

PRESS RELEASE

BPCL LAUNCHES CUSTOMER AWARENESS PROGRAM ON “CASHLESS” TRANSACTIONS

BPCL launched a “CUSTOMER AWARENESS CAMPAIGN” today, Dec 26th, 2016, at its state-of-the-art fully automated Company Owned Company Operated (COCO) retail outlet, BP-Churchgate in Mumbai for the benefit of the fuelling consumers and to promote usage of "Cashless" mode of payments at Petrol pumps. The event was graced by Shri Ashish Shelar, Hon MLA from Bandra(W), & BJP President Mumbai Unit, Shri George Paul, Executive Director (Retail), BPCL and other senior dignitaries of BPCL.

Various customer oriented schemes linked to Cashless transactions at BPCL's petrol pumps were shared on this occasion.

In keeping with Govt of India's demonetisation policy, Public Sector Oil Marketing Companies under the aegis of MOP&NG has embarked upon an intensive program to promote "Cashless" transactions at its Petrol pumps at all their Retail Outlets and LPG Distributorships. Out of total 53522 Retail outlets of Oil Marketing Companies, 31879 outlets have been provided with POS machines to facilitate Credit and Debit Card transactions while drive is on to complete all Retail Outlets at the earliest. E wallet acceptance at all the Retails outlets is nearing completion to enhance Cashless Transactions.

BPCL has enabled credit/debit card & mobile wallet payments at its petrol pumps apart from its pioneering Smart Card based loyalty program which can also be recharged using credit / debit cards / RTGS / NEFT & which is being used by a large number of fleet owners as payment management solution as well as by individual customers. "Cashless transactions account for more than 25% of total OMC petrol pump transactions on all India basis.

In Maharashtra also, including on National / State Highways and rural markets, it is rapidly increasing. In Mumbai, more than 55% of transactions in BPCL retail outlets are through Cashless mode. In Mumbai, Navi Mumbai, Thane and Raigad District. 100% of BPCL retail outlets, have one or more mode of Cashless payment facility available for the benefit of customers.

BPCL has tied-up with SBI, HDFC Bank and other major Banks for placement of POS terminals to facilitate Credit/Debit card transactions and with PayTM, Freecharge, Oxigen, Reliance Jio, SBI Buddy, Fino for enabling mobile-wallet transactions at its retail outlets. In order to promote cashless transactions at petrol pumps, Govt. of India has also announced a special incentive of 0.75% to customers on all digital payments made at petrol pumps. Fuel surcharge waiver on Debit Card transactions until 31.12.2016 has also been announced by the Government.

BPCL has taken several initiatives to create widespread awareness of digital mode of payments at petrol pumps through Customer Education Campaigns at retail outlets, customers / transporters' premises, Training Programs for Retail outlet dealers & their staff, Advertisements in Print and Electronic Media, Spreading awareness through Social Media – Twitter, Facebook etc. and Display of Messages through Standees, Banners and Posters at ROs.

Mumbai.
26th Dec 2016