

No.P-19011/1/2005-IOC
Government of India
Ministry of Petroleum & Natural Gas

Shastri Bhawan, New Delhi
Dated 4th February, 2014

To

1. Director (Marketing), IOCL
2. Director (Marketing), BPCL
3. Director (Marketing), HPCL

Subject: Review of Marketing Guidelines in respect of Retail Outlet
(RO) dealership.

Sir/Madam,

I am directed to refer to MoP&NG's letter of even number dated 17.11.2005 and IOCL's letter No.RO/6015/Resitement dated 19.12.2013 on the subject mentioned above and to say that the proposal submitted on industry basis has been approved by the competent authority as follows:

"Guidelines dated 17.11.2005 will be applicable for each location (product specific) where partial resitement was undertaken prior to issue of guidelines dated 17.11.2005 provided the proposal meets the prevailing norms for resitement guidelines".

2. This issues with the approval of Minister (MoP&NG).

Yours faithfully'



(Akhilesh Kumar)

Under Secretary to the Government of India

Copy to:-

NIC for uploading on the website of M/o Petroleum and Natural Gas.


18/2/14

इंडियन ऑयल कॉर्पोरेशन लिमिटेड

पंजीकृत कार्यालय : इंडियन ऑयल भवन
जी-9, अलीयावर जंग मार्ग बांद्रा (पूर्व),
मुंबई- 400051. (भारत)

Indian Oil Corporation Limited

Regd. Office : Indian Oil Bhavan,
G-9, Ali Yavar Jung Marg, Bandra (East),
Mumbai - 400 051

☎: 26447340



IndianOil
A Maharatna
Company

विपणन प्रभाग
Marketing Division

RO/6015/Resitement
19th December, 2013

Under Secretary,
Government of India
Ministry of Petroleum & Natural Gas,
Shastri Bhavan
New Delhi

(Kind Attn: Shri Akhilesh Kumar)

Dear Sir,

Subject: Resitement of RO dealership

1. Resitement of Retail Outlet by Industry is being decided based on broad guidelines issued by MOP&NG vide letter No.P-19011/1/2005-IOC dated 17.11.2005 and letter No.P-19011/142/2009-IOC dated 12.4.2012.

Guidelines provide for resitement of commissioned dealership in certain given situations including road related issues (like widening, diversion, closure of road, and any road related incident beyond the control of dealer, etc.), closure / acquisition of the existing site by a competent authority for reasons not attributable to dealer.

Further, partial resitement of facilities is not allowed and resitement has to take place in total.

2. Prior to issuance of above guidelines, partial resitement of facilities was allowed. Dealerships allowed partial resitement as per prevailing guidelines, governed by a single agreement, are legally operating at two locations – selling MS at one location and HSD at another location.
3. While this being so, cases have come up where either of these locations (either original location or resited location) is again facing the situation of resitement. In cases where reasons for resitement are meeting the laid down conditions as per provisions of Ministry's broad guidelines dated 17.11.2005, dealers have requested us to permit resitement of single product from such eligible location to another location as per provisions of policy.

on file, pl.

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19/12/13
USCO/PC

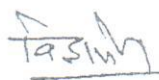
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4. Matter has been discussed at Industry level and common understanding is that the guidelines should be applicable independently for each location (product specific), provided it is meeting prevailing norms for resitement guidelines.
 5. Since the issue is not specifically covered in MOP&NG guidelines, we request you to kindly confirm Industry understanding to enable us to take further necessary action accordingly.

This is issued on behalf of Industry.

Thanking you,

Yours faithfully,
For INDIAN OIL CORPORATION LTD.,


(Vinay K. Misra) 19/12/13
General Manager (Retail Sales)

CC: GM (Retail), HPC / BPC

- This is as per discussion during Industry meeting on date.