham with over 200 participants led by State Head (LPG) Punjab, JK, Mr. Mohit Bhatia & TM (LPG) Lalru, Mr. Vijay Sehgal.

Participants from all SBUs also joined the walkathon with their families. The ambience of mountains, water, bird’s musical sounds and trees was ideal for the message of Fuel Conservation & Environment Protection for our generation and the generations to come. The Walkathon was followed by a Quiz on tips for Oil & Gas Conservation & prizes were awarded to the winners.



Mini Express

Bathinda Territory distributors’ offering on wheels - 5 kg swap option to PMUY beneficiaries & Bharatgas Mini (5 kg FTL) through Mini Express.

Bharatgas Mini in Shikaras

To promote the Bharatgas mini in Srinagar Sales area, Jammu Territory took up a special drive with then RLM – NR, Mr. Inderjit Singh & RLC – NR, Mr. Dalip Khorwal launched the 5 kg FTL in the Dal lake to encourage the small Shikara Vendors to use FTL instead of conventional fuel. The vendors found it very handy and safe.



Distributor Network Promotes Saksham with Zeal

Under the aegis of Saksham, the distributor network across Punjab, J&K, HP and Chandigarh have been aggressively conducting awareness campaigns through safety clinics at schools and villages. All distributors and their staff actively enrolled themselves to give lectures, show videos on fuel conservation and hold quizzes in schools followed by a prize distribution, to disseminate the fuel conservation messages to every nook and corner of the area.

Cook Food, Serve Love – Everywhere

Team Jammu dedicated towards customer service inspite of cold weather conditions, inspite of difficulty to reach customer doorsteps - still making it possible for customer delight with full zeal !



LPG Retail Joint Campaign to Promote Digital

In order to boost digital transactions, Lalru Territory ran a joint campaign with Retail at one of the highest selling Retail Outlets in Rajpura, District Patiala. All the DSMs, showroom staff & delivery men took active part and personally went all out to increase customer awareness, resulting in 1000 online transactions daily during the 5 day campaign. The joint campaign gave a major thrust to the Rajpura distributor's digital journey.

Hand-holding New Distributors

A Training and Hand-holding Workshop was conducted at Lalru LPG Territory Office for New Distributors of 3 Territories under the LPG State Office of Punjab & JK- Lalru, Bathinda & Jammu. TM LPG Lalru gave a brief background about BPCL followed by SLA, VM, LPG Safety, NC, DBC, Documentation, PMUY, SOPs, Digital Transactions, practical session for LPG Next covered in detail by State Coordinator. TC Lalru educated the distributors on how to canvass for Non Domestic Business and FTL. Distributorship agreement and MDG were explained in detail by TM Lalru. The distributors were also taken inside the plant to have a glimpse of LPG Bottling and Quality Checks. The participants expressed value addition and enrichment from the workshop.



Hippo Workshop

With endeavor of maximizing Hippo customers enrollment with safety, Lalru Territory Organized a 'Hippo Workshop' for existing and prospective customers. Complete technical knowhow about the product along with do's and don'ts of operation were shared with the group. While TM Lalru elaborated on the business prospects of HIPPO, the technical part was covered in detail by the Engg. and Safety Officer followed by a plant visit. Also a Welcome Kit cum Handbook on Hippo was given to all participants.

Home Delivery by Team Bharatgas in Snow Covered Valley

Team Jammu delivers the promise of customer service and customer delight by delivering the refills at doorsteps inspite of huge snowfall.





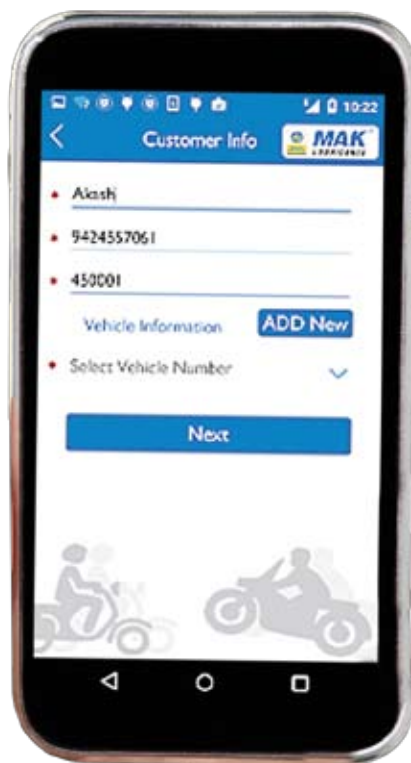
Quick Oil Change – Mobile Application MAK Quik

For Dealers

This is a web-based portal developed on the cloud linked with two mobile applications for BPCL Retail dealers. The app is available on the website <http://makquik.net/MakLube> with login credentials. Dealers use their official email Id provided by BPCL as credentials. The mobile application is available at our Retail Outlets to capture live customers' details and transactions of the QOC.

Using the QOC app platform, a dealer can -

- Easily capture customer data at the retail outlet
- Monitor the Lubricant stocks for QOC
- Inform the Sales Officer for requirement of lubricants
- View the performance report of QOC customers
- View the DSM performance and also store DSM data
- View the appointments of QOC customers online
- Run the sales campaign using customer data of QOC
- Request to send bulk promotional SMS to his customers
- Push notifications to customers for any campaigns at the Retail Outlet



For Customers

There are several benefits :

- Online appointment can be taken for QOC from nearby/preferred dealer, which will save time and be very convenient, especially on weekends.
- Complete Knowledge about MAK lubricants available
- Oil change history available
- Vehicle data has feature of reminders for Insurance/PUC expiring
- Lubricant advisor is also available in the app, which will suggest appropriate MAK Lubricant for a particular model of vehicle.
- Customer can share the experience of oil change on FB/Twitter/WA/SMS/Email
- Various "Offers" from BPCL or Dealers are readily available
- Customer can rate the services of Dealers
- Customer gets an SMS confirmation of oil change done instantly
- Customer also gets the reminder SMS for next change of oil after one month with the last odometer reading when QOC was done
- Target audience is two wheeler customers.
- USP is converting footfalls at RO's into lubricant sale

Dealers Registration Process

1. Download the App and enter your dealer CC and registered mobile no.
2. Dealers info will be fetched from server based on dealer CC and registered mobile no.
3. Enter the OTP sent on registered mobile no. (to verify registered mobile no.)
4. Enter the QOC mobile no.
5. Enter the OTP sent on QOC mobile no. (to verify Qoc mobile no.)



मैक के आकर्षण का सृजन

“ डिजाइन से तात्पर्य सिर्फ इतना ही नहीं है कि यह कैसी दिखती है या महसूस होती है बल्कि डिजाइन बताती है कि यह किस प्रकार कार्य करती है। ”
 – स्टीव जॉब्स

आजकल उत्पाद सिर्फ उत्पाद नहीं रह गए हैं वरन् वे ग्राहकों में उनके प्रति बिना शर्त इच्छा जागृति के माध्यम बन गए हैं। उत्पादों ने अपनी आधारभूत कार्यमूलकता एवं उपयोगिता का वर्षों का सफर तय किया है। जैसा कि एरिक डेविस ने व्यक्त किया है “संपूर्ण दारोमदार प्रस्तुतिकरण और पैकेजिंग का ही है।” समृद्धि के बढ़ने के साथ-साथ ग्राहकों की आवश्यकताओं में भी आमूलचूल बदलाव आया है; वे अब ‘ये दिल मांगे मोर’ के मनोभावों और उदात्त आकांक्षाओं की पोषक बन गई हैं। हम बेहतर ग्राहक उल्लास के लिए लगातार प्रयासरत हैं, ऐसे में उन्हें उत्साहित और आकर्षित करते हेतु, इससे बेहतर क्या होता कि हम एक आश्चर्यजनक और शानदार ल्यूब पैक लांच करें।

ल्यूब की कहानी

90 के दशक से पूर्व भारत के ल्यूब्रिकेंट उद्योग में बहुत ही सीमित उद्यमी थे और इसमें सार्वजनिक क्षेत्र के उपक्रमों का ही दबदबा था। उस दौर में पैकेजिंग कोई प्राथमिकता नहीं थी वरन् ल्यूब रखने के पात्र उपलब्ध कराना मात्र उद्देश्य होता था। 90 के दशक के प्रारंभ में भारतीय बाजार के उदारीकरण एवं भारतीय ल्यूब दृश्यपटल पर बहुराष्ट्रीय कंपनियों के उभरने से इस उद्योग में परिवर्तन की लहर

दौड़ गई। पीएसयू कंपनियों, जो एकाधिकार वाली परिस्थितियों का आनंद ले रही थीं, वे अचानक गहन प्रतिस्पर्धी अवस्था में जूझने लगीं। वो एक ऐसा दौर था जिसमें अंतिम ग्राहकों के लिए उत्पादों में पृथकता दर्शाने के कारक और / अथवा उनके विशिष्ट प्रस्तुतिकरण की आवश्यकता का तीव्र अहसास हुआ ताकि ल्यूब्रिकेंट के भीड़ भरे बाजार में उपलब्ध उत्पादों में से वह आपका उत्पाद चुने और आपके उत्पाद की बाजार में एक ब्रांड बन सके।

लगभग सभी प्रकार के उत्पादों में पैकेजिंग, उनकी विशिष्ट पहचान बनाने का एक सशस्त माध्यम होता है, लेकिन ल्यूब्रिकेंट्स के मामले में यह कुछ ज्यादा ही महत्वपूर्ण है क्योंकि इसके अंतिम ग्राहक, वास्तविक उत्पाद को अक्सर देखते या महसूस करते ही नहीं है। इस प्रकार सभी तेल कंपनियों का पैकेजिंग के प्रति दृष्टिकोण काफी बदल गया, टीन के कंटेनर इस उद्योग से बाहर होते गए और प्लास्टिक युग का प्रादुर्भाव हुआ। प्लास्टिक के आगमन से विभिन्न आकार-प्रकार एवं रंगों के कंटेनर बाजार में उतारने के अवसर भी बढ़ने लगे।

वर्ष 1997 में बीपीसीएल ने अन्य तेल विपणन कंपनियों के उत्पादों से अपने उत्पादों की विशिष्ट पहचान के लिए अधिष्ठापन मुद्रण और



भारत में नए मैक पैक का लोकार्पण। मंच पर उपस्थित हैं – अध्यक्ष एवं प्रबंध निदेशक श्री डी. राजकुमार, निदेशक (विपणन) श्री अरुण कुमार सिंह, एवं कार्यपालक निदेशक (ल्यूब्स) श्री वी. आनंद तथा साथ में उपस्थित हैं कंपनी के ल्यूब्रिकेंट्स बिजनेस युनिट के अन्य वरिष्ठ अधिकारी।

लेबल के साथ नए आकार के बहुरंगी पैक प्रस्तुत किए। इसके साथ-साथ हमारे उत्पादों की पुरानी श्रेणी, जिसमें "भारत" पूर्वयोजन हुआ करता था, उसके स्थान पर मैक, ऑटोमॉल, ग्लाइड जैसे समकालीन नाम देकर उनकी री-ब्रांडिंग की गई।

वर्ष 2000 में, बाजार में उत्तम दर्जे की डिजाइन पेश करने के इरादे तथा अपने कंटेनरों को बढ़ावा देते हुए प्रतिस्पर्धा में उन्हें अग्रणी रखने के उद्देश्य से नव-सज्जित पैक पेश किया गया। उस समय इनका उपयोग हमारे प्रीमियम श्रेणी के उत्पाद-मैक डायमंड एवं स्पाइरॉल डायमंड भरने के लिए किया जाता था।

वर्ष 2003 से इस डिजाइन का उपयोग मैक ब्रांड की सभी श्रेणियों के लिए किया जाने लगा। ल्यूब के विभिन्न वर्ग के लिए विभिन्न रंग के कंटेनर होते थे; डीईओ के लिए नीले, 2टी / 4टी के लिए लाल, एग्री एवं पर्यावरण अनुकूल श्रेणी के लिए हरे और विशिष्ट श्रेणी के काले रंग के। हमारे लगभग सभी छोटे पैक के लिए ये डिजाइन वर्ष 2018 तक चलते रहे, हालांकि मार्केट फीडबैक के आधार पर सिर्फ हमारी इस रंग-रणनीति में कुछ बदलाव जरूर हुए।

नए डिजाइन का उद्देश्य

प्रत्येक उत्पाद और डिजाइन की एक जीवन-अवधि या जीवन-चक्र होता है। एक समयोपरांत बाजार में उत्पादों के पुराने हो जाने की

धारणा बन जाती है और उससे ऊब होने लग जाती है। इसके अलावा ऐसे समय अक्सर अन्य प्रतिस्पर्धी नए लुभावने डिजाइन बाजार में उतार देते हैं जिससे यह धारणा और बलवती हो जाती है। आम तौर पर किसी उत्पाद के पैकेज डिजाइन का जीवन-काल लगभग 5 वर्ष का होता है। दरअसल 15 वर्षों से हमारे उन्हीं डिजाइनों का बने रहना भी इस बात का पर्याप्त कारण बन गया था कि हमारी डिजाइन में बदलाव व नवीकरण किया जाय।

इसके अलावा यह भी हकीकत है कि प्रत्येक मशहूर ब्रांड को जाली उत्पादों से भी निपटना पड़ता है। जब कोई पैकेज डिजाइन लंबे समय तक एक सी बनी रहती है तब ऐसे अवैध विपणकों की संख्या भी बढ़ने लगती है, जो उस डिजाइन की प्रतिकृति बना कर मूल ब्रांड के नाम से जाली उत्पाद बेचते हैं। इसके अलावा यह भी कि डिजाइन पेटेंट अधिकतम 10 वर्ष तक ही वैध रहते हैं तत्पश्चात हम डिजाइन प्राधिकार प्रवर्तित नहीं कर पाते हैं।

उपर्युक्त घटकों को ध्यान में रखते हुए प्रतिस्पर्धा में अपनी गति बनाए रखने और मैक ब्रांड को नव-जीवन के साथ सशक्त कर इसे लंबी दौड़ में बनाए रखने के लिए सभी आकारों (अर्थात् 250 मिली से 5 लीटर तक के हमारे पैकेज परिवार) हेतु नए पैकेज विकसित करने का निर्णय लिया गया।

MAK®
PLATINUM PLUS
15W-40 C14 PLUS

ट्रकों, बसों और कर्माशियल वाहन के लिए प्रीमियम डीजल इंजन ऑयल

इंजन ऑयल सही, तो
100000*
किमी तक टैशन नहीं

• इंजन की सहज कार्यकुशलता • इंजन के जीवन में वृद्धि
• वाहन के रखरखाव में बचत • लंबा ऑयल ड्रेन अंतराल

MAK makes it possible.

*विक्रय के लिए पैक देखें

मनोहर ढंग से पैकेजिंग

दरअसल पैकेजिंग, विपणन का पी5 बन सकता है। मैक के परिप्रेक्ष्य में नई पैकेजिंग का महत्व इसलिए था कि-

- शैल्फ में यह ब्रांड के चेहरे स्वरूप हो।
- प्रयुक्त होने तक यह हमारे उत्पाद को सुरक्षित व संरक्षित रख सके।
- यह अंदर भरे ल्यूब्रिकेंट को शिपिंग व परिवहन की क्षति से बचाए।
- प्रतिस्पर्धा में हमारे उत्पाद को यह पृथक पहचान दे सके।
- ग्राहकों का ध्यान खींच सके।
- अग्र एवं पृष्ठ लेबल पर मुद्रित विवरण के माध्यम से यह ग्राहक को हमारी श्रेणी की जानकारी दे सके।

इसलिए नए पैक की डिजाइन तय करते समय हम क्या चाह रहे थे? हम चाह रहे थे-

- कार्यकुशल डिजाइन के साथ एक नया समकालीन रंगरूप।
- नवोन्मेषी विशिष्टताओं के साथ उपयोग में आसान।
- संवर्धित अभिरक्षक विशिष्टताएं, असंभव प्रतिकृति।
- अनुकूलित वजन वाला प्रबल एवं मजबूत पैक।
- उत्कृष्ट / विशिष्ट रंग, परिष्कार एवं साज-सज्जा।

प्रक्रिया

इस परियोजना में कार्यरत 9 टीमों (आंतरिक व बाह्य) द्वारा नए पैक की प्रस्तुति, प्रत्येक टीम के आपसी निर्बाध एकीकरण का ही परिणाम था।

MAK[®] का नया स्वरूप

हस्तक्षेप प्रूफ ढक्कन

विश्वास बढ़ाए और
विशुद्ध व असली प्रॉडक्ट
की डिलिवरी का भरोसा

हैंडल ग्रिप के आसपास अनोखा टेक्सचर

पैक डिज़ाइन पर अनोखी बनावट

टॉपी की विशेषता- रेंटी गर्गल

ऑइल उड़ेलते समय
एकसमान और स्मूद बहाव

कर्व प्रोफ़ाइल- डब्बा पकड़ने में सुविधाजनक

ऑइल उड़ेलते समय आरामदायक
और सुरक्षित पकड़ का भरोसा

दो हैंडल ग्रिप

टॉप हैंडल उठाने और
साइड बॉटम हैंडल
आसानी से उड़ेलने के लिए



प्रेरणा स्रोत

अत्याधुनिक टेक्नोलॉजी | नयी सोच का दर्पण | परफॉर्मेंस

MAK[®] makes it possible.

प्रमुख विशेषताएं

पैक की डिजाइन तैयार करते समय ध्यान में रखी गई प्रमुख विशेषताएं निम्न लिखित हैं –

- **मिलावटरोधी ढक्कन** – ग्राहकों का विश्वास हासिल करने एवं उत्पाद की वास्तविक व प्रामाणिक सुपुर्दगी हेतु
- **दोहरी हैंडल पकड़** – ऊपरी हैंडल लाने ले जाने में सुविधा के लिए, पार्श्व भाग में नीचे दिया हैंडल उंडेलने में सुविधा के लिए।
- **हैंडल पकड़ के इर्दगिर्द विशिष्ट बुनावट** – पैक डिजाइन पर नवोन्मेषी प्रक्रिया द्वारा तकनीकी प्रस्फुटन।
- **सुविधाजनक पकड़ हेतु सामने की ओर वक्रीय बनावट** – उंडेलते समय सुविधाजनक एवं सुरक्षित पकड़ के लिए
- **गर्दन में कलकल रोधी वैशिष्ट्य** – उंडेलते समय तेल के निर्बाध व सहज प्रवाह ताकि सुखद अहसास सुनिश्चित हो।

विश्व की सर्वोत्तम औद्योगिक डिजाइन एजेंसियों में शुमार एम/एस टाटा एलेक्सी द्वारा डिजाइन किए गए नए पैक को अनेक क्षेत्र परीक्षणों के पश्चात बाजार में उतारा गया।

ये पैक 4 समकालीन रंगों में उपलब्ध हैं जिनमें निम्नानुसार श्रेणीबद्ध किया गया है –

लाल – पेट्रोल इंजन प्रखंड के लिए

सुनहरा – प्रीमियम प्रखंड (पेट्रोल / डीजल) के लिए

नीला ग्रे – डीजल, गीयर ऑयल, विशिष्ट प्रखंड के लिए

हरा – एग्री एवं ईको फ्रेंडली प्रखंड के लिए

लेबल इस प्रकार बनाए गए हैं जो इंजन के किसी भाग के आसपास की तकनीकी और ऊर्जा-प्रवाह का विवरण देते हैं। ऐसा चित्रात्मक खाका भी दिया है, जो उत्पाद और इसकी विशिष्टताओं की अभिव्यक्ति को और प्रभावी बनाता है। इस प्रकार यह संपूर्ण नया पैकेज प्रस्तुतिकरण एवं समग्र दिखावे में अनूठा है। संक्षेप में यह कहा जा सकता है कि ग्राहक को ध्यान में रखते हुए बनाई गई यह पैकेज डिजाइन उपयोगकर्ता के लिए सुविधाजनक, निर्माण सामग्री व निर्माण गुणवत्ता के मामले में उत्कृष्ट है, प्रामाणिकता सुनिश्चित करती है और रंग, बनावट, दिखावे में न्यारा है।

लोकार्पण (लॉन्च)

इस नए पैक के लोकार्पण को “प्रॉजेक्ट सिंग्रंग” शीर्षक दिया गया है क्योंकि “सिंग्रंग” तीव्र अग्र गति का प्रतीक है। यह लचीली, तेजस और लाक्षणिक रूप में सुहावने समय के प्रारंभ का प्रतीक है। सिंग्रंग को उत्पत्ति, यौवन, नवीनीकरण, नए जीवन के उदय... के रूप में भी देखा जाता है।

हमारे अध्यक्ष एवं प्रबंध निदेशक श्री डी. राजकुमार ने दिनांक 16 जून, 2018 को नव-पल्लवित भविष्य को अपनाते हुए काठमांडू, नेपाल में श्री वी. आनंद, कार्यकारी निदेशक (ल्यूब्स) की उपस्थिति में सभी पैक्स की नवीन श्रृंखला का लोकार्पण किया। तकनीक एवं कार्यनिष्पादन से प्रेरित नए पैक्स, इनकी कार्यमूलकता का नवोन्मेषी डिजाइन में निर्बाध समेकन करते हैं और भावी पीढ़ी (जेन-एक्स) की रूपरेखा व्यक्त करते हैं और जो शेल्फ में अवश्य ही शानदार स्थान बनाएंगे।

मैक तालमेल सम्मेलन (मैक सीनर्जी समिट) 2018 के दौरान नए मैक पैक का भारत में लोकार्पण हमारे अध्यक्ष एवं प्रबंध निदेशक श्री डी. राजकुमार, मुख्य सतर्कता अधिकारी श्री सुनील जैन, निदेशक (रिफाइनरी) श्री आर. रामचंद्रन्, निदेशक (विपणन) श्री अरुण कुमार सिंह, निदेशक (वित्त) श्री एन. विजयगोपाल एवं कार्यकारी निदेशक (ल्यूब्स) श्री वी. आनंद द्वारा किया गया। इस लोकार्पण समारोह में कंपनी के अन्य वरिष्ठ अधिकारी और ल्यूब्रिकेंट कारोबार इकाई के व्यापारिक असोसिएट्स भी उपस्थित थे।

ये नए मैक पैक बांगलादेश, यूएई और श्रीलंका में भी लोकार्पित किए गए हैं।

श्री वी. आनंद, कार्यकारी निदेशक (ल्यूब्स) के अनुसार “हमारे नए पैक वस्तुतः बीपीसीएल के नवोन्मेषी मूल्यों, संरक्षण एवं विश्वरनीयता के प्रतीक हैं। नवोन्मेषी उत्पादों एवं सेवा प्रस्तावों के रूप में हमारे हितधारकों को बहुमूल्यता उपलब्ध कराना हमारे लिए अत्यंत महत्वपूर्ण है और हम हमारे ग्राहकों को सिर्फ सर्वोत्तम सुपुर्दगी के लिए प्रतिबद्ध हैं।”

इन नए मैक पैक को संपूर्ण बाजार में उतारा गया है और इन्हें शानदार प्रतिसाद मिल रहा है। कार्य-निष्पादन, कार्य-मूलकता, उपयोगकर्ता-हितैषी होने की अहमियत हम भली-भांति समझते हैं। नए मैक पैक के साथ हमने भविष्य में एक ठोस कदम रखा है। मैक से फर्क पड़ना अवश्यंभावी है।



ट्रैक्टर हो कोई, **MAK** ही है सही






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भारत गैस की मुस्तैद टीम

हिमाचल की मुस्तैद टीम बेहतर ग्राहक सेवा के मद्देनजर डिजिटल फलक पर तीव्र गति से आगे बढ़ने के लिए उद्यत है। पंजाब तथा जम्मू कश्मीर के राज्य-प्रभारी तथा टीएमएम जम्मू, कुल्लू व मंडी के वितरकों को प्रोत्साहित कर रहे हैं।



डिजिटल मुहिम

हमारी ग्राहक-केन्द्रित पहल की सफलता का मूल-मंत्र, भारतगैस के चेहरे-हमारे डिलीवरी बंधुओं द्वारा अंतिम ग्राहक तक प्रस्तुतिकरण का हुनर है। डिलीवरीमैन की भर्ती और उनके मार्गदर्शन के लिए टीएम लालरू, श्री विजय सेहगल के नेतृत्व में एक विशिष्ट अभियान चलाया गया था जिसमें डिलीवरी बंधुओं को इस पहल के महत्व से वाकफ कराने हेतु विशेष प्रशिक्षण-सत्र आयोजित किए गए थे। उनमें आत्मविश्वास जागृति हेतु व्यावहारिक एवं भूमिका-निर्वहन प्रशिक्षण कार्यक्रम आयोजित किए गए ताकि वे ग्राहकों को डिजिटल माध्यम अपनाने के लिए समझा-बुझा सकें।

पीएमयूवाई लाभार्थियों के लिए विशिष्ट प्रयास

बीपीसीएल द्वारा पीएमयूवाय लाभार्थियों की सहायताार्थ ऐसे वृहद प्रयास किए जा रहे हैं, जिनसे वे एलपीजी का उपयोग जारी रख सकें। ग्राहकों को आकर्षक गुल्लक (ब्रांडेड पिगी बैंक) उपलब्ध कराना एस ग्राहक सेवा की दिशा में एक बड़ा कदम कहा जा सकता है। इससे उनमें प्रतिदिन 5-10 डालने की आदत बन सकेगी और महीने के अंत तक इनमें रीफिल की 5 किग्रा रीफिल से अदला-बदली का विकल्प भी दिया जा रहा है जो सस्ता पड़ता है। ग्राहकों को 5 किग्रा रीफिल की अदला-बदली के विकल्प से अवगत एवं प्रोत्साहित करने तथा पिगी बैंक्स वितरित करने के अभियान में आरएलएम-एनआर तथा पंजाब, जम्मूकश्मीर तथा हिमाचल प्रदेश में वितरकों ने उत्साहवर्धक मेलों का आयोजन भी किया।





बेहतर परिणामों के लिए मीलाधार सुदृढ़ करना

वितरकों की मीटिंग तथा स्टाफ-निश्चयबद्धता कार्यक्रमों का आयोजन एक नियमित व्यवस्था है, परंतु जम्मू प्रभाग ने इसे एक अनूठे तौर पर आयोजित किया। राज्य-प्रभारी (पंजाब, जम्मूकश्मीर) तथा टीएम (एलपीजी) जम्मू द्वारा संरक्षा, द्वार तक त्वरित सुपुर्दगी, सभुप्त ग्राहकों को सक्रिय करने, डिजिटल लेनदेन, एफटीएल बिक्री और सेवा के उच्चतर मानक जैसे विषयों पर वितरकों की संपूर्ण टीम के साथ गहन विचार-विमर्ष किया गया। राज्य-प्रभारी द्वारा श्रेष्ठ कार्य-निष्पादक स्टाफ को पुरस्कृत किया गया उन्हें स्मृति-चिन्ह तथा प्रशंसा-पत्र प्रदान कर प्रोत्साहित किया गया।



संरक्षा में भागीदार

लालरू प्रभाग ने आईएंडसी ग्राहकों के लिए संरक्षा पर एक पूर्ण दिवसीय प्रशिक्षण-कार्यक्रम आयोजित कर बीपीसीएल का झंडा ऊंचा करने में अग्रता बनाई है। आईएंडसी के एक बहुत बड़े ग्राहक-सेना की पश्चिम कमांड यूनिट, चंडीगढ़ के अधिकारियों और जवानों ने टीएम (आईएंडसी) के साथ लालरू बॉटलिंग संयंत्र का दौरा किया तत्पश्चात संयंत्र के अधिकारियों ने संरक्षा विषय पर विभिन्न सत्र आयोजित किए।



खुदरा वितरक प्रबोधन

5 किग्रा एफटीएल बिक्री बढ़ाने तथा खुदरा वितरकों के व्यावहारिक मुद्दे समझने की तलाश में लुधियाना, जलंधर, बड्डी, चंडीगढ़, मोहाली और राजपुरा के 43 खुदरा वितरकों के लिए लालरू प्रभाग द्वारा एफटीएल रिटेलर्स सम्मेलन का आयोजन किया गया, जिसमें मूल्य-संरचना, ग्राहक-प्रचार, ब्रांडिंग, रीफिल बिक्री बढ़ाने के उपायों तथा नए ग्राहक बनाने पर गहन चर्चा की गई। इस चर्चा में प्रत्येक वितरक ने अपने मुद्दे व अनुभव साझा किए ताकि अन्य सभी सहभागी उन्हें समझ सकें। चर्चा-सत्र की समाप्ति पर उन्हे बॉटलिंग प्लांट तथा आपातकालीन संभाल उपकरण दिखाए गए ताकि वे उनके द्वारा व्यवहार में लाए जा रहे उत्पादों के बारे में एक बेहतर समझ बना सकें, साथ ही उनमें एक पीएसयू महारतल का ब्रांड-अम्बेस्डर बनने का गौरव-भाव भी उत्पन्न हो सके।

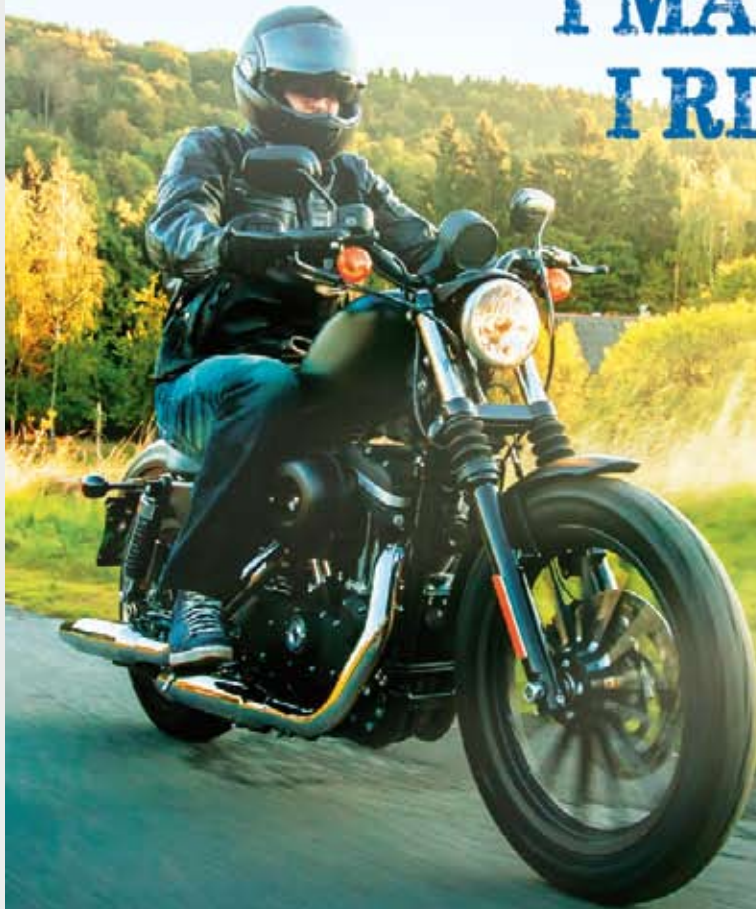
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