

No.P-19011/1/2005-IOC
Government of India
Ministry of Petroleum & Natural Gas

Shastri Bhawan,
New Delhi, the 9th January, 2006.

To

The Director (Marketing),
IOC/BPC/HPC/IBP,
Mumbai.

The Executive Director,
IOC (AOD),
Guwahati.

Sub: Review of marketing guidelines – Addition of MS/HSD facility at the partially resited location.

Sir,

Please refer to this Ministry's letter of even number dated 17.11.2005 on the above subject.

2. In the broad guidelines sent under that letter on, among others, resitement of dealerships/distributorships, it was stipulated that at old partially resited outlets, selling MS/HSD, addition of HSD/MS will not be permitted. However, there may not be any objection to addition of special brand of MS or HSD to the partially resited outlets selling only MS or HSD respectively. However, one case has come to notice where the OMC concerned has added special brand of MS to one partially resited RO selling HSD. This act is definitely not in keeping with the broad guidelines issued by the Ministry. Such deviations should be stopped forthwith and the action reversed to fall in line with the prescribed guidelines.

At any partially resited RO site, only the special brand of the particular fuel being sold there, viz., either HSD or MS could be added. For instance, OMC may add special brand of HSD only at partially resited RO selling only HSD and addition of special brand of MS shall not be allowed at this location. Similarly at a partially resited RO selling only MS, OMCs may add special brand of MS and addition of special brand of HSD shall not be allowed at that location.

Yours faithfully,


(V.K. Dewangan)

Deputy Secretary to the Government of India

Copy to:

- 1) Director(PN).
- 2) MC Section.
- 3) Guard File.