



**IndianOil**

INDIAN OIL CORPORATION LIMITED  
(MARKETING DIVISION)

**Madhya Pradesh State Office (Marketing Division)  
Indian Oil Corporation Ltd.  
Indian Oil Bhavan, 16, Arera Hills, Jail Road  
Bhopal- 462011 (M.P.)**

**Expression of Interest for setup of Non-fuel Retail facilities at IOCL Retail Outlets across  
State of Madhya Pradesh and Chhattisgarh**

EOI NO: **IOC/MPSO/NFR\_AE/EOI/2024-25/1**  
E-tender ref: 2025\_MPSO\_184122\_1

**DUE DATE:10.04.2025 at 17:00 HRS**

## EXPRESSION OF INTEREST

Indian Oil Corporation (IOCL) operates the country's largest network of fuel stations (petrol pumps) in Urban, Highways & Rural market segment across India. Many of these fuel stations have built-up structures as well as open spaces available for non-fuel ventures. IOCL is planning to develop non-fuel facilities and amenities for travelers on these fuel stations utilizing these assets.

IOCL proposes to engage with/identify/shortlist parties of repute who may be interested to leverage these available built-up/vacant spaces at the IOCL outlets on commercial basis, to setup/develop facilities which include the following:

Convenio Store/Kiosk, Tea & Coffee point, ATMs, Restaurant/Quick Service Restaurant, Snack Bar, Dhaba, Food & Beverage counters/vending booths including Ready-to-Eat vending, PUC Centres, Vulcanizing/Tyre Repair Kiosk, Vehicle Servicing Stations, General Store, Tyre Battery Accessory Store, E-Commerce Store/Logistics Support and kiosks/counters for Courier Service, Automobile Insurance, Money Transfers, Forex Services, etc.

We invite interested Parties to write in with their Expression of Interest (EOI) for the above opportunities. Along with their ideas/area of collaboration, Parties may include their experience (if any) and their geographical preferences in their submission. Format for submission is appended as Annexure-01 & 02 of EOI document.

Proposals on ideas/models not mentioned in the above list of facilities are also welcome. The proposal may be sent by **any** of the following means:

1. Upload on IOCL e-Tender portal by **10.04.2025** at **17:00 Hrs.**

**Or**

2. E-mail to the following IOCL official:
  - a) Anoop Kushwah; Dy. General Manager (RS- NFR & AE) (Email: [akushwah@indianoil.in](mailto:akushwah@indianoil.in))

**Or**

3. Send the proposal by post on the following address:  
K/A: Anoop Kushwah; Dy.General Manager (RS- NFR & AE)  
Indian Oil Bhavan, 16, Areara Hills,  
Jail Road, Bhopal- 462011 (M.P.)

The submission should reach IOCL latest by **10.04.2025** at **17:00 HRS.**

**It is stated that the proposition is not an offer for an IOCL Petrol Pump dealership. Proposition is also not a commitment of business from IOCL.**

In case of need of any support in the matter, may please contact:

Anoop Kushwah; Dy.General Manager (RS- NFR & AE)  
[akushwah@indianoil.in](mailto:akushwah@indianoil.in); Mob No-9448284540

**Enclosed**

**Annexure-01 – Indicative format for Party Response**

**Annexure-02 – NFR Model/Theme Preference Matrix Format**

## Annexure-01

**Indicative format for Party Response**  
**(To be submitted on letter head)**

**(Bidder is requested to provide signed & stamped copy and provide filled sheet in excel format also)**

Sr No	Description	Party Inputs
<b>Section - A – Party Credentials &amp; Details.</b>		
1.1	Name of Party	
1.2	PAN Number	
1.3	GST Number (if applicable)	
1.4	Brief Description of previous operations and experience of party (With details – may add additional sheets)	
1.5	Type of firm (Prop./Partner/Company)	
1.6	Contact Details	
1.6.1	Name of contact personnel	
1.6.2	Email Address	
1.6.3	Mobile Number	
1.6.4	Landline Number	
<b>Section - B – Proposed NFR model/Ideas</b>		
<b>1.0</b>	<b>NFR Model/ Idea -01</b>	
1.1	Planned market segments (Urban/ Highway/ Rural)	
1.2	Proposed Facility type (Dhaba, Quick Service Restaurants(QSR), Convenience Stores(C-Store), Tyre Battery Accessory Stores, E-commerce Stores, Provision of office space for Courier Service, Insurance Counter, Money Transfer, Forex Services, Telecom Operators, FMCG Companies etc., Service Stations, Weigh Bridges, Telephone Towers, ATM etc.)	
1.3	Brief Description of Model/Idea (In vacant space or built-up area)	
1.4	In case of Madhya Pradesh & Chhattisgarh, party may specify details as cities/districts/highway tracts or <b>location of interest (Name of Petrol Pump)</b> .  In case of PAN India interest, Party may specify PAN India.	
1.5	Proposed commercial model (With details – may add additional sheets)	
1.6	Proposed duration of engagement	
1.7	Brief on infrastructure required from IOCL	
1.8	Previous experience in running NFR model along with brief of similar facilities being operated. (With details – may add additional sheets)	

Applicant may add additional rows in Section-B (like NFR Model/Idea -02, NFR Model/Idea -03 etc.) in case of more than one NFR model/Idea

Section - C- Other Details		
2.0	Any other detail Party wants to specify:	

**Signature & Stamp**  
**Name of Authorized Signatory**  
**Designation**

**NFR Model/Theme Preference Matrix Format**  
*(To be submitted on letter head)*

*(Bidder is requested to provide signed & stamped copy and provide filled sheet in excel format also)*

**Bidder to submit preference for NFR theme along with corresponding market class for which bidder proposal(s) pertains:**

Sr No.	NFR Model	Party Indication (Tick appropriate column)			Specific name of RO (if any)
		Urban	Highway	Rural	
1	C-Store				
2	QSR				
3	Service Station				
4	Service station on wheels				
5	Tea/Coffee Point				
6	Micro Warehouses				
7	Cloud Kitchens				
8	PUDO Points				
9	Micro Convenio				
10	Forecourt Promotions				
11	Assisted E Com				
12	Farm Facilitation (Equipment Rental)				
13	2W Service Station				
14	White Label ATM				
15	Kisan Haat				
16	Food Outlet/Food Court				
17	Dhaba				
18	Driver Amenities				
19	Paid Parking (Truckers)				
20	MATM/ Business Correspondence				
21	Food Truck				
22	Repair & Wash services				
23	Company Outlets				
24	Sale of TBA, QLOC				
25	Real Estate themes				
26	Other NFR Models <i>&lt;Bidder to specify. Bidder may add additional rows in case required&gt;</i>				

**Signature & Stamp**  
**Name of Authorized Signatory**  
**Designation**