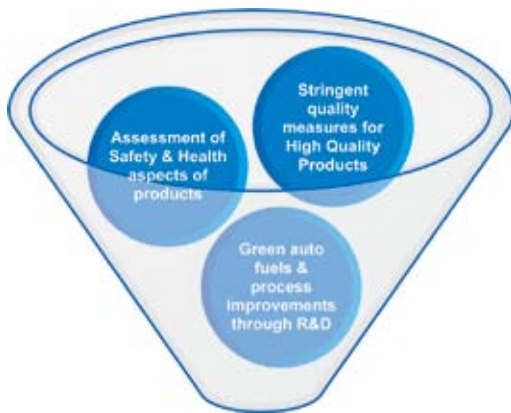




Product Responsibility

With a steady aim of maintaining its position as a market leader and providing the best quality products and services, IndianOil is currently investing ₹ 47,000 crore in a host of projects for augmentation of refining and pipelines capacities, expansion of marketing infrastructure and product quality up-gradation. IndianOil, constantly strives to meet the aspiration of its customers for high quality products in terms of better ignition performance, improved mileage, eco-friendly storage characteristics, post ignition lower carbon emitter and, more importantly, low price band. The economic, social



and environmental aspects of our entire range of products are fully evaluated in strict adherence to all applicable standards, statutory and regulatory norms. IndianOil constantly endeavours to minimizing the risks associated with all the four major stages of product handling i.e. manufacturing, storage, distribution and usages. BIS standards provide quality control specifications for all products. The Industry Quality Control Manual (IQCM), which is evolved jointly by PSU oil industry and approved by MOP&NG, Govt. of India, provides fundamental guidelines for quality control. Our industrial cryogenic containers-Cryocans which are used for storage and transportation of liquid gases and other applications meet relevant specification.

The raw material used for site mixed bulk explosives are passed through stringent quality control. These bulk explosives are used for quarrying coal, zinc, copper mines.

Research and Development

For nearly four decades, our world class R&D Centre has ably supported the corporation's technology initiatives and business strategies, giving it a unique competitive advantage in building the country's largest refining capacity, pipeline network, marketing infrastructure and diversified portfolio of products, brands and service. It has pioneered various technology



for refining process, pipeline transportation, Lube formulations, product quality up-gradation, bio-fuels, nano technology etc. IndianOil is among the elite six technology providers world wide for marine oils, fulfilling 90% of the global OEM requirements. Work has been initiated towards formulating Eco-friendly industrial lubes, Euro-V and VI compliant engine oils. Our R&D centre has 54 pilot plants, 73 research & technology partners, 229 effective patents and a team of 244 scientists.



In recognition of the invaluable contribution to the hydrocarbon industry, IndianOil has been conferred the "Outstanding Achievement in Research & Development" Award for INDMAX Technology by the CHEMTECH Foundation, in the year 2010.

Customer Satisfaction Survey & Feedback

Customer satisfaction is a vital element of our business strategy and a key performance indicator of our business success. Customer satisfaction is captured through various surveys / personal interactions, the findings of which are analyzed to ensure that our product and service meet the quality standards. A system of receiving customer feedback/ complaint is in place which is used as an important tool for continuous improvement. Delivering highest level of customer satisfaction is our documented



assurance towards our tradition of being a well-known company for customer care. We conduct all India 'Customer Satisfaction Survey' on an annual basis covering all major aspects of our products and services i.e. Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Response, Front line Service Behaviors, Commitment to the Customer and Innovation etc. The outcome of survey is analyzed and used for overall improvement in product and service quality.

Marketing communication

In IndianOil, marketing communication is the most effective tool for transforming customer service into customer relations. Accuracy and clarity are the essentials of our communications. IndianOil has a strong and dedicated network of Corporate Communication group. Through our marketing communication initiatives, we focus on products and services related service and safety orientation of the products, demand management, selection of dealers/ distributors, details of operations of Customer Service Cells in different regions, branding of products and services, legal issues for public domain.



Making a difference

