

**GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA**

UNSTARRED QUESTION NO:3766

ANSWERED ON:21.08.2003

MODERNISATION OF RETAIL OUTLETS BY IOCL

BHASKAR RAO PATIL;NARESH KUMAR PUGLIA;SHYAMA SINGH

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether IOCL has decided to spend several crores for the modernisation of retail outlets throughout the country;
- (b) if so, the details thereof;
- (c) whether most of the IOCL retail outlets are neither providing quality of service nor offering better facilities to customers;
- (d) if so, the facts and reasons therefor; and
- (e) the steps taken by the Government to provide better consumer friendly facilities at various retail outlets in the country?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRIMATI SUMITRA MAHAJAN)

(a) & (b) In order to meet the challenges of Free Market Economy, Indian Oil Corporation Limited (IOCL) has embarked upon modernisation of Retail Outlets (ROs) to international standards to face competition. Under the modernisation programme, ROs are provided with upgraded facilities for customer benefits such as Canopy, Multi Product Pumps, Digital Air Inflators, Pre Mix Pumps for dispensing Lube blended fuel, etc. Moreover, to improve the ambience of ROs as well as to create customer delight, driveway and yard lighting has been improved at the ROs and a new colour scheme has been adopted alongwith backlit rainbow fascia and signages. This is an ongoing process, required to maintain the market leadership in the competitive scenario as customers will have several choices at all the modern outlets of various oil companies in the market. The modernisation of ROs will be based on the type of facilities to be provided and the extent of land available in the RO. The approximate cost of modernisation would be Rs. 20 - 25 lakhs per RO.

(c) and (d) No, Sir. IOCL always endeavors to ensure availability of customer oriented facilities at all the ROs, including the basic facilities such as drinking water, Air, toilet facility, first aid box, etc. In addition, to provide value added facilities for the customers, facilities such as Convenience Stores, ATMs, Cyber Caf  , Food Parlour, etc. are provided at select RO locations depending upon the availability of space and viability of providing the facilities. IOCL has also introduced Co-branded Credit Cards and also Smart Cards to ensure cash less transaction for convenience to customers. IOCL has introduced premium grade fuels of petrol and diesel under the brand names `IOC Premium` and `Diesel Super`, respectively in various markets to reduce the emission of pollutants, increased mileage and life of vehicle. Further, IOCL has also introduced eco-friendly fueling facilities such as Auto LPG and CNG at select ROs.

(e) The availability of various customer service facilities such as provision of drinking water, free air, toilet, telephone, etc. are regularly monitored by field officers of oil companies during their inspections/visits at ROs.