

No.P-19011/1/2005-IOC  
Government of India  
Ministry of Petroleum & Natural Gas  
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Shastri Bhawan,  
New Delhi, the 17<sup>th</sup> November, 2005.

To

1. The Director(Marketing), Indian Oil Corporation Ltd., Mumbai.
2. The Director(Marketing), Hindustan Petroleum Corporation Ltd., Mumbai.
3. The Director(Marketing), Bharat Petroleum Corporation Ltd., Mumbai.
4. The Director(Marketing), IBP Co. Ltd., Mumbai.
5. The Executive Director, Indian Oil Corporation Ltd.(AOD), Guwahati.

**Subject: Review of marketing guidelines.**

Sir,

In various interactions with the oil marketing companies(OMCs) it has been felt that their guidelines on various aspects of marketing of petroleum products, including the following, need to be made more objective and transparent:-

- (i) Reconstitution/resitement/ revival of dealerships/distributorships.
- (ii) Allotment of retail outlets to landowners on the basis of direct offers of land.

2. These issues were also discussed by Secretary(Petroleum & Natural Gas) with the representatives of the OMCs on 29.8.2005 and by the Minister(Petroleum & Natural Gas) on 27.10.2005. Based on the deliberations in these meetings, I am directed to forward herewith, in Annex I to V, a set of broad guidelines on the above-mentioned issues and certain other aspects of the dealer selection process and marketing plan. The OMCs are requested to frame detailed guidelines on these issues, which should be objective and transparent, based on these broad guidelines. A copy of the guidelines framed by the OMCs may thereafter be forwarded to this Ministry for record and reference. The guidelines should also be given publicity through website, brochure, etc.

3. With the issue of this letter, all other guidelines/ instructions issued by this Ministry, from time to time in the past, on all the issues covered by this letter, stand superseded.

Yours faithfully,

(V.K. Dewangan)  
Deputy Secretary to the Government of India

Encl: Broad guidelines in Annex:

- i) Reconstitution of dealerships/distributorships - Annex-I (page nos.1-4)
- ii) Resitement of dealerships/distributorships - Annex-II(page nos.5-7)
- iii) Revival of dealerships/distributorships - Annex-III(page no.8)
- iv) Procedure to deal with direct offers of land received by the OMCs from the land owners for setting up of retail outlets. - Annex-IV(page no.9)
- v). Selection of dealers/distributors & Marketing Plan - Annex.V(page nos. 10-11)

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Copy to:

- 1) PS to Minister(P&NG)/ PPS to Secretary(P&NG)/ PS to Special Secretary/ PS to JS(AT).
- 2) Director(PN)/ Marketing Section/MC Section.
- 3) Shri Adarsh Saiwal, NIC, MOP&NG. This letter, along with Annexes I to V, may please be hosted on the website of this Ministry.
- 4) Guard File.

(V.K. Dewangan)  
Deputy Secretary to the Government of India

