

Distinctions - Marketing

- For the year 2012-13, IndianOil sold over 72 million tonnes of products in the domestic market, accounting for 49% market share.
- IndianOil's network of over 22,400 petrol & diesel stations, 6,300 Indane (LPG) distributorships, 6,700 dedicated bulk consumer pumps and nearly 4,000 kerosene dealers reaches precious petroleum products to every nook and corner of the country.
- Its countrywide network of over 39,400 customer touch points is backed for supplies by 135 bulk storage terminals and depots, 90 Indane (LPG) bottling plants and 97 aviation fuel stations.
- *Indane* is India's largest cooking gas brand serving the needs of over 79 million households in nearly 3,000 markets. IndianOil is also the second largest marketer of LPG globally, delivering 1.6 million cylinders each day
- Given its validation, *Indane* was accorded the coveted Superbrand status in 2009.
- Another Superbrand, *SERVO*, offers a wide range of lubricants and greases that enjoy approvals of major original equipment and automobile manufacturers.
- With presence in more than 20 countries in the Middle East, Africa and the CIS regions, *SERVO* is fast emerging as a global brand.
- IndianOil also has 65% market share in the aviation fuel business, refuelling about 1,500 aircraft a day.
- To cater to the rural areas, IndianOil has launched *Kisan Seva Kendra* outlets, which act as one-stop shops for petroleum fuels as well as hybrid seeds, fertilisers, pesticides, farm implements and other daily necessities. This network has expanded beyond 5,000 as on date.
- IndianOil offers a full slate of petrochemical products under the brand name *PROPEL*.
- A more recent entrant into IndianOil's brand armoury is *Autogas*; the brand, available at nearly 400 stations, is already a leader in the auto-LPG segment.
- With over 5 lakh cards in circulation, IndianOil's *XTRAPOWER* fleet card is one of the largest loyalty programmes in the country.
- IndianOil operates the highest altitude petrol & diesel station in the world at 18,380 feet above sea level, in a remote part of the world's highest motorable road in Leh-Ladakh.
- It also operates a facility for receipt, storage and delivery of Aviation Fuel to the aircraft operating from THOISE [Transit Halt Of Indian Soldiers Enroute (to Siachen)] air base of the Indian Air Force located in Shyok Valley of the Himalayas in Jammu and Kashmir.