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DriveTrack Plus

BHAROGE ZYADA, MILEGA FAAYADA.



MONSOON BONANZA

June 1st to Aug 31st, 2016



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प्रिय ग्राहक,

हमारे सम्मानीय ड्राइवट्रक प्लस ग्राहक के रूप में आपको पाकर हमें अत्यंत प्रसन्नता है तथा निरंतर हमारे साथ बने रहने के लिए हम आपको धन्यवाद देते हैं। आपकी आवश्यकताओं और आपकी प्रतिक्रिया के आधार पर हम मौजूदा सुविधाओं में सुधार करते रहते हैं तथा साथ ही साथ नयी सुविधाओं को शुरू भी करते रहते हैं। पिछले कुछ समय में हमने निम्न नयी सुविधाओं की शुरुआत की है:

- चाइल्ड ग्राहकों के सीसीएमएस अकाउंट में पेरेंट ग्राहकों द्वारा डेबिट और क्रेडिट करने की सुविधा के लिए हमने एकल पेज बनाया है। इस सुविधा कि मांग विभिन्न कंपनियों द्वारा कि गयी थी जो कि अपने चाइल्ड कस्टमर अकाउंट का लेखा जोखा भी देखना चाहती थीं। यह सुविधा केवल पेरेंट ग्राहकों के लिए उपलब्ध है जबकि चाइल्ड ग्राहकों के लिए पेरेंट ग्राहक को बैलेंस ट्रांसफर करने के लिए मौजूदा विकल्प जारी रहेगा।
- अब आप अपने पंजीकृत मोबाइल नंबर से एक खाली एसएमएस भेज सकते हैं जिसके जवाब में आपको सभी उपलब्ध एसएमएस सेवाओं के प्रारूपों की प्राप्ति हो जाएगी। एस एम एस सुविधा के द्वारा आप कई तरह के अनुरोध कर सकते हैं जैसे कि ड्राइव स्टार बैलेन्स की जानकारी तथा ड्राइवस्टार रिडेम्पशन अनुरोध आदि।
- वेबसाइट में परिवर्तन : ईंधन उत्पादों के नवीनतम खुदरा बिक्री मूल्य की पूर्व प्रवेश पृष्ठ में जाँच की जा सकती है और रिज़ल्ट को विभिन्न मापदंडों के आधार पर फ़िल्टर किया जा सकता है। ईएफटी विवरण की ग्राहक आईडी के आधार पर जाँच की जा सकती है। आई श्योर पे ट्रैड्स जैवशन स्लिप कि जानकारी भी ग्राहक द्वारा डाली गयी ग्राहक आईडी के आधार पर उपलब्ध है।

हमने सेल्स अभियान मानसून बोनाजा 1 जून से 31 अगस्त 2016 तक चलाया। हमें उम्मीद है कि आपने इसमें भाग लिया तथा इसका भरपूर लाभ उठाया।

एक अतिरिक्त सुविधा के रूप में, इस साल हमने बीमा योजना में परिवर्तन किया है। इस वर्ष हमने ड्राइवर तथा हेल्पर के लिए 20000 रुपये (एक बार में न्यूनतम क्लेम राशि 1000 रुपये) तक की चिकित्सा कवरेज को भी शामिल किया है। अधिक जानकारी के लिए आप पेज 15 देख सकते हैं।

हमेशा की तरह आपसे कनेक्ट होने में हमें खुशी का अनुभव हो रहा है तथा हम फुल्ली लोडेड के नवीनतम अंक को प्रकाशित करने के लिए खुश हैं। हमने इसे जानकारीपूर्ण रखने की कोशिश की है और हमें आशा है कि आपको इसे पढ़ने का आनंद जाएगा। आपकी प्रतिक्रिया का हमेशा स्वागत है।

डी एन कृष्णमूर्ति
उप महाप्रबंधक
एआरबी और लॉयल्टी कार्ड

Dear Customer,

We are happy to have you as our esteemed DriveTrack Plus customer and thank you for your continuous patronage. Based on your requirements and your feedback we keep making improvements in the existing features and also keep introducing new features. Continuing the trend, we have introduced the following features:

- There is now a single page for crediting and debiting CCMS Balances and Drivestars of Child Customers by Parent Customers. This facility was demanded by various corporates, who have Parent Customers created in DT Plus system and are interested to have financial checks over their child customers. This will be available only to the Parent Customer, whereas for Child Customer, existing option of child customer to parent customer balance transfer will continue to remain.
- You can now send a blank SMS from your registered mobile no. to receive formats of all SMS services available. The SMS services available range from enquiring about Drivestar Balance to placing a redemption request.
- Website changes: Latest Retail Selling Prices of Fuel Products can be checked in pre-login page and can be filtered based on various parameters. EFT details can be checked based on customer ID. I-Sure Pay Transaction Slips are also available based on Customer ID entered by customer.

We also had the campaign Monsoon Bonanza which ran from 1st June to 31st August 2016. We hope you have taken advantage of the same and have utilized it fully.

As a value added feature, in this year insurance scheme we have included a medical coverage also of upto Rs. 20000 during the course of one year (subject to minimum claim amount of Rs. 1000) for drivers and helpers. For more details you may please refer to page 15.

It is always a pleasure to connect with you and we are happy to publish the latest issue of Fully Loaded. We have tried to keep this informative and we hope that you will enjoy reading it. Your feedback is always welcome.

D N Krishnamurthy
Deputy General Manager
ARB and Loyalty Cards

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Credit Pouch Meeting – Delhi North

HPCL launched credit pouch for customers in January, 2016. On 06/01/2016, the first awareness program for HDFC Credit Pouch was held at M/s Tej Filling Station, Azadpur, Delhi. HPCL Officers, Dealers and HDFC Officials were present in the meeting. Mr Pankaj Juneja (Sr Manager – Commercial Cards, HDFC) addressed the gathering and explained the features of the credit pouch and the process to be followed in order to extend the facility to the customers.

HPCL credit pouch has a distinct advantage over that of other Oil companies in that there is no surcharge payable by the customer in case of HPCL HDFC credit pouch, whereas in case of IOCL and BPCL part of the surcharge is borne by customers.



Report on NH 10 & NH 65 Transporter Networking Meet

A NH 10 & NH 65 Transporter-Dealer Networking Meet was organized on 22.01.2016 at Hissar. The meeting was chaired by Sh. Ajay Kumar Bhardwaj (SRM-Hissar RO) and Sh. Ambrish Tandon (Sr Manager Highway Retailing & Loyalty Cards, NZ). HPCL Officers Shri Prashant Verma (Sr. Marketing Officer), Shri Lokesh Goel (Sr Sales Officer Hissar SA), Shri Rakesh Thakur (Sr



MIS Officer), Shri Deepankar Pareek (Sales Officer Sirsa SA) and Shri Gaurav (Officer Trainee) were also present. The meeting saw participation from 10 prominent Dealers and 20 major Transporters under Hissar Regional Office. The meetings started with a welcome Note by Shri Lokesh Goel welcoming all the transporters for the meet. Sh Ajay Kr Bhardwaj (SRM HRO) set

the tone of the evening and explained the concept and need of networking meet in such a competitive and dynamic market.



He also briefed about the performance of the HPCL over last 10 years and also the new initiatives taken by HPCL over years to meet changing requirement of the market.

The dealers gave a short introduction with their outlet profile and facilities available. HPCL Sr. Marketing Officer Shri Prashant Verma gave a brief presentation on the DriveTrack Plus program for the benefit of new customers. He also explained at length the new variants OTC card and Driver card and the newly launched tie up with HDFC Bank for providing credit pouch facility to customers.



Shri Ambrish Tandon addressed the gathering and explained about the new developments in the program, DriveTrack Plus mobile app, facilities provided at DT Centres, insurance facility

etc. and urged the customers to utilize the services provided to the maximum. He also shared the loyalty bonus wherein additional DriveStars are given on continuous purchase of fuel for 12 months and 24 months.

This was followed by an open forum in which queries from transporters regarding reward structures, insurance and multiple locations benefits etc. were addressed.

Inauguration of DT Centre at M/s Ch. Rai Singh Saharan Petro City, Chautala on 22nd Jan 2016

First DT center of Hissar Retail Region was inaugurated on 22nd Jan 2016 at M/s. Ch. Rai Singh Saharan Petro City, Chautala, District Sirsa, Haryana. This outlet with average TMF of about 1450 KLPM is the highest selling industry outlet under Hissar Retail Region. The outlet is situated on newly converted NH54 connecting Gujarat & Rajasthan to various important destinations in Haryana, Punjab, J&K, etc. The outlet already has impressive DT+ conversion of about 60%. The DT Center shall help all the existing customers plying on the road and also help in enrolling new ones. Presently the major customers of the outlet are - M/s Subhash Chander (about 80 KLPM), Govardhan Madaan (40 KLPM), Bhimani Transport (30 KLPM), Garg Trading Co. (30 KLPM), Chaudhry Transport (20 KLPM).



Driver Training Program and Redemption Mela under Patna RRO

Patna Retail RRO had organized a redemption mela and driver's training program at Didarganj, Patna on 18th January, 2016. The training was conducted in coordination with PCRA faculty on driving best practices, upkeep of the vehicle and fuel conservation tips. There was a question and answer session and the drivers had all their queries answered. Literature on saving fuel and safe driving was handed over to the drivers



and owners. Senior Marketing Officer Shri Abhishek Topno conducted a session on new developments and features and benefits of DriveTrack Plus program. 30 customers/drivers attended the program.

A similar session was conducted at Railway Yard, Patna followed by a redemption mela. 20 customers/drivers attended the program.

HMEL TRANSPORTERS MEET, Bhatinda Retail Region 21.01.2016

A transporter meet was organized by Hindustan Petroleum Corporation Limited Bathinda Retail Regional Office on 21.01.2016 at Phoos Mandi, Bathinda. More than 55 Transporters & 10 Select Networking Dealers attended the meet.

The event was graced by DGM Retail North Zone Shri K. Srinivas, DGM Marketing HMEL Shri Rajpal Singh, Senior Regional Manager Bathinda Retail Regional Office- Shri Krishan Lal, Sr. Manager-Highway Retailing & Loyalty Cards , NZ , Shri Ambrish Tandon & other HPCL officials.

SRM, Bhatinda Region welcomed the participants and familiarized the group with the agenda. The meet commenced with the lamp lighting ceremony by DGM-Retail,NZ Shri K. Srinivas, DGM Marketing HMEL Shri Rajpal Singh and other dignitaries.

Marketing Officer, Ms. Neha Gautam gave a detailed Presentation on the HPCL's Loyalty Card Program highlighting the essence of the program and how the company intended to establish customer connect with it.

The discussion revolved around customer segments, card variants, key features, card operations, modes of loading money and documents required. The group was also informed about the insurance Benefit to drivers, cleaners and fleet owners offered through the program.

Deputy Manager Sales Mansa illustrated in detail about reward structure corresponding to monthly requirement of transporters and how fleet owners and operators can derive significant savings by making fuel purchase through cards.

Rewards offered for COMCO customers and for purchase of lubes were also shared. Redemption process was explained for benefit of the group.

Other salient points covered include Drive Track Plus website, Mobile App, Outlet Locator and SMS services for customer convenience. The discussion then proceeded towards the recent developments in the program viz. DTP Mobile App, Driver Card, Loyalty Bonus, Travelling Customer Bonus, I-sure Payment and Credit Pouch. Transporters were also informed about the DT Centre Bathinda located at Jai Petroways Pathrala for redressal of queries pertaining to the program & other RBE/RSM details. Contact details of all Sales Officers and Marketing Officer was shared with the transporters.

The event then advanced towards the open session aimed at interaction of dealers and transporters. The Dealers from HP Center Doomwali, Neelkanth Petrocity, Jai petroways Pathrala, Highway Petrocare Ramsara and Keshoram Pashupati Nath shared the details of their outlets and enumerated the facilities available at their outlets to cater to the requirements of the transporters.

Head Retail North Zone Shri K. Srinivas then addressed the gathering and communicated how HPCL was committed in delivering the "Good Fuel and Good Service" promise to our customers. It was stressed how HPCL's Loyalty Card Program outperform OMCs in customer delight and satisfaction. Also, how the program was evolving with market trends and customers' requirements.

DGM marketing HMEL Shri Rajpal Singh emphasized how HPCL's Loyalty Card Program is the best in industry and insisted the transporters to associate with HPCL through the program.

Senior Manager Highway Retailing, Shri Ambrish Tandon described how effective usage of fleet management solutions from HPCL could translate into huge savings for the transporters.

The Mobile lab officer, Shri Vikas Kumar then steered the discussion towards the ongoing Oil & Gas Conservation Fortnight (OGCF-2016) & advised all the transporters / dealers to use the petroleum products judiciously. Other significant tips for saving fuel were also shared such as regular service of vehicle, tyre pressure check, and effective usage of clutch. The meet concluded by Vote of Thanks from MLO to all the transporters/dealers for their enthusiastic participation and making this event a huge success.

A unique DTP Enrolment Kiosk was put up during the meeting which helped answer lot of Customer queries & enrolments by RSM/RBEs were done of new Customers.

TRANSPORTERS MEET AT HOSUR – 19TH MARCH 2016

A transporters meet was held at Hosur on 19th March'16 by HPCL which was the first of its kind by any OMC at Hosur. Total of 97 transporters including major transporters like TCI, Arunachala Logistics, KPS Trans Solutions, Sri Shakthi Transport etc. and 20 HPCL dealers participated in the meet. Sri Benny Thomas, Chief Regional Manager, Coimbatore RO welcomed the Gathering. Sri Kanuru Srinivas, General Manager – SZ delivered key note address covering various initiatives taken up by the corporation for the benefit of the customers and building up relations with the customers for mutual growth. During the meet, Sri S K Murali, Sr Manager – Highway Retailing & Loyalty Cards, SZ



made a detailed presentation covering all features of cards. Key Account Managers from Aurangabad, Cochin and Coimbatore also attended the meet.

The prominent outlets with contact numbers on different routes taken by the transporters origination from Hosur were displayed in the meeting hall and the idea was well appreciated by all. Contact desks were arranged for outstation officers and dealers for addressing customer queries.

The top customers based on sales through Cards, percentage EFT conversion and redemption points available were felicitated.



M/S Mehazabeen Z, Hosur

M/S V Annaiah Reddy, Hosur

DT PLUS CENTER NAROL AHMEDABAD

DT Plus center at Transport Hub Narol, Ahmedabad was inaugurated by Zonal Head NWZ Shri.Sanjay Kumar on 27th February 2016.

The Inaugural function was attended by Major T1 customers i.e. Gujarat Travels, HK Travels, Sunrise Transport, R K Trailors, Bhagwati Logistics, Alo Logistics and other T2/T3 customers. Around 30-35 customers, 15 Local Dealers and Officers attended the function.

The Inaugural function was chaired by our Zonal Head Shri Sanjay Kumar, Chief Regional Manager-Ahmedabad Shri. Ramesh Patnaik, Sr. Managar-Loyalty Cards HQO Shri. Laxman Rao, Sr. Manager Highway Retailing & Loyalty Cards Shri.D.R. David.

Manager Marketing – Shri Krishakumar Iyer briefed the audience about the services which will be made available to our valued DT Plus customers at DT Center ie. Providing statements, unblocking cards, details on rewards, details of DT Plus outlets, generation of new customer leads, enrolment etc.

Ch. Regional Manager AHRO made the customers aware on all

the infrastructural developments done at our Retail Outlets over and above Automation and IT Integrations done for providing best of best services to our valued customers.

Zonal Head Shri. Sanjay Kumar addressed the audience on Global Oil scenario and future expected petroleum dynamics. Also stated that RIL and Essar offering huge discounts is a temporary phenomenon and will not continue for a long period. This initiative is only for luring the customers to gain market share as they were out of trade for quite a long time. Sustaining such huge discount is not feasible and viable. PSU Oil companies are geared up for the upcoming competition especially HPCL and is in a position to give best of best offerings/services to their valued customers.

DT Center was inaugurated by Zonal Head along with our T 1 customers M/s Gujarat Travels, M/s H K Travels. All the customers appreciated this initiative wherein customers can have prompt response to their queries.

Few photographs of the function attached below.



Zonal Head NWZ Addressing the Gathering



Zonal Head addressing the gathering



Manager Marketing Briefing customers



DT Center Inauguration customers



Sr.Manager-LC NWZ briefing



Manager Marketing Briefing customers



**“THINK KERALA THINK KALLADA ...”
“PRIDE OF KERALA”**

Mr K R Suresh Kumar is the Proprietor of M/s Kallada Tours and Travels. Kallada concern also has Kallada Logistics & Kallda Hotels, a chain of Star Hotels. Being a 'bare-foot-manager'

Mr Suresh, has been developing Kallada concern with a staff of more than 600 dedicated employees ... all committed to the 'Customer Service'. Proud son of Sri Ramakrishnan of Irinjalakuda, Thrissur District, Mr Suresh is a self-made man – and is growing from one pinnacle to the



other and is bestowed with as 'Nava Ratna Award' by Hindu Economic Forum in 2016 and 'Young Businessman Award' by SNDP - as one of Nine Top Entrepreneurs in Kerala





Swift Roadlinks Profile



M/s Swift Roadlink Pvt Ltd is a professionally managed transport company engaged in transportation of automobiles with major clientele as Maruti Suzuki, Hyundai motor, Honda cars, Hero motocorp, Honda motorcycles etc. The firm owns over 100 trucks & trailers with operations throughout India.

The firm is being managed by its young & energetic Director Shri Nishant Saini, a MBA from UK, who took over the family business in year 2011 and have since expanded and have become one of the leading transport company in automobile segment in North India.

They have been a proud & loyal HPCL customer buying entire fuel for their vehicles from 8 HPCL retail outlets at various locations in India.

We wish them all the best in their endeavors !!

Geofast Carriers Pvt. Ltd.





BHAROGE ZYADA, MILEGA FAAYADA.



MONSOON BONANZA

June 1st to Aug 31st, 2016

ACTIVE CUSTOMERS

REWARDS ON DT PLUS SPENDS MAXIMIZATION

- Spend 15% more in campaign months than the average spends of April & May '16 and get **1.5 times** the spends rewards.
- Spend 20% more in campaign months than the average spends of April & May '16 and get **2 times** the spends rewards.

REWARDS ON EFT MAXIMIZATION

- 50% of spends through EFT & get 1.5 times EFT rewards.
- 75% of spends through EFT & get 1.75 times EFT rewards.
- 100% of spends through EFT & get 2 times EFT rewards.



SO WHY WAIT WHEN THE REWARDS ARE WAITING FOR YOU?
FUEL UP AND GET A TANK FULL OF REWARDS*

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*Terms & conditions apply.

FUEL MANAGEMENT • CASHLESS AND SECURE TRANSACTIONS • REWARD POINTS • INSURANCE FOR DRIVERS AND HELPERS • SMS ALERTS

DriveTrack Plus
PrePaid

HPCL Fleet Card

Toll-free No.: 1800 103 9811 | Visit us: www.drivetrackplus.com



Terms and Conditions:

1. This campaign is open to DriveTrack Plus Customers on purchase of fuels using DriveTrack Plus Card at select HPCL Retail Outlets. The mere participation in the campaign implies acceptance of terms and conditions of the campaign.
2. This campaign will commence at 00:00 hours on June 1, 2016 and closes at 23:59 hours on August 31, 2016 only.
3. This campaign is open for participation to all eligible active and inactive DriveTrack Plus Customers meeting qualifying criteria.
4. Active customers are those customers who have done min DT Plus spends INR 15 Lakhs in Apr'16 to May'16.
5. Inactive customers are those who have enrolled between April'15 and May'16, but not transacted in Apr'16 and May'16.
6. Qualifying criteria for Active Customers:
 - a. Customers whose average spends of Jun'16 to Aug'16 is more than 15% of their Average Spends of Apr'16 and May'16 during the campaign months will get 1.5 times the rewards they are currently getting.
 - b. Customers whose average spends of Jun'16 to Aug'16 is more than 20% of their Average Spends of Apr'16 and May'16 during the campaign months will get 2 times the rewards they are currently getting.
 - c. Customers who have qualified for additional spends reward during campaign period will become eligible for additional EFT reward provided:
 - i) Customer does EFT greater than or equal to 50% of spends and get 1.50 times EFT reward
 - ii) Customer does EFT greater than or equal to 75% of spends and get 1.75 times EFT reward
 - iii) Customer does EFT equal to 100% of spends and get 2 times EFT reward
7. Qualifying criteria for Inactive Customers (Enrolled between Apr'15 and May'16, but not transacted Apr'16 and May'16):
 - i) Tier-1 Customers who does minimum INR 10 Lakhs spends in any 2 months of campaign period, will get 1.5 times the rewards which otherwise they are eligible basis the current reward structure.
 - ii) Tier-2 Customers who does minimum INR 3 Lakhs spends in any 2 months of campaign period, will get 1.5 times the rewards which otherwise they are eligible basis the current reward structure.
 - iii) Inactive EFT customers whose average spends of Jun'16 to Aug'16 more than 15% of the average spends of Apr'16 & May'16 and inactive customers in spends (enrolled Apr'15 to May'16, but not transacted Apr'16 and May'16), does EFT during campaign period and get 1.5 times EFT reward.
8. The additional reward points will be credited to the customers' card account by end of 2nd week of Sept'16 and the same will appear in the quarterly statement.
9. Cash in lieu of points will NOT be entertained.
10. HPCL shall not be liable for problems faced by the customer while using DriveTrack Plus Card on account of poor or bad or no network connection or due to any other reason, though reasonable attempts will be made to rectify the issue.
11. Fuels will also be available for purchase without participation in this campaign.
12. No correspondence will be entertained with regard to the campaign.
13. Disputes if any will be subject to Indian laws and shall be subject exclusively to the jurisdiction of the courts in Mumbai.
14. HPCL reserves the right to change, amend, extend and cancel the campaign or any part thereof without any prior notice or giving any reasons.
15. Participation in the campaign will be treated as void wherever such campaigns are prohibited under local laws.
16. The decisions of HPCL regarding this campaign are final, binding and non-contestable. No queries, clarifications and suggestions will be entertained on the modality of calculation of reward points which would be entirely at the discretion of HPCL.
17. For further campaign details please log on to www.drivetrackplus.com or call our 24X7 helpline no.1800 103 9811.



भरोगे ज़्यादा, मिलेगा फायदा.



मानसून बोनाज़ा

1 जून से 31 अगस्त, 2016

एक्टिव ग्राहक

DT प्लस खरीदी मैक्सिमाइज़ेशन पर रिवॉर्ड

- अप्रैल और मई 16 के मुकाबले कैम्पेन महीनों के दौरान 15% ज़्यादा खरीदी करें और पाएं खरीदी का **1.5 गुना** रिवॉर्ड्स.
- अप्रैल और मई 16 के मुकाबले कैम्पेन महीनों के दौरान 15% ज़्यादा खरीदी करें और पाएं खरीदी का **2 गुना** रिवॉर्ड्स.

EFT मैक्सिमाइज़ेशन पर रिवॉर्ड

- EFT द्वारा 50% खरीदी करें और पाएं EFT रिवॉर्ड्स का **1.5 गुना**.
- EFT द्वारा 50% खरीदी करें और पाएं EFT रिवॉर्ड्स का **1.75 गुना**.
- EFT द्वारा 50% खरीदी करें और पाएं EFT रिवॉर्ड्स का **2 गुना**.



तो भला इंतज़ार कैसा जब रिवॉर्ड्स खुद आपका इंतज़ार कर रहे हैं?
ईंधन भराइए और भरपूर रिवॉर्ड्स* पाएं.

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टोल-फ्री नं.: 1800 103 9811 | विज़िट करें: www.drivetrackplus.com

*नियम व शर्तें लागू.

फ़्यूल मैनेजमेंट • कैशलेस और सुरक्षित ट्रांजेक्शन्स • रिवॉर्ड्स पॉइंट्स • ड्राइवर्स और हेल्पर्स के लिए इंश्योरेन्स • SMS अलर्ट्स



नियम और शर्तें

1. यह अभियान (कैम्पेन) उन ड्राइव ट्रैक प्लस ग्राहकों के लिए खुला है जो चुने हुए HPCL रीटेल आउटलेट्स से ड्राइव ट्रैक प्लस कार्ड का इस्तेमाल करके फ्युअल्स खरीदते हैं. इस अभियान में भाग लेना ही इस अभियान के नियमों और शर्तों की स्वीकृति की ओर इंगित करता है.
2. यह अभियान 1 जून 2016 को 00.00 बजे आरंभ होगा तथा 31 अगस्त 2016 को 23.59 बजे समाप्त होगा.
3. यह अभियान योग्यता के मापदण्ड को पूरा करने वाले सभी सक्रिय और अक्रिय ड्राइव ट्रैक प्लस ग्राहकों के लिए खुला है.
4. सक्रिय ग्राहक वे ग्राहक हैं जिनके अप्रैल 16 से मई 16 तक कम से कम DT प्लस खर्च रु. 15 लाख किए हों.
5. अक्रिय ग्राहक वे हैं जो अप्रैल 15 और मई 16 के बीच शामिल हुए हों, लेकिन अप्रैल 16 और मई 16 में कोई लेन-देन न किया हो.
6. सक्रिय सदस्यों के लिए अर्हक मापदण्ड:
 - अ. जो ग्राहक अभियान के महीनों-जून 16 से अगस्त 16 के दौरान अप्रैल 16 और मई 16 के अपने औसतन खरीदी से 15% से ज़्यादा खरीदी करेंगे उन्हें इस समय मिल रहे रिवाइंड्स से 1.5 गुना मिलेगा.
 - ब. जो ग्राहक अभियान के महीनों-जून 16 से अगस्त 16 के दौरान अप्रैल 16 और मई 16 के अपने औसतन खरीदी से 15% से ज़्यादा खरीदी करेंगे उन्हें इस समय मिल रहे रिवाइंड्स से 2 गुना मिलेगा.
 - स. जो ग्राहक अभियान अवधि के दौरान अतिरिक्त खरीदी रिवाइंड के लिए योग्यता प्राप्त करेंगे वे अतिरिक्त EFT रिवाइंड के लिए पात्रता प्राप्त करेंगे, बशर्ते:
 - i) ग्राहक खरीदीका 50% या इससे अधिक EFT करके 1.50 गुना EFT रिवाइंड प्राप्त करता है.
 - ii) ग्राहक खरीदी का 75% या इससे अधिक EFT करके 1.75 गुना EFT रिवाइंड प्राप्त करता है.
 - iii) ग्राहक खरीदी का 100% EFT करके 2 गुना EFT रिवाइंड प्राप्त करता है.
7. अक्रिय ग्राहकों के लिए योग्यता मापदण्ड (अप्रैल 15 और मई 16 के बीच शामिल हुए हों, लेकिन अप्रैल 16 और मई 16 में कोई लेन-देन न किया हो):
 - i) टियर-1 अभियान अवधि के किन्हीं 2 महीनों में कम से कम रु. 10 लाख खरीदी करने वाले ग्राहकों को 1.5 गुना रिवाइंड्स मिलेगा, बशर्ते वे मौजूदा रिवाइंड स्ट्रक्चर के आधार पर अन्यथा पात्र हों.
 - ii) टियर -2 अभियान अवधि के किन्हीं 2 महीनों में कम से कम रु. 3 लाख खरीदी करने वाले ग्राहकों को 1.5 गुना रिवाइंड्स मिलेगा, बशर्ते वे मौजूदा रिवाइंड स्ट्रक्चर के आधार पर अन्यथा पात्र हों.
 - iii) अक्रिय EFT ग्राहक जिन्होंने जून 16 से अगस्त 16 के दौरान अप्रैल 16 और मई 16 के अपने औसतन खरीदी से 15% से ज़्यादा खरीदी किए हों और खरीदी में अक्रिय ग्राहक (अप्रैल 15 और मई 16 के बीच शामिल हुए हों, लेकिन अप्रैल 16 और मई 16 में कोई लेन-देन न किया हो), जो अभियान अवधि के दौरान EFT करते हैं तथा 1.5 गुना EFT रिवाइंड पाते हैं.
8. अतिरिक्त रिवाइंड पॉइंट्स ग्राहक के कार्ड अकाउन्ट में दूसरी तिमाही सितंबर 16 के दूसरे हफ्ते के अंत तक क्रेडिट किए जाएंगे तथा ये तिमाही स्टेटमेंट में दिखाए जाएंगे.
9. पॉइन्ट्स के बदले में नकद राशि नहीं दी जाएगी.
10. कमजोर या खराब नेटवर्क कनेक्शन या किसी अन्य कारणवश ड्राइव ट्रैक प्लस कार्ड अकाउन्ट का इस्तेमाल करने में ग्राहक को होने वाली असुविधाओं के लिए HPCL जिम्मेदार नहीं होगा, हालांकि समस्या को सुलझाने के उचित प्रयास किए जाएंगे.
11. इस अभियान में प्रतिभागिता के बिना भी फ्युअल्स खरीदारी के लिए उपलब्ध होंगे.
12. अभियान के बारे में किसी पत्राचार पर ध्यान नहीं दिया जाएगा.
13. किसी प्रकार का विवाद भारतीय कानूनों के अधीन होगा तथा केवल मुंबई के न्यायालयों के क्षेत्राधिकार के अधीन होगा.
14. HPCL के पास बिना कोई पूर्व सूचना दिए या कोई कारण बताए इस अभियान या इसके किसी भाग को बदलने, संशोधित करने, आगे बढ़ाने और रद्द करने का अधिकार सुरक्षित है.
15. जहां ऐसे अभियानों में भाग लेना कानून के अंतर्गत निषिद्ध हो, वहां इस अभियान में भाग नहीं लिया जा सकता है.
16. अभियान के बारे में HPCL के निर्णय अंतिम, बाध्यकारी और अविवादित होंगे. रिवाइंड पॉइंट्स की गणना के तरीके के बारे में किन्हीं पूछताछों, स्पष्टीकरणों या सुझावों पर कोई ध्यान नहीं दिया जाएगा, ये पूर्णतः HPCL के विवेक के अधीन होंगे.
17. अभियान के बारे में किसी अन्य पूछताछ के लिए कृपया www.drivetrackplus.com पर लॉग ऑन करें या हमारी 24x7 कार्यरत हेल्पलाइन नं. 18001039811 पर कॉल करें.



Name of Outlet : HP Best Fuels



Location : Jaisinghpurkhera
District : Rewari
NH No. : 8
Region : Gurgaon
Dealer : Ishwar Singh
Contact No. : 9896922554

Facilities existing

Current Sales :

MS : 12 KL pm
 HSD : 2017 KL pm
 DTP Sales : 200 KL pm

Facilities :

1. Toilet for Public
2. Toilet for Drivers
3. Parking Facility : 8-10 Trucks
4. DTP Terminal : Available
5. Other : Credit card terminal,

Name of Outlet : COMCO: AUTO CARE CENTRE, LHS, JAIPUR



Location : NHAI sites located on NH-8 (Delhi to Mumbai) Bypass around 30 kms from Jaipur & Between Harmarda to Chandwaji Bypass. Sites are junction for travelers enroute to other cities, such as Jaipur, Ajmer, Ahmedabad, Nadiad, Surat Silvassa, Vapi & Mumbai

District : Jaipur, Rajasthan
Region : Jaipur Retail RO
COMCO Officer : Shri Babul Meena
Contact No. : 9414247401

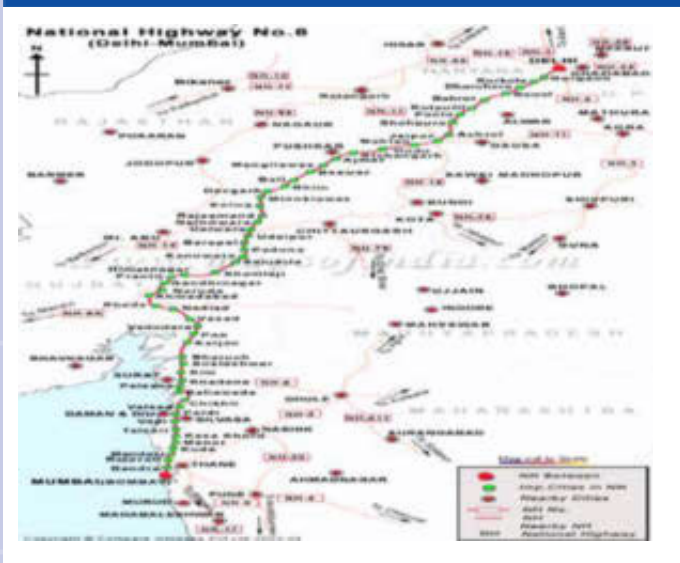
NHAI SITES : GOVINDPURA & BILOUCHI



Facilities

- RETAIL OUTLET COMPANY OWNED COMPANY OPERATED
- FULLY AUTOMATED RETAIL OUTLET
- GIVEN OPT GENERATED RECEIPT TO CUSTOMER
- RESTAURANT & MOTEL FACILITIES FOR PASSENGERS
- PASSENGER TOILET (Fluors)
- 24 HOURS DHABHA FOR TRUCK DRIVERS
- FREE DORMITORY TRUCK DRIVERS
- OPEN BATH FACILITY FOR TRUCK DRIVERS
- CHILDREN PARK
- FREE SECURED PARKING AREA FOR TRUCKERS
- LANDSCAPING-12000 SQM
- DRIVE TRACK PLUS FACILITY AVAILABLE
- SOP ENABLED RETAIL OUTLET
- RETAIL OUTLET IS OPERATED 24 HOURS

NH-8 ROUTE MAP



Sales Data

Current Sales : COMCO Srigovindpura
 MS : 92 KL pm
 HSD : 631 KL pm
 DTP Sales : 30 KL pm

Current Sales : COMCO Bilouchi
 MS : 55 KL pm
 HSD : 355 KL pm
 DTP Sales : 35 KL pm



Redemption Meet DT Centre, Jalandhar

A redemption meet was organized on 19.02.2016 at DT Centre Jalandhar with an objective of rewarding the loyal customers and spreading awareness about the program. Mainly customers based at Transport Nagar Jalandhar were invited.

Marketing Officer, Jalandhar welcomed the participants and briefed the group about HPCL's Loyalty program. The discussion covered the features of the program, benefits, customer segments that can be enrolled in the program, tiers of customer, type of cards and the different type of card operations that can be carried out at terminals.

The customers were educated on recent developments in the LCP program viz. revised reward structure, loyalty bonus, travelling bonus and DT Plus mobile app.

An elaborate discussion was held on the redemption process. The group was also informed about the Drivetrack Plus Website and how its multiple interfaces can be used for the benefit of customers.

Then customers were felicitated by giving Certificate of Appreciation and key chains for the association with HPCL and earning respective rewards for the quarter.

Then queries and doubts of the transport operators pertaining to the program were handled and feedback for card acceptance at retail outlets was obtained.

The RBE Jalandhar and DT Centre executive shared their contact details and promised to assist the customers in the process of redemption.

DT Plus Brochures were also distributed to the participants.



Officer-Mobile Lab Shri Vikas Kumar imparted the key concept of density and its correct procedure of measurement. The customers were encouraged for monitoring the density of petroleum products on the spot by themselves. The customers were also made to realize about Whatmann 2 filter paper test and its findings. The customers were delighted to visualize the spontaneous filter paper test results. Both the officials of HPCL Bathinda Retail Regional Office urged the customers to go for density measurement and filter paper test which is absolutely free of cost for customers at any of HP outlets.



**Quality & Quantity Awareness Campaign
Jaitu Oil Store & Amiya HP Centre**

The fabulous Faridkot District witnessed a highly enthusiastic, knowledge savvy and highly interactive customer gathering at M/s Jaitu Oil Store & Amiya HP Centre for a Quality & Quantity Awareness Campaign. The campaign was organized on 5th February 2016 on above described two retail outlets. The activity witnessed the presence of Senior Sales Officer Faridkot & Muktsar-1 SA Shri Sushil Kumar Tatwal and Officer-Mobile Lab Bathinda Retail Regional Office Shri Vikas Kumar. The Quality & Quantity awareness campaign was started off by warm welcome of all the customers by Officer-Mobile Lab Shri Vikas Kumar, Senior Sales Officer Faridkot & Muktsar-1 SA Shri Sushil Kumar Tatwal and Dealers of Jaitu Oil Store & Amiya HP Centre. The customer gathering was a mixed group consisting customers mainly from rural agriculture background, interstate transportation background, students, passengers and regular



Demonstration of density measurement and filter paper test to customers at above mentioned two outlets were actively imparted by Senior Sales Officer Faridkot & Muktsar-1 SA Shri Sushil Kumar Tatwal and Officer-Mobile Lab. The Senior Sales Officer Faridkot & Muktsar-1 SA Shri Sushil Kumar Tatwal emphasized the customers to be always aware with density visualization at retail outlet. Both the HPCL officials exemplified the density measurement in front of customers. The customers were very happy with on the spot response of their queries.

Officer-Mobile lab Shri Vikas Kumar briefed about the clinical tests performed inside the mobile laboratory by taking the



audiences inside the lab. The customer were very keen to visualize the instruments. Shri Vikas Kumar explained the procedure and implications of MS distillation and Kinematic Viscosity tests of petroleum products. Shri Vikas Kumar also emphasized the purpose of deploying mobile lab in the field.



The second half of the campaign was kicked off with the importance of quantity measurement and its awareness at Retail Outlet. Officer-Mobile lab Shri Vikas Kumar and Senior Sales Officer Faridkot & Muktsar-1 SA Shri Sushil Kumar Tatwal introduced the traditional 5L brass measure and 5L Borosil Glass measure to the gathering. All the customers were delighted to see the glass 5L measure for demonstration of quantity measurement at outlet. Both the officer stressed on the right



the need of ensuring zero at the display of dispensing unit before refilling. The customers were also highlighted with necessity of non-operation of cell phone and mandatory vehicle engine off before proceeding to refueling. The customers were urged to limit the bad habit of refilling motor spirit in plastic containers. The customers were also made to aware about the high probability of ignition of motor spirit in plastic containers. The customers were also urged to file any complaint or suggestion regarding Quality and Quantity and services of retail outlet in Complaint and suggestion book at retail outlet.



In the concluding session of Quality and Quantity awareness campaign, a two way open dialogue session was organized. Both the HPCL Officials urged all the gathering for raising any query or suggestions regarding outlet operation, Quality & Quantity of petroleum products and Safety aspects at retail outlets. All the customers were highly satisfied and delighted with the concept of Quality and Quantity awareness session at HP outlets. All the customers praised the efforts of both the officials for showing the delivery in 5L glass measure. The customers also praised the efforts of both the HPCL officials for letting them aware of above mentioned key aspects of petroleum products. The customers were highly satisfied, motivated and showed their trust in HP Brand by taking part in Quality and Quantity interactive session.





Insurance facility for DriveTrack Plus customers*

1. Club Customers: Rs 1 crore and above spends in a month, will be eligible for coverage in the next month
2. Platinum Customers: Rs 60 lakhs and above spends in a month, will be eligible for coverage in the next month
3. Gold Customers : Rs 15 lakhs and above in a month, will be eligible for coverage in the next month
4. Drivers and Helpers of Active Cards of Customers other than Generic Cards and Customers with Attached Vehicles (one vehicle/user per card): Card should be active in a month prior to date of accident
5. Drivers and Helpers of Customers with Generic Cards and Customers with Attached Vehicles (multiple vehicles/users per card): Customer should be active in a month prior to date of accident
6. Drivers of Active Cards of Driver-Customers (enrolled as Driver Card Customers) (one vehicle/user per card): Card should be active in a month prior to date of accident

Coverage in brief:

Club/Platinum Customers (point nos. 1 and 2):

1. Rs. 25 Lacs road-accidental death cover for customers
2. Rs. 12.5 Lacs towards total permanent disability (caused by road accident)
3. A maximum of Rs. 12.5 Lacs for partial permanent disability (caused by road accident).

Gold Customers (point no. 3):

1. Rs. 15 lacs road-accidental death cover for customers
 2. Rs. 7.5 Lacs towards total permanent disability (caused by road accident)
- A maximum of Rs. 7.5 Lacs for partial permanent disability (caused by road accident).

Drivers/Helpers (point nos. 4 and 5):

1. Road-accidental death cover per active card of Rs.1 Lac each for driver and Helper.
2. Total permanent disability (caused by road accident) cover per active card of Rs. 50 Thousand each for driver and Helper.
3. Partial permanent disability (caused by road accident) cover per active card of maximum amount of Rs. 50 Thousand each for driver and Helper.
4. Accidental Medical Emergency Expenses of upto Rs. 20 Thousand per active card (subject to minimum single claim amount of Rs.1000) each for driver and helper.

Drivers (point nos. 6):

1. Road-accidental death cover per active card of Rs.1 Lac for driver
2. Total permanent disability (caused by road accident) cover per active card of Rs. 50 Thousand for driver.
3. Partial permanent disability (caused by road accident) cover per active card of maximum amount of Rs. 50 Thousand for driver.
4. Accidental Medical Emergency Expenses of upto Rs. 20 Thousand per active card (subject to minimum single claim amount of Rs.1000) for driver.

Accidental Medical Coverage to Drivers and Helpers*

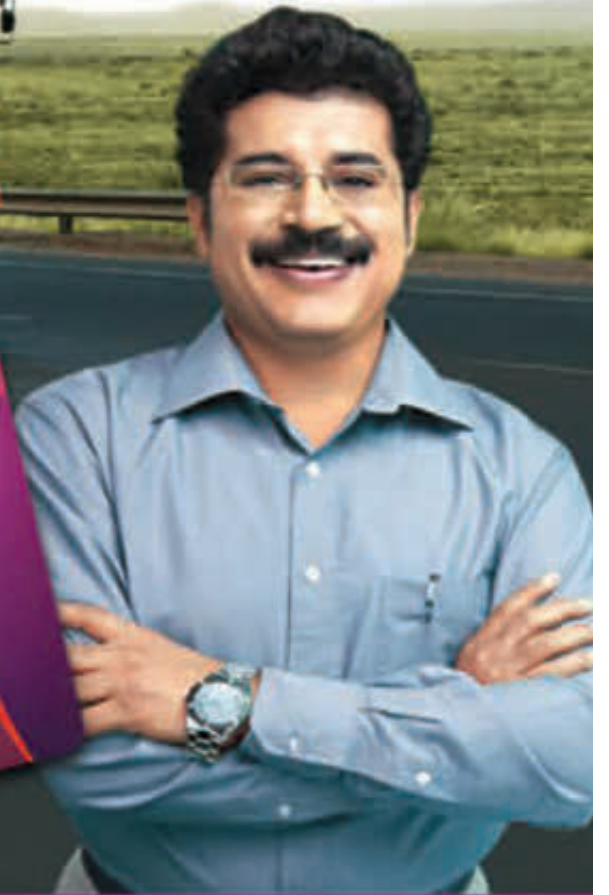
- ▶ Additional coverage of Rs. 1000 to Rs. 20000 for medical expenses resulting due to vehicular accident
- ▶ Beneficiaries covered are Driver & Helper of active cards
 - ▶ Driver and Helper of Fleet and My HP (OTC Card) Customers
 - ▶ Driver & Helper of vehicles registered under generic and attached vehicle category
 - ▶ Drivers enrolled under Driver Card category
- ▶ Police FIR, certificate from medical practitioner and medical bills are mandatory documents



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