

W21 : IOCL

Inauguration of BPC Model RO at Rewari on 30.7.2021

It was a moment of great pride for Rewari Retail Territory, when On 30 July 2021, Shri Rajiv Dutta, Head-Retail, North in the august presence Shri Sushil Kumar, GM-BNP-NR, Rouf Khan, GM-Engg-NR and Pankaj Motiramani, SH-Delhi state office dedicated M/s. Baba filling station, the State of art Model Retail outlet of BPCL to the nation in celebration of Amrut Mahostav commemorating India's 75 years of Independence.

M/s. Baba Filling station is a "DC" retail outlet under 'Open' category and is located in on NH919 in Palwal District. The Retail outlet has been constructed such that it provides all the desired modern amenities in order to mark it as a State of art Model Retail outlet.

Products on Offer:

The RO offers various products like MS, HSD, CNG, MAK Lubricants & Mak AdBlue

Provision of Q & Q Assurance:

Fully Automated Retail Outlet with IPS

- Latest Electronic Dispensing Units
- Calibrated 5 litre Measure / Filter Paper / Hydrometers / Thermometer

Customer Oriented Facilities:

- Canopy and Forecourt with bright illumination
- Smooth Approach and Paver-Driveway
- Availability of all modes of digital transaction: Card, UPI, QR Code etc.
- Power Backup through DG Set
- CCTV Surveillance
- Clean and hygienic Toilets
- Air facility with Digital Air Gauge & Water cooler
- PUC
- Banking facilities via FINO banking
- NFC Enablement for contactless payment
- Free Oil change through Quick Oil Change machine



The RO has been aesthetically built and provided with all prominent Retail Visual Identity elements of BPCL. The RO hosts a monolith with digital RDU, high-mast, a facility board and a digital stock-density board. Placement of facilities like LED illumination under canopy & yard, Greenery throughout the RO area ensure provision of a visually appealing look and feel to the RO

Event of inauguration:

The Model RO was inaugurated by Shri Rajiv Dutta, Head Retail-North on 30.07.2021 @ 1100

hrs as the first model Retail outlet of NR in The event was attended by our esteemed customers, Senior Officials of BPCL from Regional and State Office, and representatives of RO's of BPC,

Overview of Inauguration Programme:-

The RO was beautifully decorated with a theme which truly embodied Amrut Mahotsav's celebration of 75 years of India's independence.

After felicitation of all the guests, customers and the dealer network, keynote address was delivered by Shri Rajiv Dutta, Head Retail-North

He gave an overview of the RO including sales, facilities and its journey of getting selected as 'MODEL RO' under Amrut Mahotsav. He also appreciated the efforts of the dealer right from fast commissioning, start of CNG facility, good housekeeping and being hands on in various other pump related activities. He highlighted that BPCL is the most trusted fuel retailer in India and has always been a pioneer in devising and implementing methods to increase the customer services and experience at our retail outlet, right from Pure for Sure initiative to implementation of interlocks at our Retail Outlets to ensure the highest level of transparency, Quality and Quantity assurance and an excellent overall customer experience. That dedication of Model RO to the nation was one more step of BPCL in the same direction and that M/s Baba filling station will truly set new benchmark in terms of customer service. He urged that Customer service improvement & achieving excellence is the key to better management & sales.

A short but beautifully crafted audio-visual clip highlighting all the facilities available at our distinguished model retail outlet was then screened for the benefit of everyone present and was highly appreciated by all

Digital Plaque was then unveiled by Shri Rajiv Dutta, Head Retail-North inaugurating the first model retail outlet of BPCL

This was followed with Tree-plantation drive by Shri Rajiv Dutta, Head Retail-North

The event concluded by releasing tri-coloured air balloons by Shri Rajiv Dutta, Head Retail-North along with SH-Delhi, Haryana, HP & UK, GM-NP-NR, GM-Engg-NR.