Issue 8 | Oct - Dec 2013

Fully LOADED

DriveTrack Plus

More Control.....

More Security.....

More Value .....

More Convenience .....

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EDITORIAL

प्रिय ग्राहक,

हमारी ओर से नव वर्ष २०१४ की हार्दिक शुभकामनाएं ।

हमें यह सूचित करते हुए प्रसन्नता है कि ड्राइवट्रॅक प्लस की मोबाइल वेबसाइट को आपके द्वारा अधिकतर प्रयोग की जानेवाली विशेषताओं के साथ तैयार किया गया है। आप कहीं से भी इसका प्रयोग कर सकते हैं। हमने इसमें कुछ विशेषताएं शामिल की हैं, जिनका आप अपने मोबाइल या टैब से www.drivetrackplus.com में लॉग इन करने पर उपयोग कर सकते हैं। यह वैप साइट तेज़ी से किसी भी मोबाइल डिवाइस से खोली जा सकती, क्योंकि इसे मोबाइल फोन में तेज़ी से प्रयोग के लिए अनुकूलित किया गया है। आपके पास सीसीएमएस बैलेंस, कार्ड बैलेंस, ड्राइवस्ट्र बैलेंस देखने का विकल्पै है। आप अपने घर या कार्यालय से बड़े ही आराम से एकांउट स्टेटमेंट, फ्यूल रिडेमशन, कार्ड पिन अनब्लॉकिंग के लिए अनुरोध कर सकते हैं और किसी भी/सभी कार्ड के लिए सीसीएमएस रिलोड/सेल लिमिट सेट कर सकते हैं। इसका कहीं भी, कभी भी प्रयोग किया जा सकता है। आप अपने मोबाइल नंबर, ई-मेल पता जैसे संपर्क विवरण भी अपडेट कर सकते हैं। अधिक जानकारी के लिए आप न्यूजलैटर में मोबाइल वेबसाइट एप्लिकेशन संबंधी भाग देख सकते हैं ।

आप जानते ही हैं कि इलेक्ट्रॉनिक फंड ट्रांस्फर एक सहज एवं सरल कार्यव्यवहार है जिसमें बिना किसी पेट्रोल पंप पर जाकर अपने सीसीएमएस एकाउंट को ऑनलाइन रिचार्ज किया जा सकता है। आप अपनी सुविधा से इसे कर सकते हैं। आपका सीसीएमएस एकाउंट में तेज़ी से, सुरक्षित और सहज ढंग से भेजा गया रकम जमा हो जाएगा। इस रकम का आप अपने कार्ड को रीलोड करने या सीसीएमस एकांउट सीधे डेबिट कर सीसीएमएस बिक्री लेनदेन के लिए प्रयोग कर सकते हैं। हमारे कुछ श्रेणी के ग्राहकों के लिए इलेक्ट्रॉलनिक फंड ट्रांस्फर के माध्यम से सीसीएमएस रिचार्ज करने पर अतिरिक्त रिवॉर्ड पॉइंट लागू है। अधिक जानकारी के लिए आप न्यूज़लैटर का इएफटी भाग देख सकते हैं ।

आप अपने ड्राइवस्टार्स को फ्यूल तथा उपहारों के लिए रिडीम कर सकते हैं। गिफ्ट कैटेलॉग में २२१ नए उपहार आइटम शामिल किए गए हैं । आपके लिए टी वी, मोबाइल फोन, टेबलेट, गिफ्ट वाउचर, रसोई उपकरण, सजावट का सामान, घर में प्रयोग आनेवाली वस्तुए, पेन एवं स्टेशनरी, ट्रॅवल एक्सेसरी एवं पर्सनल केयर इत्यादि कई आकर्षक उपहार हैं। न्यूजलैटर में आप गिफ्ट रिडेमशन के भाग में कुछ आइटम देख सकते हैं। उपलब्ध विकल्पों के पूर्ण सेट के लिए आप www.drivetrackplus.com लॉग इन कर गिफ्ट कैटेलॉग डाउनलोड कर सकते हैं ।

फुल्ली लोडेड का नया अंक प्रकाशित करते हुए हमें प्रसन्नता है। हमने इसे सूचनापरक रखने का प्रयास किया है और आशा करते हें कि आप इसे पसंद करेंगे ।

टी. आर. सुंदररमन

टी. आर. सुंदररमन

उप महाप्रबंधक
एआरबी, हायवे रिटेलिंग एवं लॉयल्टी कार्ड

Dear Customer,

We wish you a very happy and prosperous new year.

We are pleased to advise you that a mobile website of DriveTrack Plus has been developed with features, which you use frequently, so that you can use those while on the move. We have added features, which you will be able to use once you log-in to www.drivetrackplus.com from your mobile phone or tab. This WAP site can be opened fast from any mobile device, since it has been optimized for faster usage on mobile phones. You have options to see your CCMS Balance, Card Balances, and Drivestars Balance. You can request for account statement, fuel redemption, card PIN unblocking and set CCMS Reload/ Sale Limits for any/all your cards from the comfort of your home or office. This can be used anytime anywhere. You can also update your contact information like mobile no. and email address. For details, you can refer to the section on Mobile Website in the newsletter.

As you may be aware, Electronic Fund Transfer is a seamless and hassle free transaction to recharge your CCMS account online, without visiting any petrol pump. You can do it at your own convenience and time. Your CCMS account will be credited fast, safely and in a hassle-free way. You can use the amount later to load your cards or to do a CCMS Sale transaction directly debiting the CCMS account. Additional reward points are applicable for doing CCMS Recharge through Electronic Fund Transfer for certain variants of our customers. For details, you can refer to the section on EFT in the newsletter.

You can redeem your Drivestars for fuel and gift items. The gift catalogue has been revamped with 221 new gift items. You will find a huge variety of attractive gift items like TV, Mobile Phone, Tablets, Gift Vouchers, Kitchen Appliances, Home Décor items, Home Utilities, Pens and Stationaries, Travel Accessories, Personal Care etc. You will be able to see some items in the section on Gift Redemption, provided in the newsletter. For the complete set of available options, you can log in to www.drivetrackplus.com and download the gift catalogue.

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.

Warm regards

T R Sundararaman
Deputy General Manager
ARB, Highway Retailing & Loyalty Cards

*Conditions apply

MOBILE WEBSITE LAUNCHED FOR DRIVETRACK PLUS

We are pleased to advise you that we have launched a Mobile Website of DriveTrack Plus portal, so that a customer, who is on the move, can use the website and carry out the required transactions at ease.

Benefits and Advantages of a Mobile Application (Mobile Website):

Faster Logging In: Mobile Website can be logged into faster even with low speed of internet.

Faster Download Speed: Less waiting time and more browsing.

Better Context: Important and frequently used functions of DriveTrack plus system have been selected and given for customers.

Portability and Connectivity: Mobile website can be accessed anywhere, any time on mobile device, even with lower internet speed. Mobile website is universal to all browsers.

The WAP site can be accessed from any internet (GPRS or 3G) enabled mobile phone or other mobile device by typing the URL **https://www.drivetrackplus.com/**.

The Mobile Website for DriveTrack Plus provides customers the following facilities:

1. **Balance info -** Customer can know his CCMS balance or balance in any of his user cards or his Drivestars balance

2. **CCMS Reload Limit for individual cards -** Customer can set CCMS Reload/Sale Limit for any of his user cards

3. **CCMS Reload Limit for all cards -** Customer can set uniform CCMS Reload/Sale Limit for all his user cards

4. **Card PIN unblocking -** Customer can unblock his user card PIN. This has to be followed by UNBLK USR PIN function on terminal

5. **Loyalty Redemption request (fuel) -** Customer can redeem his reward points for fuel

6. **Update Profile -** Customer can update his Mobile No. and/or Email address and the same will get updated on customer profile after necessary approval

7. **Account Statement request -** Customer can request for account statement of any month. He will receive the same in his registered email address

ओटो केअर सेंटर, बांद्रा कुर्ला कॉम्प्लेक्स - मुंबई में में स्थित एक कॉमको आउटलेट

Auto Care Centre, Bandra Kurla Complex - A COMCO Outlet locoted in Mumbai

आटो केयर सेन्टर, बांद्रा कुर्ला कॉम्प्लेक्स, मुंबई में स्थित एचपीसीएल के अग्रणीय आउटलेटों में से एक है । बीकेसी पुलिस स्टेशन के करीब तथा आईसीआईसीआई बैंक के निगम कार्यालय के सामने स्थित यह क्षेत्र में सर्वश्रेष्ठ बिक्री वाला आउटलेट है तथा अपने ग्राहकों को अनेक मुल्य संवर्धित सेवाएं देता है ।

आउटलेट पर उपलब्ध सुविधाएं व विशेषताएं

- पूर्णत: स्वयं चालित रिटेल आउटलेट
- ब्रांडेड इंधन की उपलब्धता
- रेस्टोरेंट में पिज्जा आउटलेट
- कैफे एवं आइस्क्रीम पार्लर
- एटीएम
- सर्विस स्टेशन
- एचपी लुब्रीकेट्स उपलब्ध
- पेट्रोल/सीएनजी वाहनों के लिए पीयूसी
- क्रेडिट कार्ड स्वीकार्यता
- ड्राइव ट्रैक प्लस कार्ड स्वीकार्यता
- २ पहियां वाले वाहनों के लिए मुफ्त आयल परिवहन
- ४ पहियां वाहनों के लिए मुफ्त आयल/कुलैंट जांच
- स्वच्छ सौचालय
- स्वच्छ और ठंडा पीने का पानी

कॉमको आउटलेट के रूप में यह ग्राहकों को उच्च स्तर की ग्राहक सेवा प्रदान करता है ।

Auto Care Centre, Bandra Kurla Complex is one of the flagship outlets of HPCL in Mumbai. Situated next to BKC Police Station and opposite of ICICI Bank's Corporate Office, it is one of the highest selling outlets in the area and offers various value added services to its customers.

Facilities available at the outlet

- Fully automated Retail Outlet
- Availability of branded fuel
- Pizza dine in restaurant
- Café and Ice Cream Parlour
- ATM
- Service station
- HP Lubricants availablity
- PUC for Petrol/CNG vehicles
- Credit Card acceptance including AMEX
- DriveTrack Plus Card acceptance
- Free oil change for 2 wheelers.
- Free oil/coolant check-up for 4 wheelers
- Clean toilet
- Pure & cool drinking water

As a COMCO outlet, it provides high level of customer service to customers.

Customer Speaks

Bharat Sanchar Nigam Limited
(A Government of India Enterprises)

O/o The Executive Engineer (Electrical)
BSNL Electrical Division
Telephone Exchange Compound, FAFADIH
Raipur, C.G.
e-Mail : ao.el.cg@gmail.com
Phone : 0771-2420078 FAX : 0771-2420078

To,
Mr. T.A.Kirmani
Chief Regional Manager
Hindustan Petroleum Corporation Ltd
Raipur (C.G.)

Date : 29/11/2013

LETTER OF APPRECIATION

"On behalf of M/s Bharat Sanchar Nigam Ltd, Raipur it is my pleasure to thank you for the excellent services rendered by your organization.

Considering the geographical complexity of the services, professional expertise and the associated, coordination and execution is called for and the performance by your team is indeed exemplary.

We would like to particularly mention about your leadership , the dedication and the field execution skills Ms. Nitish Kumar, which is also well backed up the excellent petrol pump dealers. However, we hasten to add that your entire team including the every dealer's corporation contributing towards the success of our services.

In conclusion, we must say that we also enjoyed the partnership and working together for a period of nearly three year."

(M.S.Nanhotra)
Sr. Accounts Officer
O/o EE (Electrical)

(Off.) : 0121-2689489
(Fax) : 0121-2689489
Mob. : 09758777333

A liquid transport company
Bharti Bulk Carriers
Specialist in alcohol Transport Since 2003

Shop No. 14, Gate No. 1, Rishi Nagar, Baghpat Road, Meerut (U.P.)

Ref. No. .....

Dated .....
20.11.2013

We have been using HPCL's Fleet Card Drive Track Plus for more than 2 years & are very happy to know of the repeated improvements in features provided for customers. The introduction of Gifts for Redemption has been very attractive. We also like the Magazine Fully Loaded in which the process of Electronic Transfer & the Gift Catalogue is explained. This card helps us to keep getting loyalty points by fuelling at different HP stations in Meerut in UP or Pathankot in Punjab & also helps us manage our Fleet. We also find the Web Portal helpful in tracking our monthly transactions & also the loyalty points earned by us.It is also heartening to know of the Insurance coverage for Drivers / Co-drivers & also for Fleet owners. This is a welfare scheme for the drivers which will benefit their families in times of need.

We would like to suggest that more than financial benefits, there should be a provision of secured parking facility for our fleet at Highway Petrol Pumps where our drivers can rest without any tension of theft of tyres or diesel. There should be a system in which there can be a record kept at the outlet of the diesel inside the fuel tank (measured thru a gauge), so that the same can be cross-checked in the morning. This will eliminate the possibility of theft of diesel which will give a lot of confidence to the Fleet owner as well as the Driver Community.

For Bharti Bulk Carriers

BHARTI BULK CARRIERS : +91-0121-2689489 (Off.), +91-0121-2689489 (Fax), +91-09758777333 (Mob.)

Earn More Reward Points For CCMS Recharge Through EFT*

CONVENIENCE OF ELECTRONIC FUND TRANSFER (EFT) FASTER, SAFER AND HASSLE-FREE

EFT (Electronic Fund Transfer) transaction is a seamless and hassle free transaction to recharge your CCMS account online without visiting any petrol pump. You can do it at your own convenience and time. Your CCMS account will get credited latest by the very next day, though time may vary for NEFT and RTGS transactions and will be as per banking procedures. You can load money on your user cards from your CCMS account afterwards by setting limits.

In order to use the facility, you can contact our concerned Marketing Officer. You already have a control card number available with you. This is the number printed on the third line of your control card. "HPCL" followed by your "Control Card Number" is your virtual bank account number, to reacharge your DriveTrack Plus CCMS account

If you have online banking facility, you have to add "HPCL DriveTrack" as a beneficiary using the following details.

The details that would be required by you for NEFT/RTGS are as follows;

Beneficiary Name	HPCL Drive Track
Beneficiary A/c No.	HPCL<Controlcardnumber> e.g. for a customer with controlcard number 0123456789 the account number will be mentioned as HPCL0123456789 (there should not be any space between characters or special character in the account number)
Beneficiary Bank Name	ICICI Bank
Beneficiary Branch Name	CMS Hub
IFSC Code	ICIC0000104
Type of Account	Current
Branch Address	1ST Floor, Empire Complex, 414, S.B Marg, Lower Parel, MUMBAI 400013 City: MUMBAI District: GREATER BOMBAY State: MAHARASHTRA
Branch Code	0104
9 digit MICR Code	Not Required (not a mandatory field)
Beneficiary Address	8, Shoorji Vallabhdas Marg, Ballard Estate, Mumbai 400 001

Once your bank adds this account as a beneficiary, you will receive a confirmation from them. Then, you can start EFT from your account to your CCMS account. You can also advise your bank to do NEFT / RTGS. They will do the needful.

Please contact our Marketing Officer for details

* Applicable for Fleet, Customers with Attached Vehicles & Corporate Customers only

Patel Tours & Travels, Ahmedabad

Patel Tours & Travels®
AN UNDERTAKING OF PATEL INN & TRAVELS PVT. LTD.

Patel Tours & Travels was established by Mr. Meghjibhai K Khetani as a proprietary concern in 11th July 1986 and the firm was later converted into a private limited company, Patel Inn And Travels Pvt. Ltd in April 2006. Mr Meghjibhai K Khetani is the Chairman of the Company. It is a unit of Patel Inn And Travels Pvt. Ltd. Patel Tours & Travels is one of the leading names in travel industry in Gujarat & Maharashtra with offices in cities like Ahmedabad, Rajkot, Baroda (Vadodara), Bhuj, Jamnagar, Gandhidham, Surat, Mumbai & Pune.

The company owns 171 buses. It has been a service provider to various major corporates. The buses provided to them enables to bring their staff to the plants and back.

Patel Group is a reputed name in Gujarat and Maharashtra. Today, it has emerged as a premium house in tours & travels segment. Patel group has a passionate approach towards making relations last by focusing on customer services.

Patel Inn & Travels ensures outstanding quality in customer services. This is a trait which differentiates the group from other operators.

As part of gaining continuous confidence of passengers, the group ensures that the trip happens as per schedule. This has generated demand from passengers for increased trips on various routes.

The group has enrolled for the DriveTrack Plus loyalty programe in June 2012 and has been purchasing diesel in Ahmedabad, Rajkot, Jamnagar & Bhuj. The group is very satisfied with the Q&Q standards and customer services provided by HPCL.

Save Diesel in Buses and Trucks

Source: http://www.pcra.org/english/education/literature.html

15 Simple tips on better maintenance

1 Stop that leak at once
Loss of one drop of diesel per second costs you over 2000 Liters every year.

2 Avoid spillage
Check if the fuel tank cap has a good rubber seal.

3 Correct lubricant is important
Use standard grade oil and save up to 2% in fuel consumption.

4 Check byre pressure regularly
Save on diesel consumption and tyre life.

5 Dirt-your worst enemy
Check cleanliness of air cleaner and change oil/air filter periodically. Without an air cleaner, ring wear shoots up 115 times.

6 Keep vehicle ready-to-start, always
Check battery, dynamo, voltage regulator and fan belt regularly. Idling at even short halts wastes fuel.

7 Check fuel filters
Use filters of good quality and replace them at recommended intervals, but not all at the same time.

8 Keep the engine well tuned
Tappet clearance of valves should be checked every month, with a feeler gauge. Also check idling speed.

9 Injection should be clean and efficient
In case of engine trouble, check the opening pressure and spray pattern of injectors at once.

10 Check binding brakes and wheel drag
Check for free rotation of wheels by jacking up. Also check brake pedal free play.

11 Keep wheels properly aligned
Improper alignment leads to wobbling, extra diesel consumption and reduced tyre life.

12 Prevent clutch slipping
Replace worn out liners and fingers.

13 Attend to clogged silencer
Check periodically for carbon deposits. Replace the silencer, if necessary.

14 Keep the engine in good condition
If the compression pressure is low or if the engine emits black or dark grey smoke or consumes abnormal quantities of oil, have the engine overhauled immediately.

15 Correct fuel injection pump calibration and mounting
Always get the pump calibrated at well equipped centers. Also, ensure mounting of the calibrated pump as per mounting recommendations.

6 simple tips on better driving

1 Faster is not economical
The ideal driving speed for diesel economy is 40-60 km/h. Extra diesel is burnt in overcoming increased air resistance at high speeds.

2 Sorry, no idling of vehicles
Idling wastes diesel at the rate of 2 Liters per hour. Switch off the engine for stops of over 2 minute.

3 Shift gears correctly
in wrong gears can increase diesel consumption by 10%. Use the same gear for coming down as for going up the same gradient.

4 Stop gently by anticipating stops
Make use of engine as the brake. Sudden braking wastes engine power and diesel. Tests prove that a vehicle driven at 60 km/h can travel a distance of 650 miters, without consuming additional diesel.

Source: http://www.pcra.org/english/education/literature.html

5 Drive at a steady speed
Accelerate gradually. Sudden acceleration injects more diesel than necessary. Always maintain a steady speed while driving.

6 Clutch-riding costs more diesel
Avoid using clutch pedal as a footrest. This causes loss of transmission and rapid wear of clutch components. Avoid holding the vehicle on a slope by using the clutch and accelerator-use the hand brake instead.

Points drivers must keep in mind

Checks before every journey:
- Level of engine oil and radiator water.
- Leakage of diesel, lubricating oils or water.
- Tyre pressure and condition.
- Fan belt tension and condition.
- Free play of clutch and brake pedals.
- Engine oil pressure, ampere meter charging rate, air tank pressure and radiator water temperature.

Cold engine starting:
- Ensure the gear lever is in neutral position.
- Depress clutch pedal to reduce load on starter motor and crank. (Release clutch pedal after starting.)
- Release hand brake fully.
- Do not race engine. Start driving in low gears till water temperature reaches 65 C.

Look out for and report:
- Leakage in fuel lines.
- Under-inflated tyres.
- Self-starting problems.
- Poor pickup.
- Binding brakes.
- Black smoke.
- Tappet noise.

Service Network

कांग्रा में डीलर की बैठक

कांग्रा में २३ अगस्त,२०१३ को कांग्रा एवं चम्बा जिलों में डीलरों के लिए एक डीलर बैठक आयोजित की गई थी । इस बैठक में मंडी बिक्री क्षेत्र से ३ डीलरों सहित २० डीलरों ने भाग लिया । इस बैठक की अध्यक्षता वरि. क्षेत्रीय प्रबन्धक - शिमला क्षेत्र, श्री संजय कुमार शर्मा ने की। इस अवसर पर श्री जमेश कालसी, बिक्री अधिकारी-कांग्रा बिक्री क्षेत्र; श्री पुष्पेंदर सिंह सोडा, बिक्री अधिकारा - मंडी बिक्री क्षेत्र; श्री अमन अगरवाल, अधिकारी-अभियंता; श्री अंगेश भंडारी, बिक्री प्रबंधक-फ्लीट कार्ड, आईसीआईसीआई बैंक तथा श्री अतुल द्विवेदी, बिक्री कार्यकारी-फ्लीट कार्ड, आईसीआईसीआई बैंक भी उपस्थित थे ।

ड्राइव ट्रैक प्लस लॉयल्टी कार्ड प्रोग्राम पर एक प्रस्तुतीकरण किया गया। डीलरों को लॉयल्टी कार्ड प्रोग्राम के विशेषताएं के बारे में बताया गया तथा इससे फ्लीट धारकों को होने वाले विभिन्न लाभों से अवगत कराया गया ।

पानीपत में डीलर बैठक

पानीपत में १६ जुलाई, २०१३ को ड्राइवट्रैक प्लस आउटलेटों के लिए एक डीलर बैठक आयोजित की गई थी। बैठक में ६ बिक्री अधिकारियों तथा विपणन अधिकारी श्री प्रशांत वर्मा सहित पानीपत क्षेत्रीय कार्यालय के सभी अधिकारी उपस्थित थे । बैठक में ३८ डीलर उपस्थित थे ।

श्री प्रशात वर्मा, विपणन अधिकारी ने डीटी-प्लस के विभिन्न लाभों तथा ग्राहकों के लिए सुविधाओं पर विस्तृत प्रस्तुतीकरण किया। डीलरों को प्वाइंट स्ट्रक्चर के बारे में भी बताया गया । वरि. क्षेत्रीय प्रबन्धक - पानीपत क्षेत्र, श्री संजय कौशिक ने बैठक को संबोधित किया तथा बिक्री सुधारने के लिए वर्तमान परिदृश्य में लॉयल्टी कार्ड प्रोग्राम में महत्व पर बल दिया । बैठक में यह स्पष्ट किया गया है कि मार्केट में प्रतिद्वंद्विता के लिए ग्राहक संतुष्टि प्रमुख तत्व है । कार्यक्रम की डीलरों द्वारा व्यापक रूप से प्रशंशा की गई ।

DriveTrack Plus insurance claim cheque handing over at Vijayawada

DriveTrack Plus program offers insurance coverage for accidental death of driver/cleaner of vehicles enrolled and active in the program.

A driver of Ch Bogeswararao Transport enrolled with DriveTrack Plus program met with an accident in Nellore Dist. in the month of April'2013 and unfortunately lost his life. An insurance claim of Rs 1 Lakh was handed over to the beneficiary, Smt. Kunta Jyothi, W/o Late Shri Laxminarayana (driver) at Arunasri Filling Station, Auto Nagar under Vijayawada Region on 21st November, 2013 in the presence of the Shri G V B Sitaramaiah, Sr. Regional Manager, Vijayawada Region; Shri Ravi Shankar Pammi, Area Sales Manager; Shri Amal Balaji, Marketing Officer and Shri Kalava Janardhan, the Dealer of the outlet.

There was also an awareness program on various benefits of using DriveTrack Plus Loyalty Card, which was well attended by many transporters.

The event was widely covered in the local newspapers viz Eenadu, Sakshi, Andhrajyothi & Deccan Chronicle

Various insurance claim cheques handed over to the beneficiaries in Vijaywada Region

Press Coverage

 డ్రైవర్ సతీమణికి పరిహారం

హెచ్‌పీసీఎల్ బంకుల్లో నాణ్యత కల్గిన ఇంధనం

Coverage in Andhra Jyothi news paper

లారీడ్రైవర్ల శ్రేయస్సు కోసమే ప్రమాద బీమా

Coverage in EENADU news paper

డ్రైవ్ ట్రాక్ ప్లస్‌ను వినియోగించుకోవాలి

Coverage in Saakshi news paper

లారీ యజమానుల శ్రేయస్సుకు హెచ్‌పీసీఎల్ కృషి : బాబు సీతారామయ్య

Coverage in Vaartha news paper

THE HINDU

HPCL's loyalty programme

Press Coverage by The Hindu

Drive Track Plus helps kin of dead

DC CORRESPONDENT
VIJAYAWADA, NOV. 21

The Drive Track Plus, an insurance scheme of the Hindustan Petroleum Corporation Limited (HPCL) has extended financial aid to poor family members of the deceased lorry driver Kunta Jyothi, wife of K. Laxminaryana, a lorry driver, who met with an accident in Nellore district and died in April, has received ₹1 lakh cheque from the HPCL officials at Arunasri filling station here.

HPCL senior regional manager G.V.B. Sitaramaiah handed over the cheque to Kunta Jyothi. Speaking on the occasion, Mr Sitaramaiah explained that the drive track was an excellent loyalty programme wherein a transporter with more than three vehicles could enroll and get a maximum benefit of ₹1,100 for every ₹1 lakh transaction done and also could avail an insurance benefit up to ₹25 lakh, based on the usage of the fuel from HPCL outlets for the transport owner. Along with insurance cover for driver and cleaner, it provides an online tracking facility for the owner.

Coverage in Deccan Chronicle news paper

Transporter Meet at Raipur

National Highway – 43 (NH-43) connects central India's two major business cities, Raipur & Visakhapatnam. This highway passes through major cities like Dhamtari, Kanker, Kondagaon, Jagdalpur and Koraput.

Raipur Region organized a customer meet at Dhamtari Enterprises, Dhmatri. In this meet, transporters were invited from Raipur, Dhamtari, Kondagaon, Jadalpur and Visakhpatnam. Objective of this meeting was to educate customer on benefits of DriveTrack Plus loyalty card programme. This meet was well covered by the media.

पेट्रोल पंप में ग्राहक सम्मेलन

ड्राइव ट्रेक कार्ड के बारे में बताया

धमतरी इंटरप्राईजेस में ग्राहक सम्मेलन संपन्न

ज्यादा से ज्यादा लोग योजनाओं का फायदा उठाए : नीतिश कुमार

Redeem your Reward Points (Drivestars) for attractive gifts

Gift Redemption

DriveTrack Plus, has gone from strength to strength through the addition of several customer-friendly features since inception.

In our continuous endeavour to provide customer oriented services, we are pleased to introduce new gift rewards for our esteemed customer as a redemption option in addition to fuel. We trust you will enjoy the wide range of options for redeeming your Drivestars.

For the Complete list of gifts available for redemption & to redeem, please log in to www.drivetrackplus.com

Home & Kitchen
Black & Decker 400W Juice Extractor JE400
400100 Drivestars
Home & Kitchen
Jaipan 52 Pcs Dinner Set
409000 Drivestars
Home & Kitchen
Bajaj HELIX 750W
517512 Drivestars
Home & Kitchen
Corelle 21 Pcs Dinner Set Essential Series
577050 Drivestars
Home & Kitchen
Eureka Forbes Aquaflow DX
577900 Drivestars
Fashion & Accessories
Provogue Sunglass - 101223-BK-022-F
174515 Drivestars
Fashion & Accessories
Provogue Watch - 101875-BK-022-F
217415 Drivestars
Home & Kitchen
Philips Indoor Table Grill
594960 Drivestars
Home & Kitchen
Prestige Wet Grinder PWG
607750 Drivestars
Home & Kitchen
Eureka Forbes Fridgemate
669912 Drivestars
Home & Kitchen
Eureka Forbes Crystal
797912 Drivestars
Home & Kitchen
Whirlpool MAGICOOK 25G
823600 Drivestars
Fashion & Accessories
Calvin Klein In2u EDT - 100 ml (For Men)
293300 Drivestars
Fashion & Accessories
Azzaro Chrome Legend (for Men)
336500 Drivestars
Home & Kitchen
Whirlpool MAGICOOK 30C
1060600 Drivestars
Home & Kitchen
Philips Air Fryer HD 9220
1364000 Drivestars
Home & Kitchen
Eureka Forbes Nectar RO
1300012 Drivestars
Home & Kitchen
Eureka Forbes Under the Sink RO
1369912 Drivestars
Home & Kitchen
Whirlpool 27C WHITE
1303100 Drivestars
Fashion & Accessories
Citizen Ladies Watch EJ6050-58A
450500 Drivestars
Fashion & Accessories
Citizen Mens Watch BH1370-51A
306000 Drivestars
Home & Kitchen
Eureka Forbes RO + UV
1545900 Drivestars
Home & Kitchen
Whirlpool RO PURAFRESH PLUS BL
1582400 Drivestars
Home & Kitchen
Gigaset SL 910A
1779120 Drivestars
Home & Kitchen
Whirlpool NEO IC355 FCGB4
2261400 Drivestars
Home & Kitchen
Whirlpool NEO IC355 TCGB4 FIN
3053700 Drivestars
Gift Voucher
Dominos Pizza Vouchers Worth INR 500
40000 Drivestars
Gift Voucher
Flying Machine Gift Voucher Worth 500 INR
40000 Drivestars
Home & Kitchen
Eveready 1000 Series (with 4 AA Rechargeable battery) Charger
102720 Drivestars
Home & Kitchen
Tupperware Within Reach Canister (Set of 4)
103900 Drivestars
Home & Kitchen
Oster Dry Iron Plastic Body - GCSTDR2012
109060 Drivestars
Home & Kitchen
Pigeon Non-Stick Deluxe Fry Pan 255mm
107375 Drivestars
Home & Kitchen
Prestige Citrus Juicer
108360 Drivestars
Fashion & Accessories
Citizen Ladies Watch EK 5010-51A
370500 Drivestars
Fashion & Accessories
Hugo Man Mens Perfume
424000 Drivestars
Home & Kitchen
Pigeon 3 ltr - Inner Lid Aluminium Pressure Cooker
109065 Drivestars
Home & Kitchen
Oster Plastic Dry Iron 2012 Teflon Gray Purple colour-1100W
112360 Drivestars
Home & Kitchen
Jaipan STEAM IRON
112360 Drivestars
Home & Kitchen
Gigaset DA 210 Corder Landline Phone
113820 Drivestars
Home & Kitchen
Pigeon Wonder Cast Deep Fr 340
117575 Drivestars

& Many More

भटिंडा में डीलर बैठक

भटिंडा में २२ अगस्त,२०१३ को भटिंडा रिटेल क्षेत्र के अंतर्गत ड्राइव ट्रैक प्लस लॉयल्टी कार्ड प्रोग्राम पर एक डीलर बैठक आयोजित किया गया । इस डीलर बैठक में लगभग ४० डीलरों ने भाग लिया । श्री प्रदीप कुमार बंसल, मुख्य प्रबन्धक-हाइवे रिटेलिंग एवं लॉयल्टी कार्ड-उत्तर अंचल, श्री तरूण खनेजा, क्षेत्रीय प्रमुख-भुगतान समाधान, आईसीआईसीआई बैंक, श्री शोभित जिंदल, संबंध प्रबन्धक, आईसीआईसीआई बैंक व भटिंडा रिटेल क्षेत्र के सभी बिक्री अधिकारी उपस्थित थे । इस बैठक का मुख्य उद्देश्य ड्राइव ट्रैक प्लस लॉयल्टी कार्ड प्रोग्राम की विभिन्न विशेषताओं के बारे में डीलरों को शिक्षित एवं अद्यतन करना तथा भटिंडा रिटेल क्षेत्र के अंतर्गत ड्राइवट्रैक प्लस प्रोग्राम के निष्पादन में वृद्धि करना ।

श्री तरूण खनेजा ने डीलरों को ड्राइव ट्रैक प्लस लॉयल्टी कार्ड प्रोग्राम के विशेषताओं एवं लाभों के बारे में बताया । डीलरों ने सक्रियता पूर्वक भाग लिया तथा विभिन्न प्रश्न किए जिनका उत्तर दिया गया। वरि. क्षेत्रीय प्रबन्धक, भटिंडा रिटेल क्षेत्र के संबोधन के साथ बैठक समाप्त हुआ ।

जम्मू में डीलर बैठक

जम्मू में ६ अगस्त २०१३ को ड्राइवट्रैक प्लस डीलरों के साथ एक डीलर बैठक आयोजित किया गया था।

बैठक की अध्यक्षता श्री प्रदीप कुमार बंसल, मुख्य प्रबन्धक-हाइवे रिटेलिंग एवं लॉयल्टी कार्ड श्री मनीष टंडण, वरि. क्षेत्रीय प्रबन्धक, जम्मू रिटेल क्षेत्र; श्री संदीप कुमार गुप्ता, एरिया बिक्री प्रबंधक-जम्मू बिक्री क्षेत्र; श्री निखिल सराफ, एमआईएस अधिकारी-जम्मू क्षेत्र; श्री तरूण खनेजा, क्षेत्रीय बिक्री प्रमुख, आईसीआईसी बैंक तथा आईसीआईसी बैंक जालंधर से प्रतिनिधि बैठक में उपस्थित थे। बैठक में १६ डिलरों ने भाग लिया।

श्री प्रदीप कुमार बंसल ने ड्राइवट्रैक प्लस प्रोग्राम पर डीलरों को संबोधित किया। उन्होंने लॉयल्टी कार्ड प्रोगाम की विभिन्न विशेषताओं पर संक्षिप्त प्रस्तुतीकरण दिया। श्री तरूण खनेजा ने ड्राइवट्रैक प्लस टर्मिनल की कार्य प्रणाली पर विस्तृत प्रस्तुतीकरण दिया। विभिन्न प्रस्तुतीकरणों के दौरान डीलरों के विभिन्न प्रश्नों का उत्तर दिया गया।

फिरोजपुर में डीलर बैठक

फिरोजपुर बिक्री क्षेत्र में ६ सितम्बर,२०१३ को ड्राइवट्रैक प्लस लॉयल्टी कार्ड प्रोग्राम पर एक डीलर बैठक में आयोजित किया गया था, जिसमें बिक्री क्षेत्र के ३५ डीलर उपस्थित थे ।

बैठक मे ग्राहक संतुष्टि के लिए आउटलेट पर सुधारित ग्राहक सेवा के लक्ष्यों को ध्यान में रखते हुए ड्राइव ट्रैक प्लस लॉयल्टी कार्ड प्रोग्राम पर चर्चा करने तथा डीलरों को प्रशिक्षित करने पर प्रमुख बल दिया गया ।

my HPCL MOBILE APP

Download now

Available only for Android users on Google Play Store

We are pleased to inform you that Shri S Roy Choudhury, Chairman & Managing Director, HPCL launched the Mobile App "My HPCL Mobile App", developed by Retail SBU in a recently concluded conference held in Pune.

The Mobile Application "My HPCL Mobile App" is now available in Google Play Store and can be downloaded by all Smart Phones using Android platform.

India has become the third largest market for smart phones after USA and China.With a phenomenal growth of more than 100%, India has recently raced ahead of Japan.The said growth in smart phone market in India is above that in USA, China and also above the world average. Conducting business will never be the same in the coming years with the rapid change of technology and communication system.

HPCL's Retail SBU has been continuously focusing on gaining customer Loyalty through various technological interventions. The proliferation of feature rich mobiles at affordable prices, increased mobile based internet usage, use of social media and various other applications has made the use of mobile applications increasingly popular.

Retail SBU has taken one more step forward in introducing this Mobile App for the customers, which shall be a complete solution for meeting their vehicular needs like mileage calculation, oil change reminders, reminders for PUC, Insurance Renewal, Oil Recommendations etc. The features in the application are scalable and the day is not far off where several features would become part of this app.

The App aptly called as 'My HPCL Mobile App' have been created after dipstick study, internal/external surveys to understand customer needs, opening up possibilities of customer specific and segment specific promotional campaigns. Customers will find it useful.

Designed and Printed at **Synergy Creations.**