

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

UNSTARRED QUESTION NO:5098
ANSWERED ON:28.04.2005
MARKETING PLAN FOR SEMI URBAN AND RURAL AREAS
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Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether the Government has advised the public sector oil marketing companies to draw up Marketing Plans for covering semi-urban and rural areas ;
- (b) if so, the details thereof ; and
- (c) the response of public sector oil companies thereto ?

Answer

MINISTER OF PETROLEUM & NATURAL GAS & PANCHAYATI RAJ (SHRI MANI SHANKAR AIYAR)

(a) to (c) : Based on their commercial assessments, public sector Oil Marketing Companies (OMCs) are authorized to set up dealers / distributors. However, Government have advised them to set up atleast 5.6% and 5.3% of their total Retail Outlets (ROs) in remote areas and low service areas respectively under their future expansion plans. Similarly, for LPG distributorships, Government have advised OMCs to concentrate their future plans on semi-urban and rural areas to increase supplies in these areas. OMCs have reported that they are formulating their Marketing Plans on the basis of these guidelines.