

Chapter – 3

PETROL PUMPS (RETAIL OUTLETS)

The most common point of contact of customers with Oil Industry is the Petrol Pump. In Oil Industry parlance, Petrol Pumps are referred to as Retail Outlets (ROs).

As per the existing Government policy, Petrol Pumps can be set up by Public Sector Oil Companies as well as Private Sector oil Companies dealing in storage and distribution of petroleum products as per guidelines. Presently the Oil Companies engaged in retail business of automotive fuels are IOC, HPC, BPC, NRL, MRPL, ONGC, RIL, Essar and SHELL.

1. Products Marketed at Retail Outlets

1.1 **Motor Spirit** Petrol in technical language is called Motor Spirit. It is mainly used in passenger vehicles such as Two/Three Wheelers and cars. At present, two types of petrol are being marketed across the country, i.e. Normal Petrol and Branded Petrol.

- ✓ **Normal Petrol:** Normally used as a fuel for spark ignition internal combustion engines such as Passenger Cars, Two Wheelers, Three Wheelers, etc.
- ✓ **Branded petrol:** This is preferred by new generation vehicles. It is slightly costlier than normal petrol. It has additives for optimizing performance of vehicles. It is sold by IOCL with the brand name “**Xtra Premium**”. **Xtra Premium** provides benefits like cleaning and prevention of carbon deposits, smooth drivability and reduced smoke/ emissions.

1.2 **High Speed Diesel (HSD)** Two types of Diesel are being marketed across the country, i.e. Normal diesel and Branded diesel

- ✓ **Normal diesel** These are used in heavy commercial vehicles, buses, tractors, motor cars, pump sets and in various other diesel engine driven applications.
- ✓ **Branded Diesel** - *This is preferred by new generation vehicles and is sold by IOCL with the brand Name “Xtra Mile”. It is added with the multi functional additive which enhances the performance of **new generation vehicles and ensures peak engine performance.***

1.3 **Lubricants** This is a vital product for the life of an engine. A lubricant is a viscous product used in the engine for its smooth functioning. Different grades of lubricants are needed for the engine, gear box and other machine parts. The RO dealer will guide you regarding the exact recommended grade of lubricant for your vehicle. The IOCL is regularly developing new products to cater to the different needs of the customers.

1.4 Compressed Natural Gas (CNG)

CNG is an environment-friendly fuel and available in major towns where it has been introduced depending on availability of Grid and Gas.

- ✓ CNG is available at select retail outlets of the Company in some cities. There are also stand-alone ROs for CNG in select cities.
- ✓ CNG can be used in vehicles which are fitted with a special kit meant for the purpose. The vehicle needs no mechanical change for its use.
- ✓ Its availability is being gradually increased in more cities / ROs.

1.5 Auto LPG

Auto LPG is supplied to the consumers at select ROs in various cities across the country on the basis of economic consideration and demand. There are also stand-alone ROs for Auto LPG.

2. **Facilities provided at Retail Outlets** A Retail Outlet is not just a place for taking fuel. It offers you a range of services which can be classified as –
- ✓ **Mandatory Facilities:** These are facilities which every Petrol Pump must provide. These include free air, water, suggestion/complaint book, display of working hours, and display of name & telephone number of oil company personnel to be contacted by the customer in case of complaint. First aid box, toilet and safety equipment as per statutory requirements such as fire extinguishers and sand buckets etc. are also made available at petrol pumps.
 - ✓ **Other Facilities:** For the convenience of customers these additional facilities may be provided by dealers in the vicinity of the Retail Outlets. These include water-coolers, convenience stores, snack bars, dhabas & rest-rooms, bathing & washing space for truckers, telephone – PCO/STD, ATM, servicing/repair shop, tyre shops, loyalty cards programme by Oil Companies, etc.
3. **Quality** The term “quality” implies that the product you are buying must meet the prescribed specifications and be free from any contamination or adulteration. The customers can ensure quality by carrying out specific checks for different products as listed below;

Filter Paper Test (for Petrol)

- ✓ Clean the mouth of the dispensing nozzle to remove stains.
- ✓ Put a drop of petrol on the filter paper from the nozzle.
- ✓ It should evaporate in about 2 minutes without leaving a stain on the filter paper. (If the area of the filter paper where the drop of MS was put remains pinkish, it is the colour of the MS and not any stain). If a stain is left on the filter paper, there is a possibility of adulteration.
- ✓ Customer should immediately lodge a complaint if Filter paper is not available at Retail outlet for testing of Petrol. It is the duty of the Dealer to provide the filter paper on demand by the customer.

Density Check (for Petrol and Diesel, including branded fuels)

- ✓ A 500 ml jar, calibrated hydrometer & thermometer and ASTM (American Society for Testing of Materials) conversion charts are required to carry out density test. A hydrometer is a very simple instrument for measuring density of any liquid, which would be different for petrol and diesel.
- ✓ Fill about 3/4th of the jar with the product taken through the nozzle of the Dispensing unit.
- ✓ Dip the thermometer and the hydrometer in the jar and record the temperature and density.
- ✓ The actual density observed is then converted into density at 15 degree centigrade with the help of the conversion chart. This converted density is then compared with reference density taken from the register maintained at the Retail Outlet.

Checks for lubricants

- ✓ Please check the seal of container, date of manufacture and name of manufacturer. For the convenience of 2/3 wheeler drivers, Retail Outlets generally provide self-mixing (petrol-oil mix) dispensers, 2T dispensers and they also keep tamper proof 2T/4T pouches.

4. **Quantity** To ensure that you get the right quantity of product, all the Retail Outlets are mandatory required to keep a calibrated 5 litre measure which is required to be stamped by Weights and Measures Department every year. Please ask for the measure to check quantity whenever you have doubt about the quantity delivered. The permissible variations due to any unforeseen malfunctioning of the dispensing unit are ± 25 ml in 5 litres which is to be rectified immediately.

5. **Correct Price: Always** check the selling price of products which the dealer is required to display prominently at the outlet. Please ensure that you take a cash memo for every purchase.
6. **Other useful tips for customers:** Check meter reading for “zero” before start of delivery and final reading after delivery.
7. **Malpractices / Unauthorised Activities** In case you encounter any of the following possible malpractices, please contact the Company’s officer mentioned in the display at the Retail Outlet.
 - i. **Adulteration:** Possibility of adulteration, by mixing cheaper homogenous products in petrol or diesel, is there. Adulterated product will definitely affect the performance of your vehicle. In case of doubt, you should carry out the filter paper / density check as explained above.
 - ii. **Short Delivery:** Although all dispensing units (Machines delivering petrol/diesel) are annually calibrated and sealed by Weights & Measure Department and also periodically checked by the Company, the possibility of tampering with machines or their malfunctioning is not ruled out. As mentioned earlier, you have the right to check the quantity delivered with a duly calibrated and stamped 5-litre measure available at petrol pumps.
 - iii. **Overcharging:** The dealer is not allowed to overcharge for the product sold. Please always check the price charged by the dealer with the displayed price. Please ensure that you take a cash memo for every purchase.
8. **Safety – Our utmost concern:**
 - ✓ Petroleum products are highly inflammable and are therefore dangerous if not handled properly. Their handling is strictly governed by Petroleum & Explosives Safety Organisation (PESO) rules. A Petrol pump is a licensed premise and all activities carried out there are subject to strict PESO Rules.
 - ✓ For the safety of all concerned, the following precautions must be observed:
 - Switch off the engine before taking delivery of fuel (to avoid fire caused by spillage of fuel)
 - Please DO NOT smoke within the Petrol Pump premises
 - Never light a match stick within Petrol Pump premises
 - SWITCH OFF the Mobile within petrol pump premises
9. **Selection of Regular dealer / Rural RO:**

Salient features for selection procedure are available on our website / Newspapers advertisements www.iocl.com under ‘Interface’.