

No.P-19011/3/2002-IOC
Government of India
Ministry of Petroleum & Natural Gas

Shastri Bhawan,
New Delhi, the 28th August, 2003.

To

The Chairman,
Indian Oil Corporation Ltd.,
New Delhi.

The Chairman & Managing Director,
Bharat Petroleum Corporation Ltd.,
Mumbai.

The Chairman & Managing Director,
Hindustan Petroleum Corporation Ltd.,
Mumbai.

Sub: Guidelines for selection of retail outlet dealers/SKO-LDO dealers/LPG distributors.

Sir,

I am directed to refer to para 1(i) of this Ministry's letter of even number dated the 19th August, 2003 on the subject mentioned above and to say that it has been decided by the Government that for the Marketing Plan locations advertised by the Oil Marketing Companies (OMCs), for which no interviews were held, the candidates for dealerships/ distributorships shall be evaluated in the following manner under the various criteria laid down in para 3.10.1 of the guidelines contained in this Ministry's OM No.P-39012/1/1999-IOC dated 9.10.2000:-

(1) Personality, Business Ability and Salesmanship — 20 marks

- | | | | |
|------|---------------------------|---|----------|
| i | Customer oriented/focused | : | 5 marks |
| ii. | Experience | : | 5 marks |
| iii. | Business acumen | : | 4 marks. |

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iv. Age : 3 marks
(Marks to be allotted : 21 to 25 : 1, 26 to 45 : 3, 46 to 55 : 2 and 56 to 60:1)

v. Personality : 3 marks

(2) Capability to arrange finances — 15 marks

- i. Banker's certificate for credit worthiness : 5 marks
- ii. Fixed deposit in scheduled banks : 5 marks
- iii. Other assets : 5 marks

(3) Educational qualification and general level of intelligence — 20 marks

- i. Trade knowledge : 7 marks
- ii. Proactive / responsive/innovative : 7 marks
- iii. Educational qualification : 6 marks

(Matric : 2, HSE : 3, Graduate : 4, Trade related diploma holder: 5 and Professional : 6)

(4) Capability to provide Infrastructure and facilities — 35 marks

(a) For retail outlets:-

- i. Owns land and willing to give to the Company : 35 marks
- ii. Has firm offer and willing to give to the Company : 25 marks
- iii. Owns land and not willing to give to the Company : 20 marks
- iv. Firm offer but not willing to give to the Company : 15 marks

(b) For LPG distributorship:-

Godowns — 20 marks

- i. Own suitable land / godown : 20 marks
- ii. Has firm offer : 10 marks

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Showroom - 15 marks

- i. Owns suitable land / showroom : 15 marks
- ii. Has firm offer : 5 marks

(5) General assessment - 10 marks

- i. Working dealer : 5 marks
- ii. Value system : 5 marks

2. The detailed guidelines for evaluation on the above parameters is contained in letter No.RSHQ:CLD dated 26th June, 2002 issued on behalf of the Industry by GM(Retail HQ), BPCL. These guidelines may be meticulously observed while making evaluation of the candidates.

3. It is requested that the candidates for the already advertised dealerships/distributorships at Marketing Plan locations may be evaluated in the manner described above.

Yours faithfully,


(Tarun Shridhar) 28/8/02
Director

Copy to:

- 1) The Managing Director, IBP Co. Limited, Kolkata.
- 2) The Director(Marketing), Bharat Petroleum Corporation Limited, Mumbai.
- 3) Shri Pallav Ghosh, GM(Retail), Bharat Petroleum Corporation Limited, Mumbai.
- 4) PS to Minister(P&NG).
- 5) PS to MOS(P&NG)
- 6) Director(AKS), MOP&NG.
- 7) Guard File