

**Launching of Common Toll Free Number and SMS / IVRS Facility for LPG Refill Booking for Delhi based customers – 31<sup>st</sup> August at 12.30 pm at SCOPE Convention Centre, SCOPE Complex, New Delhi.**

Shri Sam Pitroda, Chairman, National Knowledge Commission, who has addressed us through video-conferencing, Shri R.S. Pandey, Secretary (Petroleum); Addl. Secretary (Petroleum); Chairman, IOC; Directors (Marketing) of public sector Oil Marketing Companies (OMCs), representatives of dealers and distributors federation, friends from media and ladies & gentlemen.

2. Let me begin with a quote of Mahatma Gandhi who said that “Customer is the most important visitor on our premises. He is not an interruption on our work. He is the purpose of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.” We must make all efforts to serve our customers.

3. The importance of petroleum products in our lives cannot be understated. All of us use petroleum products in one form or the other. Therefore, it is our primary duty to ensure that these essential petroleum products whether it is petrol, diesel, kerosene or domestic LPG, are provided to consumer without any delay or complaint.

4. We are going to release 5.5 crore new LPG connections by 2015, taking the total number of LPG connections from present 11.5 crore to 16 crore. This would increase coverage from 50% of the population at present to 75%.

5. We are launching two value added services. This is part of Market Vision 2015 of oil industry, namely, “**Consumer Satisfaction and Beyond**”. This envisages improving customer service and satisfaction in LPG, kerosene and auto fuels. It is important to mention that domestic LPG, PDS kerosene, petrol and diesel are highly subsidized products. Central Government and Public Sector Oil Companies bear huge under-recoveries on these products. Last year the under-recoveries were more than Rupees One Lakh Crore. The major portion of this burden was borne by Central Government and upstream oil companies. Therefore, it is very essential that these subsidised products are supplied in right quantity and quality and in time.

6. It is important to introduce measures through which our esteemed customers can easily avail of the services provided by our Oil Marketing Companies. The launch of common toll free number for all the 3 public sector OMCs for all customer complaints and Short Messaging Services (SMS) / Integrated Voice Response System (IVRS) facility for LPG refill booking for Delhi based customers is yet another step towards improving the customer care services. This will provide better interface between customers and the dealers / distributors of petroleum products.

7. I must add that the public sector oil marketing companies are doing yeoman service by providing LPG cylinders at the door steps of the customers across the country. This is a unique LPG delivery system in the world. With their vast network of more than 9,000 LPG distributors, OMCs are serving the customers all the year round, for which they must be congratulated. It is also heartening to note that OMCs have been introducing latest state-of-art technology not only to reduce the complaints regarding the delivery of LPG cylinders on time and other related issues but also transport and supply of petroleum products.

8. OMCs are supplying petrol and diesel through a vast network of approximately 38,000 petrol pumps across the length and breadth of the country all the year round. It is also a fact that there are customer complaints pertaining to adulteration, short delivery, over-charging and misbehaviour at the petrol pumps. Also sometimes customers face difficulty in registering their complaints due to lack of cooperation by the staff of petrol pumps. I am sure this toll free number will be a boon to such customers. At the same time, it will also act as a deterrent to such errant petrol pumps.

9. I am sure these two schemes which are launched today will prove to be a milestone in customer care achieving the ultimate target of customer satisfaction. I am sure OMCs will introduce refill booking through SMS in other parts of the country very soon.

10. I am extremely thankful to Shri Sam Pitroda for addressing us through video-conferencing at such a short notice. Friends Shri Pitroda is instrumental for India's communications revolution. Further I once again congratulate the public sector OMCs for launching these customer care services.

Thank you,

Jai Hind.