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No.P-19011/4/2009-IOC
Government of India
Ministry of Petroleum and Natural Gas

Shastri Bhawan, New Delhi
Dated 17th April, 2012

To,

- [Handwritten Signature]*
13/4
1. Director (Marketing), IOCL
 2. Director (Marketing), BPCL *13/4*
 3. Director (Marketing), HPCI *13/4*
- o/c*

Subject :- Review of Marketing Guidelines in respect of Retail Outlets (ROs).

Sir / Madam

I am directed to refer to the existing guidelines on the above subject and to say that the provisions of the guidelines have been amended as follows with the approval of competent authority :-

- (a) **Resitement of ROs** :- ROs located in Delhi will be allowed to be re-sited to locations outside Delhi but within NCR limits, with the onus of providing land falling upon the dealers and also subject to the stipulation that this would apply only in respect of ROs meeting current resitement norms viz. road-related developments at the site, acquisition of RO site, being forced to vacate / surrender the site by OMCs, etc, with the approval of Board / Sub-Committee of the Board. Similar principle could also be adopted for other States / UTs, i.e. class of market can be changed but the resitement will have to be within the State / UT boundaries.
- (b) **Operation of temporary Company Owned Company Operated (COCO) ROs** :- The period of appointment of a service provider at a temporary COCO, could be increased to a maximum of two years subject to the satisfactory performance of the service provider and this extension in time period should not in any way affect / dilute the current policy of divesting temporary COCOs in favour of SC / ST LOI holders. The industry can appoint ad-hoc dealers for a maximum period of one year instead of the present period of four months.
- (c) **Liquidating of pending SC / ST LOIs** :- All pending SC / ST LOI holders will be given a one-time option to arrange land at a place of their choice anywhere in the country irrespective of State / class of market, subject to the offered land meeting techno-commercial viability norms. The LOI holder will take prior written consent of

OMCs before making any expenditure on land. The LOIs of those candidates who fail to utilize this option within a period of one year will be cancelled.

(d) In respect of widows or women above the age of 40 years without earning parents (i) with pending LOIs under the Corpus Fund Scheme and unable to set up RO (due to the inability of the OMCs to procure suitable land at the advertised location), and (b) where the selected candidates have not been released LOIs because of the OMCs' inability to procure suitable land, a dispensation may be made under which all existing LOI holders and No.1 empanelled candidates but who have not been issued LOI only due to inability to procure land, a one-time option may be given to them to arrange land at a place of their choice anywhere in the country irrespective of the State / class of market, subject to the offered land meeting techno-commercial viability norms, and the LOI holder will take prior written consent of the OMCs before undertaking any expenditure on the land. LOIs of those candidates who fail to take advantage of this option within a period of one year will be cancelled.

2. The existing guidelines may be treated to have been amended to the extent mentioned above.

Yours faithfully



(Akhilesh Kumar)

Under Secretary to the Government of India