

50th

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Kerosene vending pumps back then

Behind satiated Indian customers is the relentless efforts of IndianOilPeople.

directors' review (marketing)

Behind a billion satiated Indian customers is the relentless efforts of over 34,000 IndianOilPeople. Driving the nation's economic growth engine forward is the uninterrupted supply chain managed by IndianOil.

IndianOil, a fine-tuned marketing machine, working to precision round-the-clock, round-the-year, is powered by a passion to serve, even against odds. Whether it is the sub-zero temperatures of Leh-Ladakh region or the scorching deserts in Jaisalmer or the marooned areas of Andaman and Nicobar Islands, IndianOil continues to deliver, to make a difference to the community we serve.

The modern business landscape is far more multi-dimensional today, with customers coming of age. Emotional connect with brands no longer comes from 'firepower' traits like Leadership, Value or Quality or even Technology Superiority, but from its 'soft power' of being a social contributor making a lasting difference to the lives of the community they serve. IndianOil has played this role admirably combining its leadership role in the business with a social conscience by rising to the occasion in times of natural calamities like famine, floods, earthquakes and cyclones.

'How has this Brand made a difference to me and the Society?' is a question that is not too far away from customers' minds. It's here that IndianOil enjoys a decided advantage. IndianOil not only straddles the 'mind to heart' space but also reaches out to the collective consciousness of the country,

as an entity that has always had the interest of the nation at the very core of its visionary objective. Reaching products to once-inaccessible areas and improving the quality of life of a billion Indians through our products and services is a responsibility that IndianOil has fulfilled time and again.

What helps us to be leaders is not just our market share but also our ability to understand the complex psyche of the Indian market. The swathe of marketing initiatives launched by IndianOil over the years, truly showcases our ability to be nimble footed in customising solutions across different demand requirements.

A case in point, is our *Kisan Seva Kendra* model which has been universally acknowledged as one making a huge difference to the country's rural belt. It has been recognised by several forums and has gone on to win awards from the Rural Marketing Association of India and the Asia Retail Congress during the year.

Over the last decade, IndianOil has transformed the Indian petroleum retail market by enormously widening the retail basket of products and services. From a simple model retailing Petrol and Diesel, our outlets have metamorphosed into multi-brand, multi-product and multi-service entities. Today this model has evolved as the industry's benchmark in India.

IndianOil outlets have come to be recognised as one-stop stations offering a variety of services from branded fuels to loyalty cards, from AutoGas to CNG and from Auto Car washes to ATMs. A new



G.C. Daga
Director (Marketing)

high is India's first Hythane(Hydrogen CNG) Retail Outlet in Delhi marking a quantum jump in technology absorption in fuel retailing.

Indane LPG marketing too has undergone a major transformation with IndianOil's "Indsoft" software providing a state-of-the-art platform to plan, network and manage the vast LPG customer base.

Non-fuel revenues will continue to be an area of focus both today and tomorrow. A concrete roadmap is underway to consolidate this initiative even further.

SERVO still rules India as its No.1 lubricant brand. Our globalisation aspirations crossed yet another milestone with the launch of *SERVO* lubricants in Oman in 2008. *SERVO* will hit new markets across the globe with its growing popularity and wider acceptance.

Touching lives and reaching out to customers is a way of life at IndianOil. A new web-based customer grievance redressal system - eCFS together with an all-India toll free number introduced in 2008 has gone a long way in ensuring speedy solutions to customers' queries and complaints.

For us at IndianOil, we see this as an exciting time. Millions of Indians even today have not partaken in the fruits of development. Their aspirations have remained unfulfilled and unrequited. And it will be our endeavour to address every segment of the need and offer customised solutions to them. That's going to be the motivation that will drive us forward into the future. It will be a resolve well worth taking, as we complete '50 Golden Years' this year.



A unique offering from IndianOil, *Kisan Seva Kendra* - Powered by a passion to serve.