

हिन्दुस्तान पेट्रोलियम



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Fully LOADED

DriveTrack Plus

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Dear DriveTrack Plus customer, Greetings from HPCL!

It is time for another edition of 'Fully Loaded', your quarterly dose of updates on the Indian road transport and logistics sector.

In this edition, we bring you a review of the Indian auto component industry's performance in FY21 along with an article on new initiatives in Loyalty and Payment Solutions of HPCL. We also have a guest column on one of the most happening topics in the industry today – Electric Vehicles – 'Bridging EV gaps with smart solutions'.

This issue's 'Customer Speaks' column features two of our respected customers – Southern Cargo Carriers and MK Travels. From our dealer partner side, Bhankrota Multi-Purpose Station and New Rajasthan Petrol Service talk about their successful partnership with our brand. We also have an article on how Kay Service Station is leveraging Mobile Dispensers in the changing marketing scenario, in our new HP Fuel Connect column.

We also have updates on the Transporter Meets organized by our regional teams at different locations during the last quarter. Lastly, on page no. 23, we have described how FASTag transactions can be done, using the FASTags issued by IDFC First Bank & ICICI Bank, at HPCL retail outlets.

**We will be delighted to receive your feedback.
Please write to us at feedback@drivetrackplus.com.**

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Shri. Mohit Mittal, Executive Partner,
Southern Cargo Carriers

Southern Cargo Carriers swears by HPCL performance and support

This 30-year-old cargo carrying company swears by HPCL's performance and support. Southern Cargo Carriers, headquartered in Bangalore, is a reputed transporter of FMCG, and boasts of 42 branches and over 60 clients across the nation. Fully Loaded team speaks to Shri. Mohit Mittal, Partner, Southern Cargo Carriers on how HPCL has aided its business to touch numerous milestones!

Shri. Mohit Mittal is the 3rd generation scion of Southern Cargo Carriers, a 30-year-old cargo transporting company. As a known entity in the industry, Southern Cargo Carriers (SCC) is a welcomed member of reputed transport associations in the country.

Headquartered in Bangalore, SCC is mainly focused on FTL or full truckloads and primarily ferries FMCG besides building materials. In the last 3 decades, the company has built and nurtured more than 60 clients from around the country, of whom more than 50% have been their clients for over 20 years. In all, SCC boasts of 42 branches across India. Mohit Mittal, Partner, SCC shares: "My father and my 2 uncles have been running the business all these years and our business is mainly concentrated in central India with at least 2 branches in most of the states. We have recently begun our reach into the Northeast region. Our stronghold is in South and West India where we have maximum number of branches and operate a bigger share of our business."

HPCL & SCC – Celebrating Partnership

A company that is driven and committed believes in catering to a demanding clientele, SCC relies on HPCL to fuel its long-distance runs. Owing about 150 trucks and hiring the rest from the market, SCC is well-respected among drivers and customers. And Mittal swears by his driver community's word that they are most happy with HPCL.

He says: "We do 800-1000 consignments per day depending on the seasonality by putting to work trucks ranging from 3 to 30 tonners. We are aggregators, though we are in the process of increasing the number of vehicles that we own. We tie-up with suppliers and truck owners. In total, we can say that we have around 2 lakh+ trucks in our system. We have an understanding with 30-40 petrol bunks, which satisfy all our fueling requirements." SCC has been a customer of HPCL for almost the whole of their existence.

Mittal explains: "The association came into effect when our operations needed more than 100 trucks to be fueled per day. We were highly impressed with HPCL's conscious efforts to make our drivers feel welcomed. Even today the tradition continues and they offer our drivers amenities such as washrooms, bathing and resting areas while they wait. That is why tying up with HPCL has always been a win-win equation for us."

All In A Day's Business

SCC takes fuel from select HPCL bunks in Bangalore, Pune and Tamil Nadu. He adds: "HPCL team has been quite cooperative and it is evident in the way they have designed certain systems just for us. They give us excellent customer service. This makes our drivers comfortable because for us, our main aim is to keep improving the quality of life for our drivers. This instils a sense of loyalty in them and they give us good service. Going forward, there are many more projects coming up and definitely we see working more with HPCL."

HPCL's Customized Service System

SCC prizes transparent communication and clean transactions in its business dealings. HPCL understands this and hence has worked out a customized service system for the company - be it in terms of transactions or service touchpoints. Mittal explains: "Since we do almost 100 transactions per day, the communication between the petrol bunk and our personnel needs to be strong to avoid any potential commercial issues. HPCL has initiated and replicated the same customized service system for us across all their pump stations. In fact, we do our benchmarking with HPCL and today, we have worked out a good and stable system together."

Mittal's sales team has standing instructions that whenever the company is setting up a new area of operation, they must first map HPCL petrol pumps nearby. It has been known previously to have happened that HPCL has set up alternate source of fueling SCC trucks in absence of their own petrol pumps in the vicinity. HPCL's trouble shooting instinct for its loyal customer is legendary, according to Mittal. He narrates: "Once it so happened last year that we had a spike in the volume after the economy opened up post lockdown. And this one particular petrol bunk owner could not fulfill our requirement. We informed the concerned HPCL team and they provided us with an alternative bunk to tide us over and it was wonderful for us to realize that the sales team worked out the same customized service system with the new bunk owner."



Quality & Quantity

It is not something that SCC insists on - for their trust on the oil company is high. In fact, Mittal says, it is the HPCL pump owners who do the fuel purity checks. He shares: "When it comes to random checks on the fuel purity, there are a few HPCL pump owners who request our presence from time to time to prove to us that they continue to deliver quality fuel. As a customer, we would opt for checking for the fuel quality only if our drivers seem doubtful of it. But it has not happened so far."

Sustainable Future - A Suggestion

With EVs and CNG vehicles more common in the Indian transport industry today, SCC is exploring the idea of owning a few EVs down the line for their short-distance runs. Mittal opines: "In the next couple of years, we hope to own a few EVs but charging infrastructure and batteries among other things will need to be set up. As a progressive oil company, if HPCL works on setting up the infrastructure to cater to businesses like ours, it will be highly beneficial." Mittal and his company wish to work towards sustainability goals when it comes to vehicle types and fuel. He has made it obvious that the company is open to guidance from HPCL in terms of systems, processes, and innovations, if they are willing to offer. Today, Southern Cargo Carriers is a happy transporter because of HPCL's consistency in service and performance besides their customer service.

M K Travels looks at further robust growth with HPCL support

In an exclusive interaction with Shri. Manjunath N of M K Travels, Fully Loaded team understands the reason behind this two-decade old employee transporting company investing its implicit faith in HPCL to fuel their ambitions and how HPCL has proved themselves – time and again – as a preferred partner in success.

EXCERPTS FROM THE INTERVIEW:

Please share with us a brief background of M K Travels.

M K Travels is an employee transport service provider and is a partnership concern. Our 20-year-old company was founded in 2000. In the two decades, we have worked hard to build upon our reputation as good service providers and today, we are serving more than 60 clients. M K Travels is 3500-vehicle strong company and we operate in Bangalore, Chennai, Hyderabad, and Pune will come up by next month or so. Our fleet consists of LMVs and HMVs – from 4+1 seaters to 50-seater buses.

When did your association with HPCL begin and how has the journey been so far?

It was in 2012 when an official from HPCL visited us and explained the benefits of opting for DriveTrack Plus card program. He convinced us that as a bulk business organization, we would benefit from this smart fleet card system. We liked what he told us about the program and we began our journey with HPCL. The pre-paid loyalty fleet card by HPCL, DriveTrack Plus, has helped us with fleet management solutions by offering us security, convenience and value. We felt the system to be most beneficial for us because we were happy to receive 0.75% cashback on the total amount we would spend.

How has been your experience dealing with COCO bunks and dealer-owned HPCL bunks?

The HPCL-run COCO petrol bunks have always given us good returns for our money and that is why we have designated some of them as our regular pumps to get fuel from. The same is also equally true for dealer-owned bunks of HPCL who help us maintain transparency in transactions so that there is no way any pilferage of fuel can happen.



- Shri. Krishna Murthy A.N., Founder & Managing Partner. M K Travels

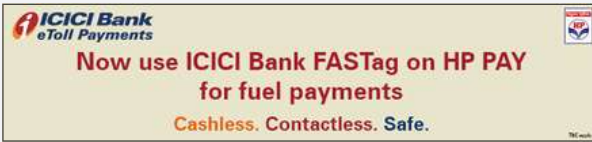
What is your opinion on HPCL's service and performance?

M K Travels has always received quick response from HPCL team. Whenever there has been any issue, their team has made it a point to contact us almost instantly and have made efforts to resolve them as fast as they can.

We have found that these dealers and their employees are all genuine in the way they conduct the business with us and they give us good service by way of dedicating a fuel filling line for us solely.



What's New in **Loyalty and Payment Solutions** of HPCL



FUELING THROUGH ICICI BANK FASTag ON HP PAY APP

HP Pay is one of its kind wallet and HPCL was the first to introduce such an app for retail customers a couple of year back. Feature of paying through ICICI Bank FASTag was added for HP Pay customers in May 2021.

Salient features of this initiative are as under

- Direct payment for fuel, LPG and Lubes using FASTag account.
- Regular reward points (Payback points).
- One time tag registration in wallet is the only requirement.
- Seamless online payment through HP Pay App integrated with ICICI Bank FASTag system.
- First of its kind in industry : Wallet integration with FASTag.



TONE BASED PAYMENT ON HP PAY

This new technology has:

- Secure data transfer with multi-layered encryption.
- Pod notifies immediately with an audio-visual acknowledgement on completion of a transaction.
- Opportunity to recognize and give targeted notifications and incentives to loyal customers.

HPCL enabled sound wave based payments for fueling at select retail outlets. This innovative payment method was introduced in HP Pay App and launched in September 2021. With this integration, HP Pay app can recognize the dealer, where transaction is being done, through tone emitted by retail pod placed at the HPCL outlet.

TIE-UP WITH EMERGING TRANSPORT AGGREGATOR - WHEELSEYE

Transport sector in India is witnessing rapid improvement in efficiencies propelled by emergence of transport aggregators. They are engaging with unorganized Small Fleet Owners (SFO) and enabling them towards digitalization process with services like Fleet Management Solution including GPS, FASTag, Load Credit, usage of Mobile App etc., and helping them to increase revenue & reduce operating costs. HPCL has tied up with a promising start-up aggregator, WheelsEye Technology India Pvt. Ltd. recently.

Wheelseye App has been integrated digitally with DriveTrack Plus loyalty program to cater to fueling needs of the truckers who are doing card-less transactions across India. DriveTrack Plus system has end-to-end integration with many major players in the transportation industry.

HPCL – HLFL FUEL FINANCING TIE-UP FOR DRIVETRACK PLUS CUSTOMERS

A strategic tie-up with M/s Hinduja Leyland Finance Ltd (HLFL) has happened for fuel financing to our valued DriveTrack Plus customers.

Features of this Tie-up include -

- Customer on-boarding and transactions will be totally on card-less platform. HLFL shall provide fuel credit to their customers, which shall be utilised through DT Plus Loyalty Program.
- HLFL will also assess the credit worthiness of the customer and extend fuel credit.
- Customers can recharge their CCMS account using either DT Plus portal or by using the HLF Insta Fuel Mobile app.
- The app is currently available in three languages English, Hindi & Tamil and HLFL has plans to extend it to another 6 Indian Languages.

ENABLEMENT OF ICICI BANK FASTag BASED FUELING AT HPCL RETAIL OUTLETS

Recently fuel payments using ICICI Bank FASTag was enabled on DriveTrack Plus terminals. This feature was launched in September 2021.

With this, HPCL now has tie up with both ICICI Bank and IDFC First Bank for FASTag based payments through DriveTrack Plus terminals. Features of this initiative are:

- Mobile Number and OTP based transaction on DriveTrack Plus terminal.
- Any ICICI Bank FASTag holder can do transaction using his/her FASTag balance.
- This facility is already available for IDFC First Bank FASTag holders.
- Immediate 0.75% digital incentive to customers

INTRODUCING HAPPY SHOP AT HPCL RETAIL OUTLETS



HPCL unveiled its first branded store Club HP “HappyShop” in Mumbai on 1st September, 2021, marking its foray into non-fuel retailing. Located at the Company-Owned Retail Outlet in Nepean Sea Road, Malabar Hills, Mumbai, this is the company’s latest offering under its brand, Club HP. The store provides home utility products including groceries, toiletries, healthcare products, bakery products, medicines and more.

The core objective is to provide a range of good quality daily use products to customers at their convenience. Apart from physical sales from the shop, order and self-pick up, order and home delivery options will also be available. **Customers can browse the merchandise on HPCL’s HP-Pay App, check out product details & availability and have goods delivered to their doorsteps.** HPCL has plans to come up with more such Club HP “Happy Shops” in Mumbai and other major cities of the country at its retail outlets.



HPCL – ICICI BANK CO-BRANDED SUPER SAVER CARD

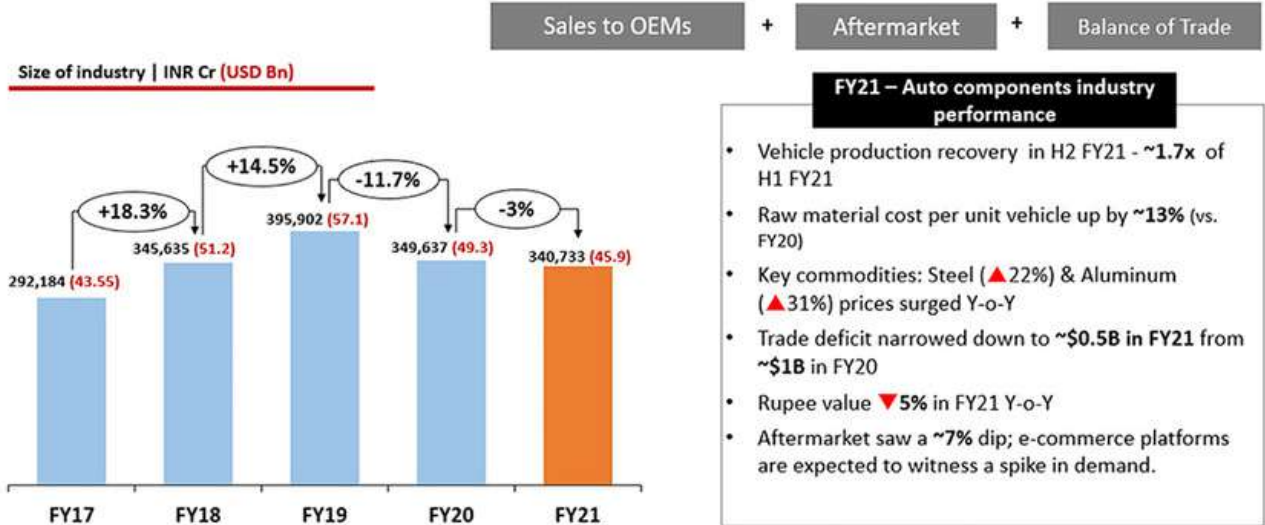
HPCL’s Retail SBU has partnership with ICICI Bank for almost 2 decades in co-branded credit card space. Continuing the partnership, HPCL - ICICI Bank Co-Branded Super Saver Card has been launched recently.

Features of the ICICI Bank Co-Branded HPCL Super Saver Credit Card:

- Annual fees of Rs. 500. Joining benefit of 2,000 reward points (worth Rs. 500) on activation and fee payment and Rs.100 cash back on HP Pay App (for new customers enrolled in HP Pay from 1st June 2021 onwards).
- 5% back (in reward points) on utility, grocery and departmental store purchases.
- 4% back in reward points) on all your fuel spends at HPCL fuel pumps at any bank POS machine and HP Pay app. Additional 1% surcharge waiver on fuel spends at HPCL outlets.
- Additional 1.5% back (in reward points) on all fuel purchases through the HP Pay app at HPCL outlets.
- Complimentary 24x7 Road Side Assistance (RSA) services.
- Earn 2 Reward points on every Rs 100 spent on retail purchases, except on fuel.
- Complimentary domestic airport lounge access.
- 25% discount (up to Rs 100 per transaction) on movie ticket bookings on BookMyShow and INOX movies individually, twice a month.
- Exclusive dining offers through ICICI Bank Culinary Treats Programme.
- All your Reward points can be redeemed for fuel at HPCL pumps and also against all the items in the catalogue on PAYBACK site.

Indian auto comp industry clocks Rs. 3.4 lakh crore turnover in FY21

FY 2021: Auto Components Industry Performance



Lockdown had a major impact on the Indian components industry; Healthy pick-up in demand in H2.



ACMA has announced the findings of its Industry Performance Review for the fiscal year 2020-21. The turnover of the automotive component industry stood at Rs. 3.40 lakh crore (USD 45.9 billion) for the period April 2020 to March 2021, registering a de-growth of 3 per cent over the previous year.

Commenting on the performance of the auto component industry, **Vinnie Mehta, Director General, ACMA**, said: "The vehicle industry in India witnessed two successive years of de-growth of 14.6 per cent in FY19-20 and thereafter of 13.6 per cent in FY20-21. The economic slowdown of FY19-20 was compounded by the challenges of a pandemic led national lockdown in FY20-21 resulting in decline in vehicle production and consumption. While the first quarter of FY20-21 was a complete washout, the industry regained significant ground second quarter onwards."

"The component industry, in tandem, posted a subdued performance in FY20-21 with de-growth of 3 per cent over the previous year, registering a turnover of Rs.3.4 lakh crore (USD 45.9 billion)", shared Mr. Metha.

"In the domestic market, auto component sales to OEMs at Rs. 2.79 lakh crore (USD 37.7 billion) declined by 3 per cent while the Aftermarket at Rs. 64,524 crore (USD 8.7 billion) declined by 7 per cent. Exports and imports stood at Rs. 0.98 lakh crore (USD 13.3 billion) and Rs. 1.02 lakh crore (USD 13.8 billion) respectively, thus reducing the trade balance to USD 500 million, the lowest ever; exports declined by 8 per cent while imports by 11 per cent" he added.

Sharing his insights on performance of the industry and how it managed the supply-chain disruptions, **Deepak Jain, ACMA President**, said: "The automotive value-chain faced significant disruptions in FY20-21. The nationwide lock-down in wake of the pandemic, one of the severest in the world, put the entire supply chain in a disarray. The entire industry took a significant time to stabilise again post the gradual unlocking of the economy. While vehicle sales and production improved quarter-on-quarter from second quarter of FY20-21 onwards, however the first quarter of FY21-22 was once again confronted with another round of disruptions due to the second wave of the pandemic."

"During this wave the lockdowns were in line with the Government's ethos of 'Lives and Livelihoods' resulting in lesser adverse impact on economy and production. In this environment of volatility, despite disruption of production in supply chain, the industry displayed remarkable resilience and evolved in a spirit of collaboration. Whilst the OEMs gave consistent direction and visibility, the component industry supported well in ensuring smooth ramp-up and business continuity. It is also noteworthy that despite several challenges, many ACMA members undertook relief measures by setting up hospitals and oxygen camps, donating ventilators and concentrators, and contributing generously towards community service", added Jain.

Speaking about the headwinds being faced by the industry, Jain elaborated: "With economy progressively returning to normal and as vehicular demand picks-ups, we are cautiously optimistic about the performance of the industry for this year."

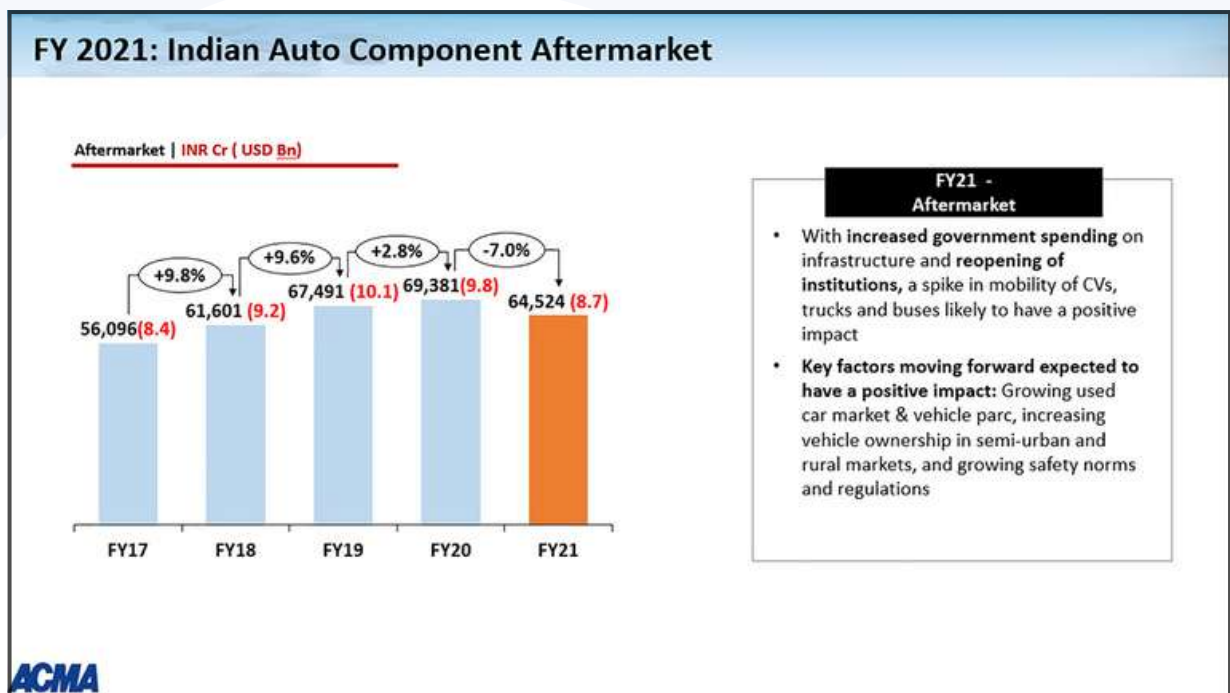


Vinnie Mehta



Deepak Jain

The challenges on the front of availability of semiconductors, escalating prices as also availability of raw materials, challenges on the front of logistics including non-availability and high prices of containers, among others, continue to hinder a smooth recovery. We are optimistic that the lessons learnt in managing the first two will stand us in good stead in managing the third one as well."



Figures in INR Crore	2020	2021	Growth Rate
Auto Components Supply to OEMs	2,87,234	2,79,919	-3%
Aftermarket	69,381	64,524	-7%
Exports	1,02,623	98,673	-4%
Imports	1,09,601	1,02,382	-7%
Industry Turnover	3,49,637	3,40,733	-3%

- FY 2021 vs FY 2020



Kay Service Station prepares for changing times

Shri. Gulshan Sethi, who operates two HPCL outlets in the name of Kay Service Station and Kay Service Station Adhoc at Roop Nagar and Rangpuri near Mahipalpur in New Delhi, has invested in a fuel bowser truck for door-to-door institutional fuel delivery. Fully Loaded team has the details.

Kay Service Station in Roop Nagar, Delhi is one of the best petrol pumps in the area. The outlet that has been associated with HPCL over the last two years is frequently flocked by young and old for their fuel needs, especially students. Located in close proximity of Delhi University, student PG accommodations, residential area and Kamla Nagar Market, the pump attracts a lot of petrol customers.

Elaborates its owner Shri. Gulshan Sethi: “We have three islands and five dispensing units comprising a total of 12 nozzles. This site at Roop Nagar is primarily a petrol site and 60% of our customers are two-wheeler owners.”

Kay service Station Adhoc at Rangpuri near Mahipalpur boasts of clientele that are 70% four-wheeler diesel customers and 30% two-wheeler customers. Sethi shares: “Up to 100% of our diesel sale here caters to car owners. We have three islands in total; the front one has got three dispensing unit with eight nozzles, another in the middle has three units with 12 nozzles and the last one has got four CNG nozzles.”

On the back of its neat and clean ambience, facilitating customers with DriveTrack Plus card, HP Pay options, cordial staff and many more schemes extended by HPCL from time to time, Sethi is looking at steady growth in terms of capacities.

“Our Rangpuri outlet currently clocks 450 KL of capacities per month and for Roop Nagar it is 300 KL per month. Cumulatively, we would want to reach 900 KL per month in another two years,” he says. Meanwhile, what counts is keeping pace with changing times. While Kay Service Station is bullish about improving sales at the outlets in the conventional manner, they are also sensing huge opportunities in institutional door-to-door fuel deliveries.

As it is, the demand for home delivery has grown significantly over the years, particularly in the last 18 months of the pandemic.

Explains Sethi: “As more technological innovations enter the picture, customers’ preferences are shifting toward online shopping. If not B2C at least we have a huge B2B (institutional) market to cater to comprising infrastructure contractors, wedding halls, hospitals, corporate office parks and schools that require diesel on site. We can cater to this growing demand and tap the potential with the assets we have.” In a city like Delhi, right from development of flyovers, extended metro projects or new parliament buildings, there are several under construction real estate projects that have stationery compactors, backhoe loaders and machineries requiring fuel every day.

These are a few clients that are on the radar of Sethi's potential targets. In this new venture, Sethi is supported by one of his partners, Amit Kumar. They have named the door-to-door delivery dispensing unit as Atmanirbhar Energy (P) Ltd. and have built a fuel bowser along with a dispensing unit on a Mahindra Blazo.

"Institutional fuel deliveries are not the future; they are the present," emphasises Sethi. He continues: "We were guided by HPCL to tap the immense potential available in this segment immediately since two to three years down the line it will be too late to enter this domain. Our quest to tap the customers who cannot visit our outlets took shape in the form of dispensers that can deliver fuel on demand."

"We have got Humsafar's unique bowsters that are made of superior quality material and at an affordable price with a fuel dispensing unit. These PESO-compliant bowsters have helped us gain many new customers", he added.

Sethi undoubtedly is delighted with the counselling, motivation and industry know-how of the oil giant. "It will be not an understatement that HPCL is one of the best in the country. The understanding and maturity that each and everyone in HPCL associated with have shown, is quite commendable. It is because of this that we have been able to maintain the current operational costs in Delhi while looking at expansion in other states in the coming months," he says.

"We have also understood that we would need 3 KL bowsters to enter city areas where there could be no entry for heavy vehicles. We will therefore ride on our learnings and confidence to make a profitable venture for us as well as HPCL," Sethi concludes.





Grit and determination take Bhankrota Multi-Purpose Station miles ahead

For Bhankrota Multi-Purpose Station in Jaipur, challenges have always been a stepping stone to greater success. And with the support of HPCL, the dealership has come a long way over the past three decades. Fully Loaded team gets more insights after speaking to BMPS' Shri. Arun Agarwal

Bhankrota is about 15 kilometres from Jaipur Railway Station and it is here that late Shri. Sohanlal Agrawal established the Bhankrota Multi-Purpose Station (BMPS) in 1976. Because of the presence of the national highway which connects major cities in India such as Delhi, Jaipur, Ahmedabad and Mumbai, the erstwhile sleepy location was soon transformed into a bustling lively neighbourhood. At present, the BMPS outlet is managed by brothers Shri. Arun Agrawal and Shri. Pradeep Agrawal.

Elaborates Arun: "When customers enter the pump from the highway, the first three islands are for diesel and the remaining are for petrol. When we started the outlet, the entire area was actually a far-flung exit road towards Ajmer; however, due to development, we appear to be at the receiving end of the service road."

The development has affected sales to diesel customers but not the BMPS' grit and determination to sustain business. It has decided to stick to all the basics and is determined to make the most of the offerings. The outlet has extended several schemes to boost sales and extended the DriveTrack Plus program by HPCL that can be used to purchase fuel and lubricants at participating HPCL petrol pumps located throughout the country.

Arun describes the DriveTrack Plus programme thus: "HPCL opens a customer account in the DriveTrack Plus programme and the customer then recharges his CCMS account using his bank account. He can use the balance to purchase fuel and earn reward points." As a dealer, BMPS is given DriveTrack Plus POS machines through which transactions are executed and funds are transferred in an hour or so. "With this card, HPCL provides fleet operators with a comprehensive fleet management solution that provides an unrivalled combination of control, convenience, security and value," Arun added.

"HPCL is the best brand to be associated with and we are immensely happy to have grown with them over the past three decades. We are now looking at growth options like a food court and also the infrastructure for catering to electric vehicles."

- Arun Agarwal, Co-owner, BMPS



Apart from the card, BMPS has installed HP Pay QR code facilities for customers. "As petrol sales have increased due to increased two-wheeler and four-wheeler customers, we have facilitated the customers with easy pay options. This exercise helps us stay in-touch with changing payment options and builds a great customer connection. All our team members are trained with payment methodologies, loyalty programs, promotional activities and various initiatives launched by HPCL from time to time," Arun informs. A wonderful bond is created with truck drivers and fleet owners through promotional schemes and gifts, especially during festivals.

Power to Sustain

Although diesel sales dropped at the BMPS' outlet on Ajmer Road in Jaipur, petrol sales remained steady and in fact have started increasing. "We have grown 10-15% in petrol sales in the past couple of years. We have also decided to stay in touch with the transporters who used to visit us for diesel, build strong relationship with them and grow our business."

"I am optimistic that with our simplicity and honesty in business we will be able to cross 350 KL of sales per month in diesel and over 180 KL of sales per month in petrol by the end of this year," Arun says.

Amidst the ongoing pandemic, the company has ensured adherence to all the required guidelines such as proper sanitisation, masks and social distancing from customers. "Our team of 20 people make sure they wear masks and follow social distancing norms during the two 24-hour shifts. Meanwhile, HPCL keeps us updated with all relevant information," he adds. BMPS's dedication results from HPCL's patronage and the Agarwals are very happy with the various support measures from the fuel supplier.

"HPCL is the best brand to be associated with and we are immensely happy to have grown with them over the past three decades. We are now looking at growth options like a food court and also the infrastructure for catering to electric vehicles," Arun concluded.

"All our team members are trained with payment methodologies, loyalty programs, promotional activities and various initiatives launched by HPCL from time to time."

- Arun Agarwal, BMPS

New Rajasthan Petrol Service – An epitome of trust and triumph

Shri. Aditya Baheti, the third-generation scion of Jaipur-based New Rajasthan Petrol Service, shares with Fully Loaded team the secrets of his company's successful partnership with HPCL and the team's constant endeavour to maintain and grow a people-centric business

As part of Fully Loaded's efforts to bring out stories that inspire one and all, we stopped by New Rajasthan Petrol Service (NRPS) in Jaipur. Established by Shri. Rameshwar Dayal Baheti, who undertook HPCL dealerships in 1976, NRPS has grown to be a renowned HPCL dealer, starting at Subhash Chowk under the management of second-generation entrepreneur Shri. Pradeep Baheti. Today, the third-generation scions, Shri. Arjun Baheti and Shri. Aditya Baheti, are at the helm of affairs under their father's guidance. Elaborates Aditya: "From a humble beginning of 20 kilo litres (KL) per month to venturing and growing the outlets to 160 KL, we have nurtured the needs of the customers in our trading area."

"Primarily catering to petrol customers of two-wheelers and cars in the Johri Bazaar areas of the old city, there have been no compromises as far as the fuel quality is concerned," he adds. NRPS later opened an all-new diesel outlet at Bagru. For the diesel customers, the Bagru outlet is located next to an industrial area.

Aditya explains: "At Bagru we have eight diesel islands since we have transporters plying on the road as well as the nearby industries as our customers. Over the years we have built a strong reputation of selling fuel of the right quantity and quality." The uptake at this pump hovers between 400-600 KL per month.

Customer First

The management ensures that both the outlets deliver rich customer experience. Right from well-maintained roads leading to the outlets, clean washrooms, neat ambience with well-groomed staff and facilities for drivers & cleaners, the outlets guarantee satisfaction. "With eight islands and 16 nozzles we have ample space to cater to the incoming flow of customers. Some of the renowned operators like Choudhary Transport, Arawali Cargo Movers, RDB Carriers, etc. always refuel with us. We also offer dormitory with beds for drivers and cleaners," Aditya informs.



He continues: "Whether it is about passing on the benefits of the DriveTrack Plus programme, making them familiar with the HP Pay wallet, taking customers' suggestions and feedback, and correcting any mistakes that occur, it all contributes to building a committed relationship with clients." The staffers at both their outlets are frequently trained regarding new initiatives and promotional activities rolled out from HPCL and are also encouraged to engage customers to promote the same. "Every quarter our managers at both the pumps coordinate with HPCL and update the ground staff with the needed information and support system," he states. "They also ensure that our own tanks are always full. We have our own tankers to transport fuel from HPCL's depots and are always stocked up. The drivers are presented gifts on special occasions such as Diwali in order to build a bond with them. We also invite them to participate in various promotional schemes that offer good prizes," he adds.

NRPS' due diligence with staff over quality has paid rich dividends. It has been recognised as a popular and reliable outlet in the region. Says Aditya: "All the triumph and trust that we have developed in our business is on account of the people associated with us." "Right from paying salaries on par with industry standards to assisting them with loans for building houses to ensuring their children get admission in school at subsidised fees, we do our bit for the staff associated with us. If they are happy, they will be able to focus more in satisfying our customers," he adds.

NRPS also facilitates operations of around 10 schools and admissions of over 30,000 children per year for their staff and people of the Maheshwari community. "It has been our legacy to engage with people and do our bit for society. We also have tie-ups with diagnostic centres to facilitate various tests for our staff and other people at a subsidised rate," he said.



Shri. Aditya Baheti, New Rajasthan Petrol Service

On the sales front, even if the overall uptake has been pretty steady and the margins have been healthy, the working capital has shot up for the dealership. It is at such times that expansion is given much thought. "It is known to all that the business is highly capital-intensive. We also extend credit to our regular customers and the overall operations do require a lot of cash flow", he shares. "However, we look forward to double-digit growth every year and also expect HPCL to support us as we transition in to the new era of electric mobility. We also hope that the CNG and LNG market in our state will mature so that we can offer more options to our customers," Aditya concludes.



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“Cautiously optimistic on growth as COVID continues, emphasis on strong exports and aftermarket” – **ACMA’s** Vinnie Mehta

Contributing more than 6% to the nation’s GDP as per reports in April 2021, the Indian automotive industry in its entirety provides employment to about ‘37 million people’. In the continuing turmoil triggered by the COVID-19 pandemic, the industry is trying to step on solid ground where if stakeholders are introspecting, and some looking up to the industry leaders for directions, others are strengthening their manufacturing capabilities.

*In that context, it is timely to have **Vinnie Mehta, Director General, ACMA**, share his opinions in an exclusive interview about how the market sentiment is slowly yet steadily lifting up with cautious optimism*



According to research organizations, the Indian auto industry, including component manufacturing, is poised to grow beyond US \$ 251 billion by 2026. And, a study by the Centre for Energy Finance states that the Indian EV segment has the potential to touch US \$ 206 billion worth of opportunities by 2030.

Vinnie Mehta, Director General, ACMA assures the industry stakeholders that though there are challenges, the Indian automotive industry as a whole is focusing on strong growing business avenues like exports and the aftermarket segment.

He is hopeful that notwithstanding the potential negative impact of the 3rd wave of COVID-19 pandemic, the industry is set to grow at the same pace as last year if not marginally better.

What, according to you, is the current market sentiment in the continuing COVID pandemic coupled with lockdown challenges?

At the outset, we are proud that the entire automotive industry – be it the OEMs, or the component manufacturers – rose up to the occasion and helped divert industrial oxygen to the hospitals, set up oxygen camps and even hospitals. It is true that the industry as a whole is facing an adverse impact. In the last couple of months, we have witnessed partial lockdown with activities somewhat resuming.

There are challenges such as companies going on maintenance shutdowns and there are issues pertaining to supply chain and logistics. This has been the case in both May and June and I believe that the same will continue to an extent.

In May, the auto industry was operating at 30-40% capacity which increased to 40-60% in June. It really depends upon which part of the country one is operating in and how adversely the business there has been impacted. On the one hand, the industry sentiment seems to be at a low because the 2nd wave is proving to be more devastating than the previous one, while on the other, people are cautiously optimistic that there will be recovery from the 2nd quarter onwards notwithstanding the next wave.

The challenges may take the entire financial year to be overcome. Post the 1st wave, there was an improvement in business sentiments, and footfalls in the auto showrooms had increased. Going by the OEMs, the demand could be a little bit tougher but it will continue. The industry may not exactly be on target but the vaccination drive will bring in confidence in the people for across every single sector. Also, the 1st wave did not impact the rural market at all but the current wave has, though we do not have sufficient data on it. The extent of it will pan out in the next few months. But there is hope in the market.

From the component industry perspective, what are the learnings from both the pandemic waves?

There are two key learnings. The first is financial prudence and better preparation. There was no panic this time around like in the 1st wave. The second is that the companies have understood that people are the most critical resource. When we look at the financial programs, people have gone asset light because they have realized the value of work from home where it is relevant. People have better understanding now of the value of deploying sophisticated tools for managing the entire supply chain and operations including industry 4.0 parameters, as they enable efficiency and sustainability.

What are the industry expectations and how well are they being met with?

What needs to be realized is that on the financial front, the government is extremely stretched at this point in time. Yet, the government continues to deliver what it had promised. We are happy that the government has recently come up with the National Programme on Advanced Chemistry Cell (ACC) Battery Storage which has an outlay of Rs. 18100 crores towards establishing local manufacturing capacity of 50 GWh of ACC and 5 GWh of Niche ACC capacity.

Soon, we are expecting another big shot in the arm in the form of a sizable outlay of Rs. 57,000 crores over a five-year period. This will bring in much needed boost in confidence and improvement in the market sentiments. The objective is to make the industry globally competitive.

It is interesting to note that in the 2nd wave while the domestic supplies suffered, the exports continued to grow strong, even though the segment accounts for 25-30% only, which may not really offset the challenge in the domestic market. But great export performance sends a strong message in terms of de-risking, making it possibly one big element of our recovery strategy.

And major markets like Europe and North America are fully open to be continued to tap into.

How are the MSMEs in the auto sector faring?

Over 65% of our members today are MSMEs. There is no denying that they were stressed out because they were operating under sub-optimal capacities. Yet not a single ACMA member shut down. We give credit to the OEMs because having learned a lesson in the 1st wave, everybody is now focused on a robust supply chain to minimize disruption. And in some ways, they have ensured that the tier 2 and 3 companies are also taken care of. In the 1st wave,

Also in the 2nd wave, the SIAM Sourcing Group worked closely with ACMA in terms of mapping and seeing how we can increase localization in the tier 1 companies to begin with.

If COVID pandemic has inevitably turned a number of companies introspecting and working on improving their capabilities, what other opportunities do you think the pandemic has brought about for, say, suppliers?

Definitely the pandemic has forced a hiatus on us but the time gap has enabled people to focus on what they wish to be in future and work on value propositions that can be offered. This, in turn, has enabled them to look deeper at resources – be it people, infrastructure, future investments or sourcing technologies. This has encouraged us to be more AatmaNirbhar and to train our focus more on localization.



How do you see the rest of the FY panning out?

We do have challenges – be it on the domestic front, international, commodity prices, or that of the current global shortage of semiconductors. But the OEMs are hopeful that the current fiscal year may be as good as last year or even marginally better, notwithstanding the 3rd wave of the pandemic. Therefore, the component sector will perform similarly because the silver lining could be the aftermarket, with exports continuing to grow strongly, even if the domestic market may still remain under a bit of pressure.

Bridging EV gaps from design to manufacture with **smart solutions**

Smart solutions are defining new paths in bridging EV gaps right from design stage, all the way to manufacturing, says Bhavaneesh Athikary, Automotive Lead – Indo-Pacific, Hexagon | MSC Software

India is the world's second most populous place on earth with a domestic consumer market that dwarfs entire nations. Today, it offers perhaps one of the worlds' biggest untapped prospects for electric vehicles (EVs) with a market valued at USD 5 billion. It is expected to reach USD 47 billion by 2026, registering a CAGR of above 44% during the forecast period. Various reports, in fact, suggest that the only way for India's EV market is up.

The south-western State of Kerala, for example, aims to put one million EV units on the road by 2022 and 6,000 e-buses in public transport by 2025.

Meanwhile, the southern state Telangana aims to have EV sales achieve 80% for two and three-wheelers (motorcycles, scooters, auto-rickshaws), 70% commercial cars (such as Ola and Uber), 40% buses, 30% private cars, and an overall 15% electrification of all vehicles by this same period. Experiments with e-mobility for public transport have also led to the deployment of electric intercity buses across several other major cities.



While data from the Society of Manufacturers of Electric Vehicles (SMEV) indicates that 2021 EV sales in India are down by 20%, this has been attributed largely to the pandemic. Still, the momentum is growing. In February 2021, India's first intelligent EV manufacturer, Ather Energy, moved its USD 86.5 million factory from Bengaluru to Hosur. Ather Energy's factory is said to have an annual production capacity of over 1,00,000 electric two-wheelers, up from its previous capacity of 25,000.

The uptake has also been bolstered by government initiatives such as the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME), and more players are joining the market mix.

Charging stations, likewise, have also been on an upward trajectory. In Jan 2020, the Department of Heavy Industries (DHI) of India approved 2,636 electric vehicle charging stations in 62 cities across 24 Indian states and union territories (UTs) under the second phase of the FAME program to promote e-mobility. However, there are a few bumps in the road ahead before EVs can go full throttle.

Powering On: The Shape and Size of EVs

When it comes to EVs, the challenge is transforming from demand to supply. A major concern for manufacturers lies in the batteries where there is a need to balance the desire for high charging capacity, low charge times and long service life against the production cost and the impact of battery size and weight on vehicle performance. There are serious considerations for EV providers as well in areas like material selection to thermal performance of the battery system; from protecting the battery units from damage in an accident to providing safe as well as sustainable battery-powered mobility solutions.

Here, Hexagon's smart manufacturing technologies provide a number of solutions for e-mobility providers to optimise and validate battery designs using computer-aided engineering (CAE) simulation, ensure robust battery manufacturing processes with process simulation and execution tools, and verify components and battery systems through non-contact inspection and non-destructive testing techniques.

The future of sustainable transportation is also seen in the development of hydrogen fuel cell vehicles, or fuel cell electric vehicles (FCEVs), which generate energy through the electrochemical reaction of hydrogen and oxygen with only water as a by-product. According to Allied Market Research, the hydrogen fuel cell vehicle market size was valued at USD 651.9 million in 2018, will reach USD 42,038.9 million by 2026.

Some analysts expect FCEVs to dominate vehicle sales by 2030, and their use in military vehicles, mass transit and aircraft is already increasing. Yet, the development of fuel cell technology into a viable mainstream alternative to petrol and diesel combustion engines remains challenging for manufacturers; not least the fact that manufacturing FCEVs requires a number of unique parts and production technologies including bipolar plates, membrane electrodes, catalytic electrodes, hydrogen injectors and carbon-fibre hydrogen tanks.

Manufacturers also need to adapt other more typical automotive parts to fit a fuel cell powertrain – for example, the cooling systems. Hexagon’s simulation, production and inspection solutions are therefore supporting manufacturers working to develop the next generation of fuel cells and FCEVs. From thermal modelling to help modify cooling systems for effective operation with fuel cells to case production to ensure safety of this new technology in the event of an accident, its technology provides data to help accelerate innovation.

Public awareness and acceptance of electric motor vehicles has never been higher, but concerns over range, coupled with relatively high prices compared with combustion engine vehicles, has so far limited the adoption of electric motor technology for e-mobility. The operating principles of electric motors are relatively simple, yet designing and manufacturing electric motors brings a new set of challenges for automotive manufacturers.

Electric motors have fewer mechanical components than combustion engines, but still contain a number of intricate parts like stators, rotors and hairpins that require very accurate production specifications. These parts will need to withstand significant thermal stresses through their lifetime.

Design engineers working on electric vehicle motors must also consider new challenges, such as the different noise emissions of the vehicle and how they will impact driver and passenger experience. In this regard, Hexagon’s extensive automotive industry experience provides CAE simulation, production & quality assurance technologies to OEMs and others in the supply chain.

Our understanding of the dynamics of new vehicle development and manufacturing ramp-up uniquely positions us to support the industry in developing the electric motor to its full potential. As such, production of electric vehicles is made easier, increasing manufacturing productivity, lowering costs and reducing time to market.

Gearing Up for Safety and Sustainability

Rapid urbanisation, growing awareness about climate change and electrification together are trends driving a future where clean fuel and smart features will be at the forefront of automotive innovation. Therefore, manufacturers require efficient ways to develop EVs, but without prohibitive cost while factoring in environmental-friendly designs.

Smart manufacturing technologies can help solve the twin problems of automotive modelling – which now requires more integration than ever before – and safety concerns. In automotive modelling, which now requires the integration of mechanical, electrical, electronics and communications systems to come together, it is further complicated by the need to balance greater comfort, easy handling, better in-car experience with the need for safety and lesser fuel and material consumption.

At the same time, the rapid rise of e-mobility increases the conversation surrounding the safety of EVs. Today, road testing forms a critical part of the vehicle build process. However, a driving system that can function safely in practice needs at least a billion miles of testing according to industry estimates. This makes physical testing impossible. Therefore, simulation technology is the only way to test for the thousands or even millions of possible conditions that might arise during a drive.

Advancing Together

As we move into the first chapter of a whole new story of energy and mobility across the planet, we believe the race for 100% clean, safe, cost-effective electric vehicles can be accelerated and it can reach a higher bar as industry and government work together. With other industry leaders, we continue to set pace in the race for a more intelligent, integrated approach for a sustainable future – helping product manufacturers to advance their engineering methods with smart simulation software and services to tackle the challenges of ramping up and commercialising EVs.



ABOUT THE AUTHOR

Bhavaneesh Athikary, Automotive Lead - Indo-Pacific Region, MSC Software. He has over 16 years of experience in the automotive domain, most of which is focused in the field on engineering simulations for automotive OEMs. As a part of this job, he works closely with all major automotive OEMs & suppliers.



Transporter Meet held at Bokaro



HPCL organized a Transporter Meet at Hotel Aryan International, Bokaro on September 4, 2021 with the dealers of Bokaro and transporters of BIADA (Bokaro Industrial Area Development Authority). A total of 40 transporters of BIADA including local dealers participated in the programme. From HPCL's side, Senior Area Sales Manager (Dhanbad), Shri R Ajay Kumar and Manager-Marketing, Ranchi RRO, Shri Amit Mehta were present at the event. High-volume customers like Shri Durga Transport, Maa Jagdamba Traders, Priti Enterprises, DARCL, Ganpati Transport, Bhole Minerals, etc. graced the occasion.

Some of the customers associated with industry outlets also participated in the programme. Flagging off the event, Ajay Kumar welcomed all the guests and elaborated about the new initiatives of HPCL and also assured all customers about consistency in quality and quantity. He also assured on services being extended at retail outlets for customers. Following his presentation, Amit Mehta deliberated on the DT Plus programme and payment using IDFC FASTag at HPCL retail outlets. Card-less transactions, insurance facility for drivers and helpers, value-added services, fuel financing, training to FSMs, etc. were some of the themes explored through PPTs. Dealers of various regional offices also addressed the meeting and assured customers about providing the best services in the industry.



There was an open forum that invited feedback from the participants. Transporters appreciated the initiatives taken by HPCL in order to connect with transporters and requested more regular meetings of such kind.

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Transporter Meets held at Raipur & Kolkata



HPCL organized a transporters' meet at Raipur Regional Office on August 19, 2021.

The meeting was attended by senior officials of HPCL along with transporters and the major discussion points included IDFC First Bank FASTag based transactions, Transport Management System as a value added service, insurance benefits that DriveTrack Plus program provides its customers, BlackBuck Load Board, digital incentives and another value added service, 'Sadak Ka Sathi'.



The Transporter Meet at Raipur Regional Office



A transporters' meet was also organised by the Kolkata Retail Regional Office on August 23, 2021.

In attendance were the transporters who have had a long association with HPCL through the company's DriveTrack Plus loyalty cards. DGM - Retail, Kolkata Region, Shri D Gopinath in his inaugural speech said that HPCL loyalty card programme is the best in the industry. It has various unique features and offers several benefits for the transporters.



The Transporter Meet at Kolkata Regional Office

Deputy General Manager Loyalty and Payment Solutions and Highway Retailing, GMO - East Zone, Shri Nilanjan Sengupta said that HPCL provides the best services to transporters at different retail outlets and maintains strict pandemic-related protocols. "We keep adding more and more user-friendly benefits from time to time," he stated. He also explained in detail the value-additions offered through various promotions & campaigns.

He highlighted value added services like Sadak Ka Saathi, Transport Management System, Black Buck Load Board and fuelling through IDFC FASTag. Chief Manager (Key Accounts) Tapas Kumar Bandopadhyay gave a brief presentation on HPCL initiatives on digital transactions, DriveTrack Plus, HP Pay and tie-ups with partners for value-added initiatives.



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