

# Marketing Discipline

## Guidelines

**For RO / SKO Dealerships of  
Public Sector Marketing Companies**



**Minimum Service Obligation  
- Customer Service Standard -**

**Subject: Customer Service Standards- Minimum Service Obligations as per MDG-2024**

As per MDG-2024 (effective -24.10.2024) clause No-5.1.18: CUSTOMER SERVICE STANDARDS, under Minimum Service Obligations.

The following protocols are to be ensured at the retail outlet by the dealers as part of Minimum Service Obligations:

1. Always Ensure Availability of all Products at the RO.
2. All Dispensing units (Dus) are manned by CA/DSM/CSA during RO working hours.
3. To show 'zero' meter reading before delivery and the final closing meter reading after delivery.
4. Marshaling and regulating queue in the RO forecourt.
5. Ensure availability of Purified Drinking Water.
6. Manned Air facility as per MDG clause 5.1.14.a to be followed.
7. Toilet protocol as per MDG clause 5.1.14 (b) to be followed.
8. Courteous behavior of retail outlet employees.
9. Digital payment (Credit/Debit Card/Loyalty Machine/QR code etc.) should be available and enabled.
10. Cleanliness of DU/pedestals/island/Lube Display unit as per MDG clause 5.1.17 to be followed.
11. Driveway Entry/Exit roads should be free from obstacles, kept clean and properly illuminated as per MDG clause 5.1.17 to be followed.
12. Cleanliness of facilities (Emblem and Light Poles, Monolith and signage's, RVI Fascia, etc.) as per MDG clause 5.1.17 to be followed.
13. Sales room to be kept in neat and clean condition as per MDG clause 5.1.17 to be followed.
14. Availability of Q&Q Kit & First Aid Box as per MDG clause 5.1.14 a. to be followed.
15. Availability and easy accessibility of clean Utility Bin & Dustbins as per MDG clause 5.1.17 to be followed.
16. Proper safety signages (No Smoking, switch off engine etc.).
17. Display of working hours.
18. Display of name & telephone number of oil company personnel to be contacted by the customer in case of complaint as per MDG clause 5.1.17 to be followed.
19. Display of RSP of all products at the retail outlet.
20. Any other statutory compliance of directions from any competent authority issued from time to time.

While carrying out inspection, the inspecting authority should verify that all the points as stated above are available and practiced diligently at the retail outlet.

The above parameters will be checked, and the finding thereof will be documented as **"YES/NO"** as applicable to retail outlet. If there is any deviation/noncompliance observed during inspection, necessary action in line with MDG clause **5.1.18 or appropriate respective clause** to be initiated.

The above Customer Service Obligations protocol to be communicated to all the dealership with acknowledgement kept in records.

Format for "CIRCULAR ON CUSTOMER SERVICE STANDARDS (MINIMUM SERVICE OBLIGATIONS)" to be issued to dealers on letter head of OMC is enclosed as Annexure 1.

**Enclosed: Anne. 1 & 2**

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**FORMAT OF CIRCULAR ON CUSTOMER SERVICE STANDARDS (MINIMUM SERVICE OBLIGATIONS)**

**(To be issued on letter head of OMC)**

**Ref: MDG 2024(Effective 24.10.2024)**

**Date:** \_\_\_\_\_

**To,**  
**M/s.**\_\_\_\_\_  
**Address**\_\_\_\_\_

Dear Madam/Sir,

**Subject: Circular on Customer Service Standards (Minimum Service Obligations)-MDG 2024**

Reference MDG-2024 effective 24.10.2024, as per clause no 5.1.18 **Customer Service Standards**, following protocol are to be ensured at your retail outlet as part of Minimum Service Obligations.

1. Always Ensure Availability of all Products at the RO.
2. All Dispensing units (Dus) are manned by CA/DSM/CSA during RO working hours
3. To show 'zero' meter reading before delivery and the final closing meter reading after delivery
4. Marshaling and regulating queue in the RO forecourt
5. Ensure availability of Purified Drinking Water
6. Manned Air facility
7. Toilet protocol as per MDG clause 5.1.14 (b) to be followed.
8. Courteous behavior of retail outlet employees
9. Digital payment (Credit/Debit Card/Loyalty Machine/QR code etc.) should be available and enabled
10. Cleanliness of DU/pedestals/island/Lube Display unit
11. Driveway Entry/Exit roads should be free from obstacles, kept clean and properly illuminated
12. Cleanliness of facilities (Emblem and Light Poles, Monolith and signage's, RVI Fascia, etc.)
13. Sales room to be kept in neat and clean condition
14. Availability of Q&Q Kit & First Aid Box
15. Availability and easy accessibility of clean Utility Bin & Dustbins
16. Proper safety signages (No Mobile, No Smoking, switch off engine etc.)
17. Display of working hours
18. Display of name & telephone number of oil company personnel to be contacted by the customer in case of complaint

19. Display of RSP of all products at the retail outlet
20. Any other statutory compliance of directions from any competent authority issued from time to time (for e.g., in some cities "No Helmet No Fuel" has been enforced by District Administration)

While carrying out the inspection, the inspecting authority shall verify that all the points as stated above are available and practiced at the retail outlet.

Kindly acknowledge the receipt of this communication to your controlling office as per the attached format.

Thanking You,

Yours faithfully,  
for Indian Oil Corporation Ltd/ Bharat Petroleum Corporation Ltd /Hindustan Petroleum Corporation Ltd

Divisional/Regional/Territory Manager

## Annexure 2

### FORMAT OF LETTER HANDING OVER TO DEALERS

Customer Service Standards (Minimum Service Obligations)- MDG 2024

I/We, the existing retail outlet dealers, are operating the dealership in the name and style of M/s\_\_\_\_\_  
\_\_\_\_\_ Customer Code \_\_\_\_\_ a Retail Outlet Dealership  
of Indian Oil Corporation Ltd. / Bharat Petroleum Corporation Ltd. / Hindustan Petroleum Corporation  
Ltd. at \_\_\_\_\_, (Location) \_\_\_\_\_ (District), \_\_\_\_\_ (State).

We acknowledge the receipt of circular on Customer Service Standards (Minimum Service Obligations)-  
MDG 2024 vide Reference: MDG 2024(Effective 24.10.2024), dated \_\_\_\_\_.

Date:

Place:

Signature \_\_\_\_\_

Name \_\_\_\_\_

Dealers \_\_\_\_\_