

MOST URGENT

No. P-19011/5/2010 - IOC  
Government of India  
Ministry of Petroleum and Natural Gas

Shastri Bhawan, New Delhi  
Dated: 25<sup>th</sup> April, 2011.

To,

*DS*  
*25/4/11*  
*DESHRAJ*

Chief Executive Officers of BPCL / HPCL / IOC

*RS*  
*25/4/11*  
*PKS*  
*25/4/11*

Subject: New criteria for conducting of feasibility studies for new ROs / preparation of new Marketing Plan.

Sir,

This is in partial modification to this Ministry's letter of even number dated 6<sup>th</sup> April 2011 (copy enclosed) on the subject mentioned above.

2. In respect of locations already advertised for selection of RO dealerships, but where no interviews have been conducted so far, OMCs are directed to withdraw the advertisements and conduct fresh feasibility studies / re-calculate IRR as per the new norms issued by the Ministry vide letter dated 6.4.2011. Further, the word 'adequate' appearing in para 1 (iii) of Ministry's letter dated 6.4.2011 may be read as 'inadequate'.
3. The directions issued by the Ministry mentioned above shall come into force with immediate effect.
4. This issues with the approval of MOS (P&NG).

Yours sincerely,

*Lalchandama*  
*25/4/11*

(Lalchandama)

Under Secretary to the Govt. of India