

JOURNEY OF **HQ** RETAIL OUTLETS OF MRPL

Over the years, the Retail marketing of the Petroleum business in India has been one of the most dynamic and fast-paced. Subsequent to the opening of markets after dismantling of Administered Pricing Mechanism (APM) in the year 2002 Government had eased doing Retail Marketing transportation fuel business. Private and international players entered the Retail Marketing of transportation fuel business. They made all-out efforts to gather their share of the pie in this very capital & infrastructure intensive and competitive market by having their own USPs in their retail outlets. The year 2005 onwards marked a phase of growth and stabilization where large corporates like Reliance, ESSAR, Shell etc., entered and grew their Retail Business. Retail became the 'Buzzword' in Oil and Gas Industry. The petroleum industry saw many ups and downs due to the high volatility in international crude prices, and there was a situation wherein Government intervention was required for controlling the Retail prices of petroleum products. It was the most challenging time, and all the Private players had to slow down, and there was a time when many reputed companies started to close down their



Retail business as there was no opportunity to grow and compete in this sector.

Against this backdrop, coupled with day to day disruptions, MRPL, with the backing of ONGC, entered the Retail marketing segment with the establishment of its first retail

outlet in the year 2005 at Cargo Gate. Later, retail outlets were commissioned at Maddur in the year 2008, Hubli in the year 2009 and at Kadri in the year 2014.

In 2017, MRPL, with full vigour and enthusiasm, repositioned itself with its **HQ** Brand and entered this highly competitive market. With the concept of brand image and higher eye visualization, futuristic outlook, fitted with latest technology equipment and salesrooms, Retail Outlets started coming up in various locations in the States of Karnataka and Kerala. Thereafter MRPL's true journey into Retailing had begun. MRPL's state of the art Company Owned Company Operated (COCO) retail outlet with huge parking space and facilities for truckers was inaugurated in 2017, followed by the first Dealer Owned Dealer Operated (DODO) at Mandya in the year 2018. Also, the first Corpus Fund Scheme (CFS) retail outlet was commissioned in the year 2019 at Gubbi in Tumkur District.

In the year 2020, when the world and humanity were facing one of



the largest pandemics and catastrophes in the form of COVID-19, MRPL too faced its toughest challenges from all fronts. Despite all these challenges, Team MRPL has commissioned 18 new retail outlets in the last 12 months at various locations in Bangalore and Mangalore Regions. 31st March 2021 marked yet another milestone with the commissioning of MRPL's first Retail Outlet in Kerala at Koolimad Junction near Kozhikode. This outlet was well received by the public, who expect MRPL to set up many more such retail outlets in Kerala.

Despite the continuing threat of Covid -19, second wave Team MRPL have overcome all the challenges and commissioned record 25 retail outlets to date.

From a very humble beginning a few years back, Team MRPL is proud to showcase its 25th RO commissioned on 23rd August 2021 at Mandarthi, Udupi District.



Sr. No.	Outlet Name	Date of Commissioning	Location
1	HIQ, Cargo gate	21.03.2005	Cargo gate, Mangalore
2	HIQ, Kadri	04.11.2014	Kadri, Mangalore
3	HIQ, Panambur	27.02.2018	Panambur, Mangalore
4	KTR Fuel Station	25.03.2018	Mandya
5	Manya Fuel Station	25.02.2019	Gubbi, Tumkur
6	Manjunath Fuel Station	14.07.2020	Maddur, Mandya
7	Basava Fuels	17.01.2021	Hubli, Dharwad
8	S.P. Petroleum	27-Aug-20	Ramnagar, Mandya
9	Sai Samruddhi Fuel Park	29-Oct-20	Attibele, Bengaluru
10	Ratna Enterprises	27-Nov-20	Perabe, Dakshin Kannada
11	Chowdeshwari Fuels	11-Jan-21	Holaluru, Shimoga
12	Siddaganga Fuels	28-Jan-21	Sampige, Tumkur
13	Kateeshwari Fuels	30-Jan-21	Yekkar, Dakshin kannada
14	Sri Krishna Fuel station	16-Feb-21	Dendoor katte, Udupi

15	Brundavana Fuel Station	24-Mar-21	RR Nagar, Bengaluru
16	R R Petroleum	25-Mar-21	Gottigere, Bengaluru
17	GBI Fuels	29-Mar-21	Kattihosahalli Blr Rural
18	Parayangath Fuels	31-Mar-21	Koolimad Jn, Kozhikode
19	Kantheshwara Fuels	21-Apr-21	Moodbidri, Mangalore
20	Dream fuel junction	07-May-21	Bengaluru
21	Shreyas HiQ fuel park	14-May-21	Kana, Mangalore
22	St. Joseph fuels	22-Jul-21	Belman, Dakshin Kannada
23	Sri Vrushabendra fuels	23rd Jul 21	Hemanahalli, Mandya
24	Sri Venkateshwara Fuels	28th Jul 21	Pandavpura, Mandya
25	Mandarathi Fuel Point	25 th Aug 21	Mandarathi, Udupi District

