



BHARAT PETROLEUM CORPORATION LIMITED

ABOUT US

FORTUNE[®]
500

289th

Forbes
com
U.S. EUROPE ASIA

967th



Sales turnover rose by 19.61% to Rs. 147,336.82 crores

31678 Million US \$

Net profit at Rs. 724.13 crores

156 Million US\$

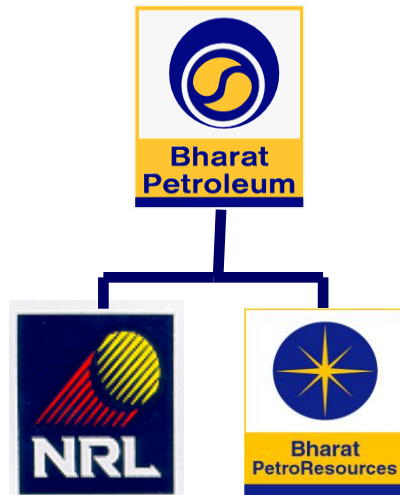
Market Sales including exports at 28.83 MMT

Crude throughput at 22.20 MMT

15000+ Employees



BPCL GROUP



MAJOR JVs

| |
|-----------------------------|
| Bharat Oman Refineries Ltd |
| Indraprastha Gas Ltd |
| Petronet LNG Ltd |
| Petronet CCK Ltd |
| Petronet India Ltd |
| Central UP Gas Ltd |
| Maharashtra Natural Gas Ltd |
| Sabarmati Gas Ltd |
| Bharat Renewable Energy |
| Bharat Star |

REFINING

12 MMTPA
at Mumbai

7.5 MMTPA
At Kochi

3 MMTPA
61.65 % holding



MARKETING INFRASTRUCTURE

| | |
|---------------------------|-------|
| Retail Outlets | 8,400 |
| LPG Distributors | 2,117 |
| Installations | 12 |
| Depots | 93 |
| Tankage (mn kl) | 3.27 |
| Aviation stations | 24 |
| LPG Plants | 49 |
| Pipelines (Kms Incl. CCK) | 1676 |

As on 31.3.2009

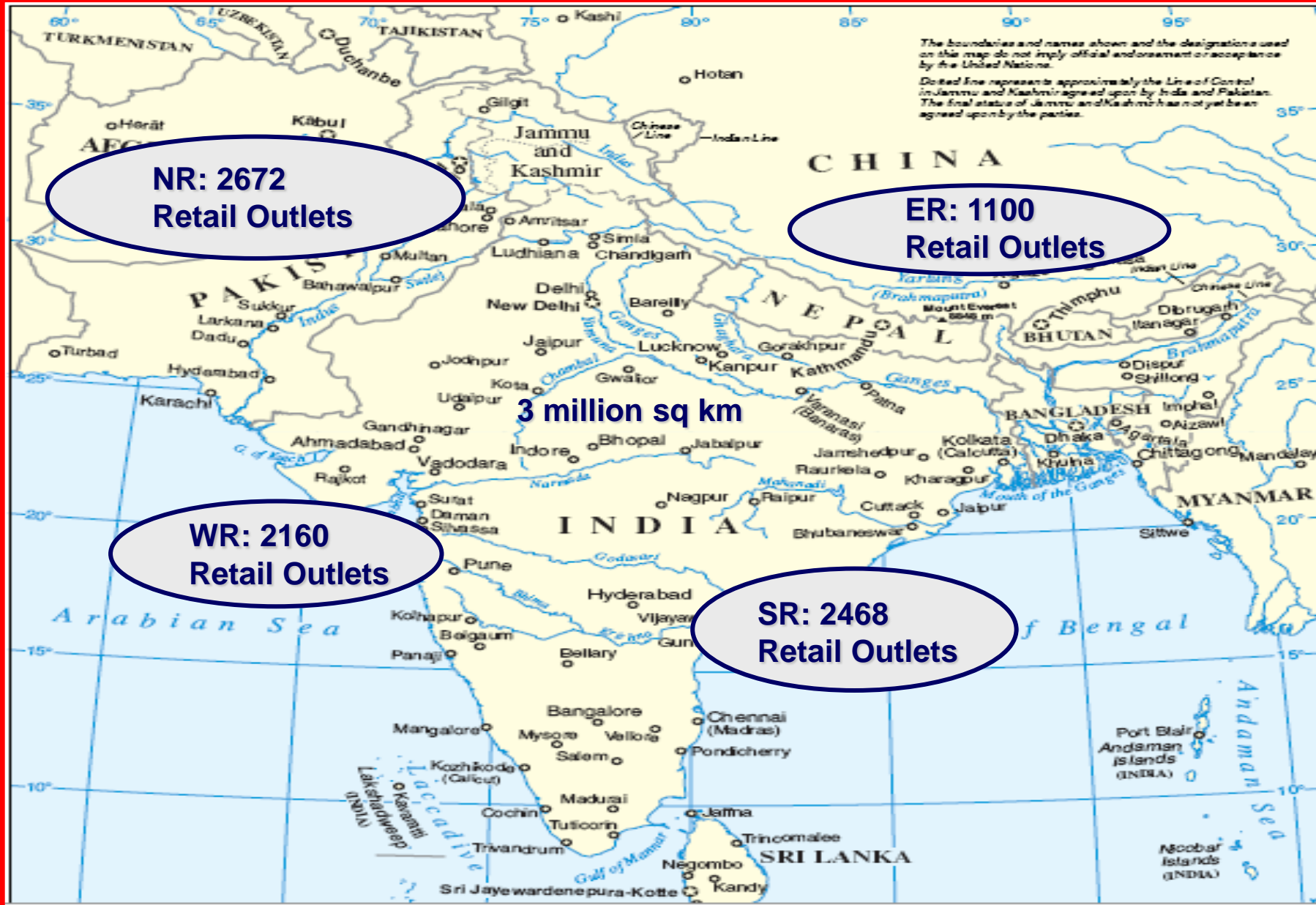
Group Share
in Refining
15 %



Group Share
in Marketing
23 %

MS/HSD
20 million KL/yr

BPCL NETWORK



RETAIL STATION INFRASTRUCTURE

Forecourt Equipments

Multi product dispensers
Automation facilities
White oil Tanks
Auto LPG Tanks



Forecourt Infra-Structures

Canopy
Hoarding
Signage
Driveway
Boundary wall



Allied Facilities

Sales building
Shop
Restaurant
ATM



Back-end Support

Generator
UPS
Stabilizer
Electrical panels
Illumination



BPCL RETAIL SBU



RETAIL



LPG



LUBES



AVIATION



I & C



REFINERIES

**NORTH
REGION**

**EAST
REGION**

**SOUTH
REGION**

**SOUTH
REGION**

**15
TERRITORIES**

**10
TERRITORIES**

**15
TERRITORIES**

**13
TERRITORIES**

**108
TERRITORY
ENGINEER**

Engineer

80 DEALERSHIPS

20 VENDORS

✓ **3 TECHNICIANS**

✓ **2000+ Equipments**

✓ **Geographical spread**

RETAIL SBU INFRASTRUCTURE

Maintenance role holders and responsibilities

Dealer

- ✓ Reports to Territory
- ✓ Lodges complaints
- ✓ Low literacy
- ✓ Low internet bandwidth

Engineer

- ✓ Reports to Territory Manager
- ✓ Overall maintenance in charge
- ✓ Minor project jobs
- ✓ Liaising with Govt for approvals
- ✓ Tendering , Vendor payments
- ✓ Assisting Sales Officers

Technician

- ✓ Reports to Engineer
- ✓ Stamping measuring units
- ✓ Preventive routine maintenance

External vendor- petty jobs

- ✓ Reports to Engineer /Low literacy
- ✓ Breakdown complaints
- ✓ Civil /Electrical/ Mechanical complaints
- ✓ Raises invoice/quotation to engineer

External vendor AMC/Warranty

- ✓ Reports to Engineer /Region/HQ
- ✓ Warranty and AMC works
- ✓ Raises invoice/quotation to Engineer/Region/HQ

BROMA: BUSINESS CASE

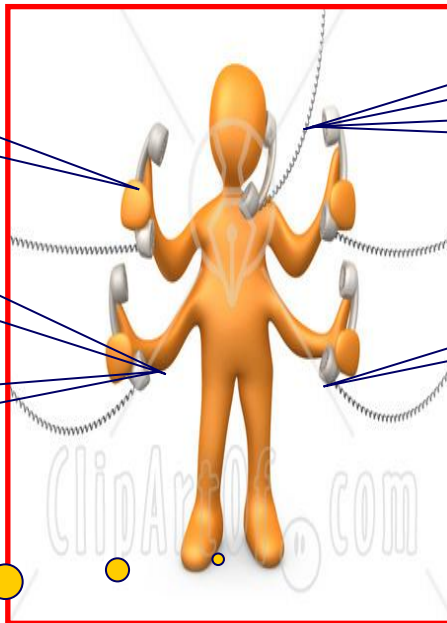
- Massive network expansion
- Embracing technology
- Complexities in maintaining the network : Govt control , logistics, no of vendors.
- No of equipment, sustaining mkt share, expectation from stake-holders
- Continuous avoidable engagement of field staff

Job Allocation

Complaint
Resolution

Vendor
payment

**Missed Out
Complaints!!!**



TERRITORY ENGINEER

Complaints

Complaints

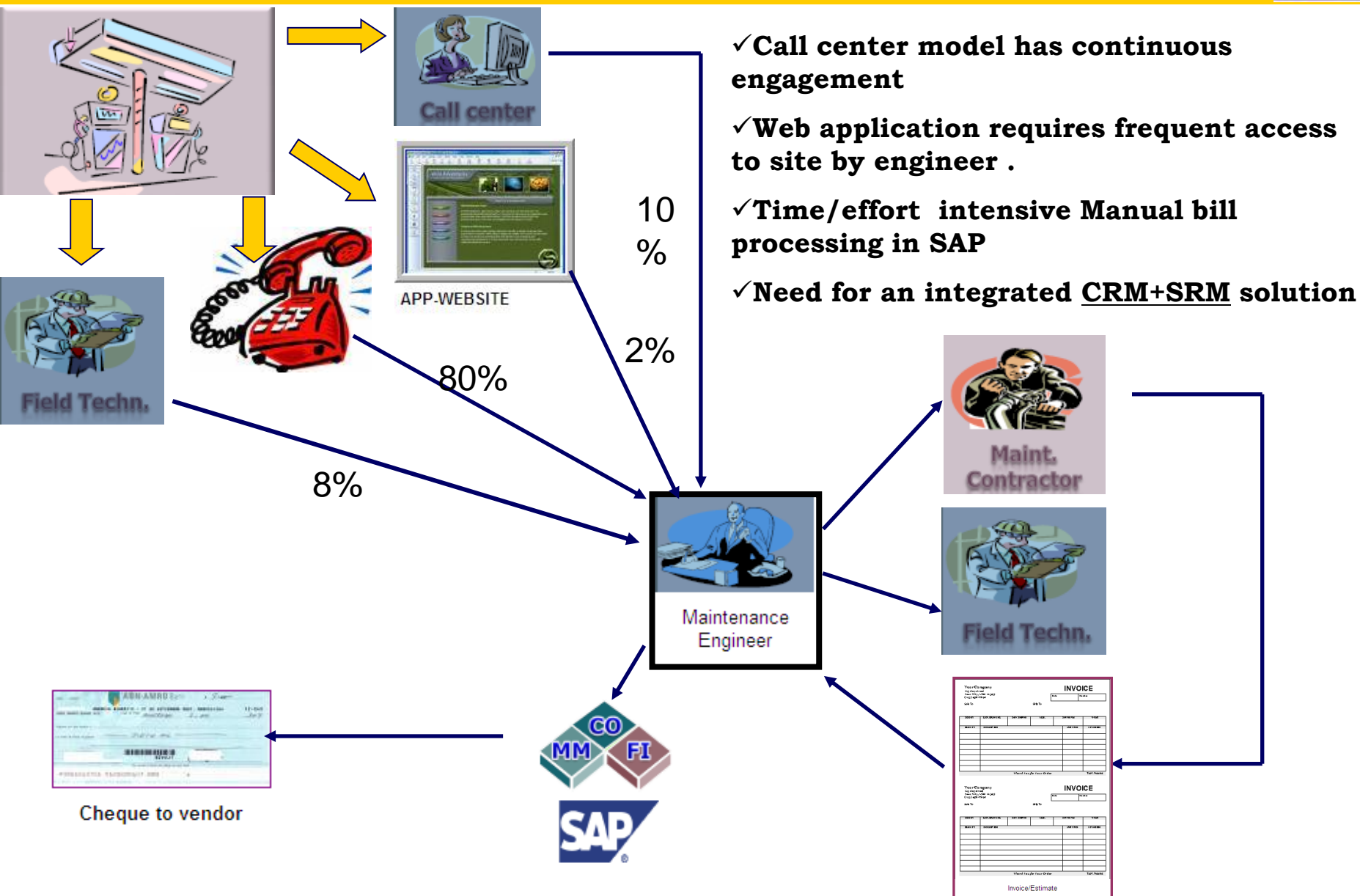
Complaints



DEALER



LEGACY PROCESS

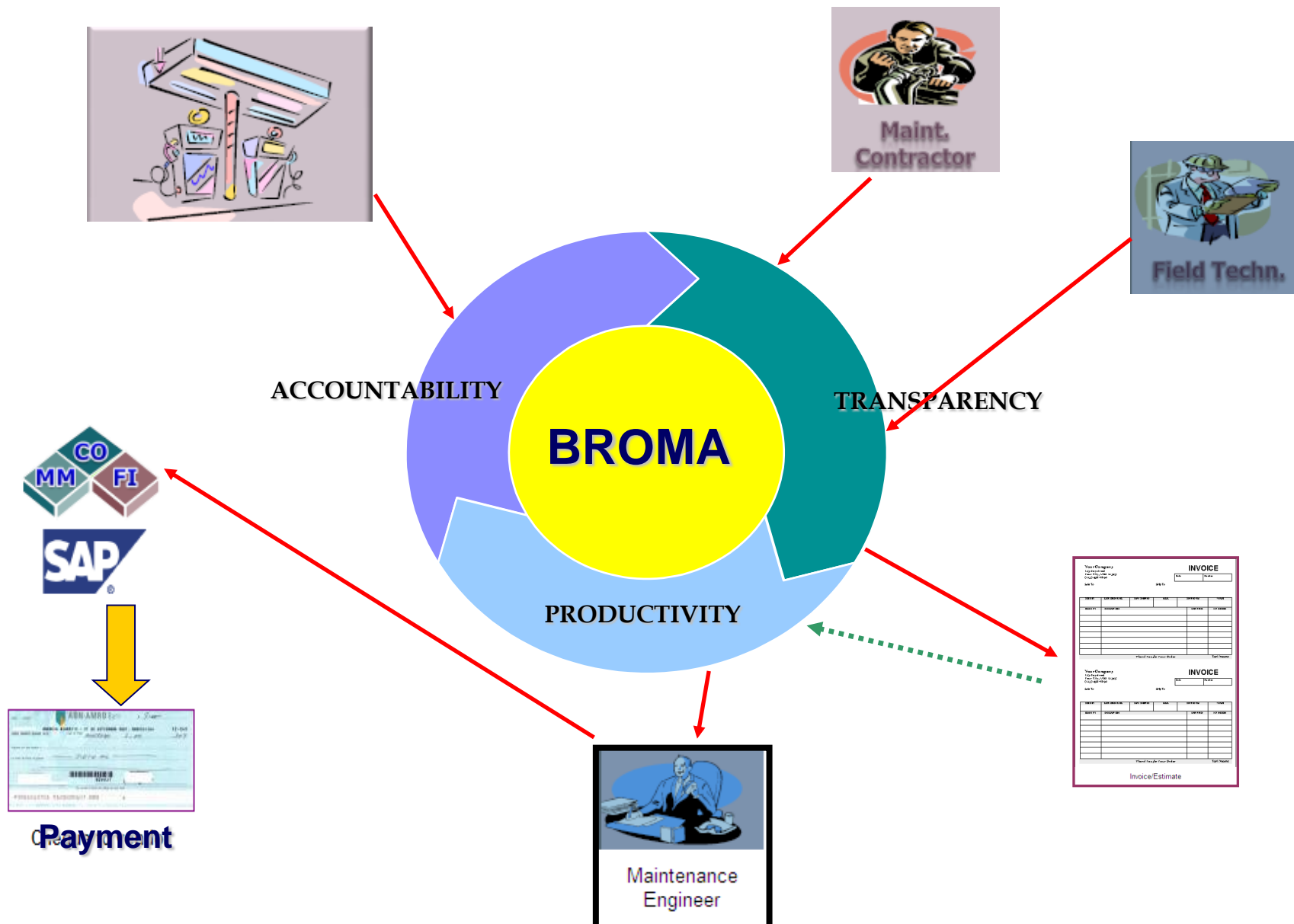


BROMA: BUSINESS CASE

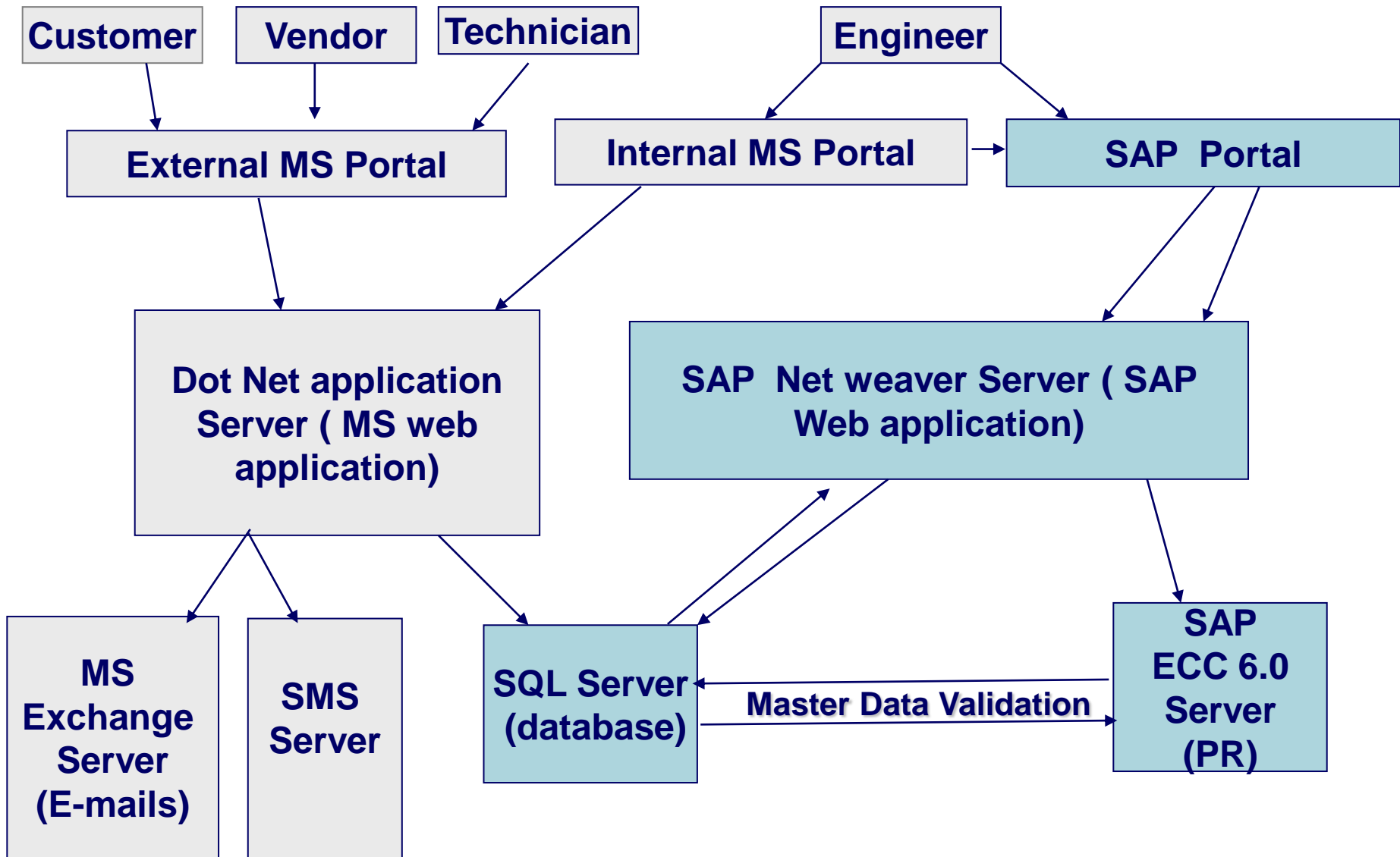
Identified business needs:

- Need for connecting BPCL system to external stakeholders (Customers and vendors) to get real-time data on issues related to its field equipment
- Need for state-of-the-art maintenance monitoring system to reduce downtime and enforce SLAs on vendors
- Need for asset management system to track its equipments on real-time basis and gather MIS on its assets for accounting purpose on real-time basis
- Need for Inventory management system to track spare parts cost to keep cost/gallon at an optimum level.
- Need for additional supporting system (Software) for increasing productivity of its field staff, by reducing their un-productive time spent on SAP for entering data manually
- Need for an integrated CRM + SRM solution

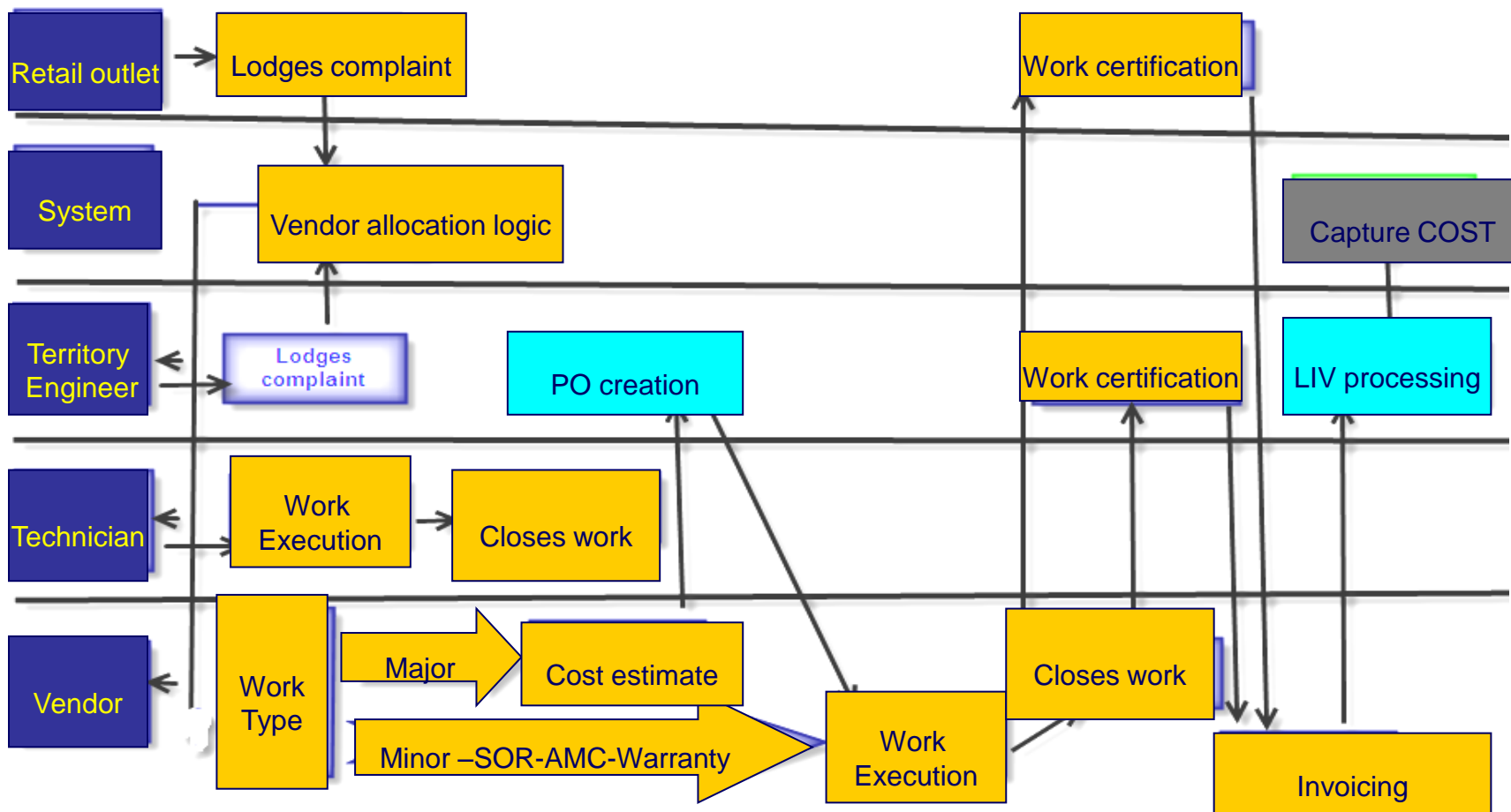
NEW BROMA PROCESS



BROMA : Technical Landscape



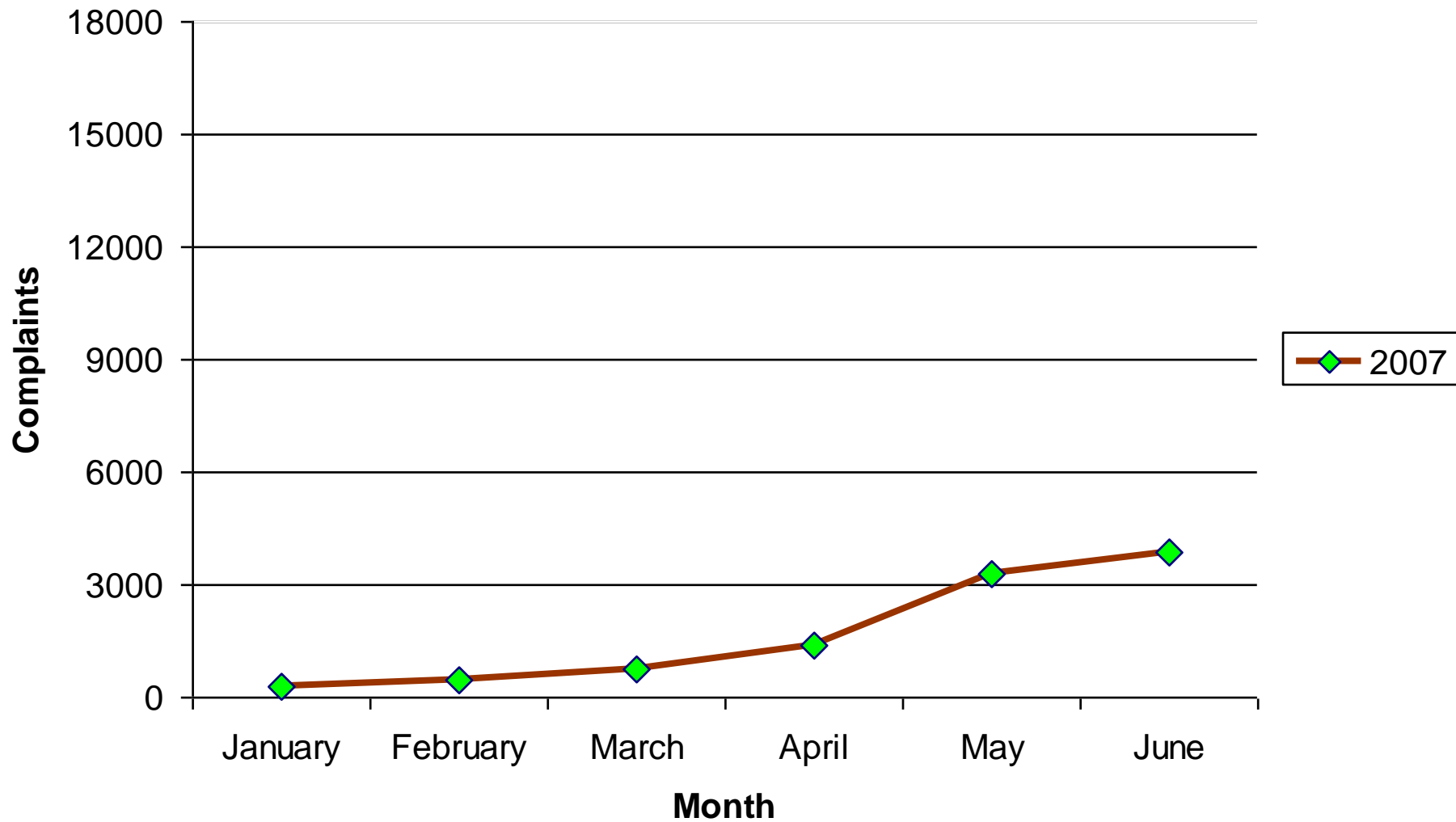
An Overview of BROMA Process



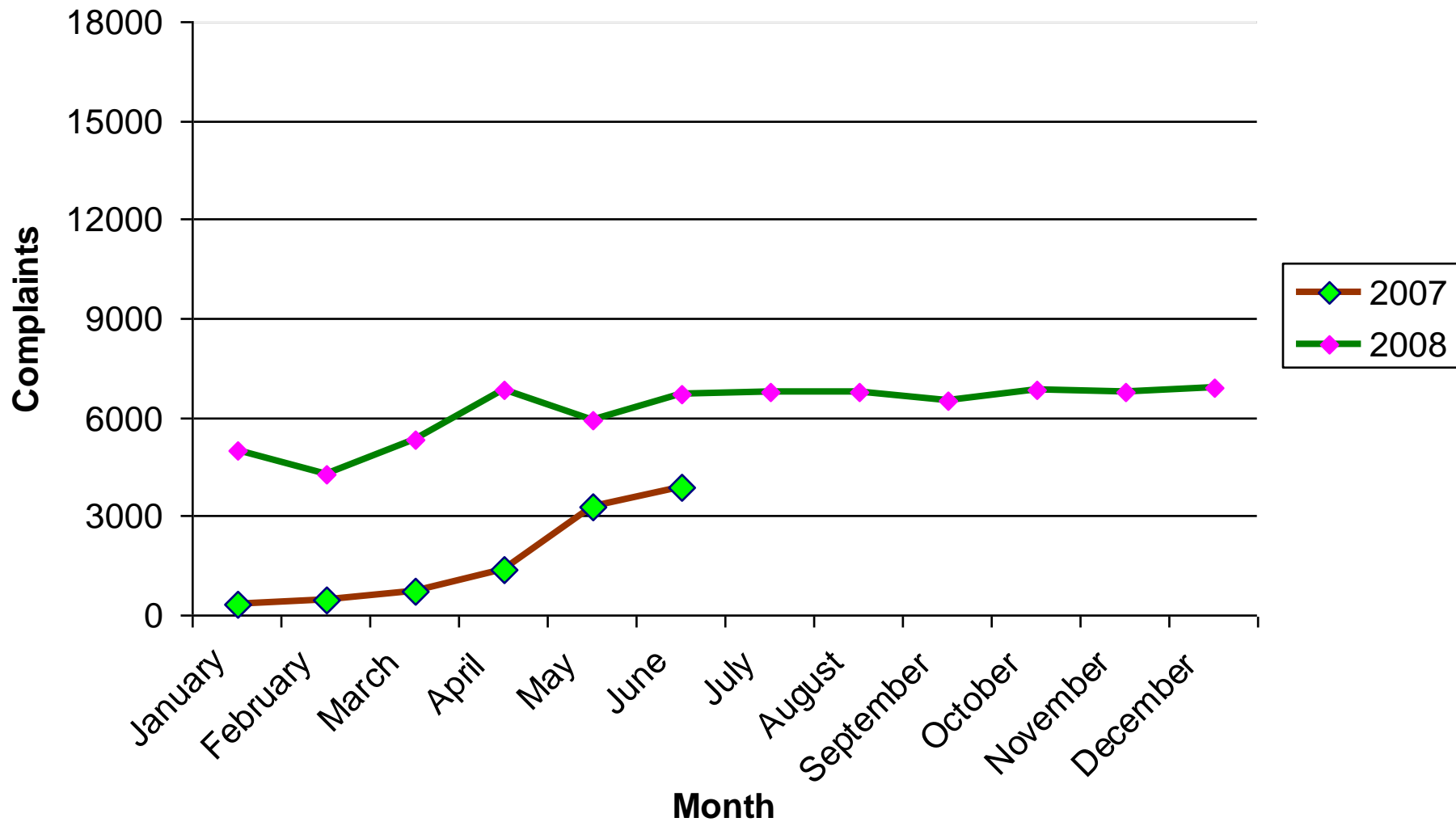
BROMA : COST & TIME Savings

| ELEMENTS | PRE-BROMA | POST- BROMA |
|---|-----------|-------------|
| Number of retail outlets all India: | 6400 | 8400 |
| Number of Engineers: | 100 | 108 |
| Average maintenance phone calls to engineer / day: | 35 | 6 |
| Average Bill line items typed by engineer in SAP / day: | 230 | 10 |
| Average downtime of equipments /RO/ Month | 20 Hrs | 4 Hrs |

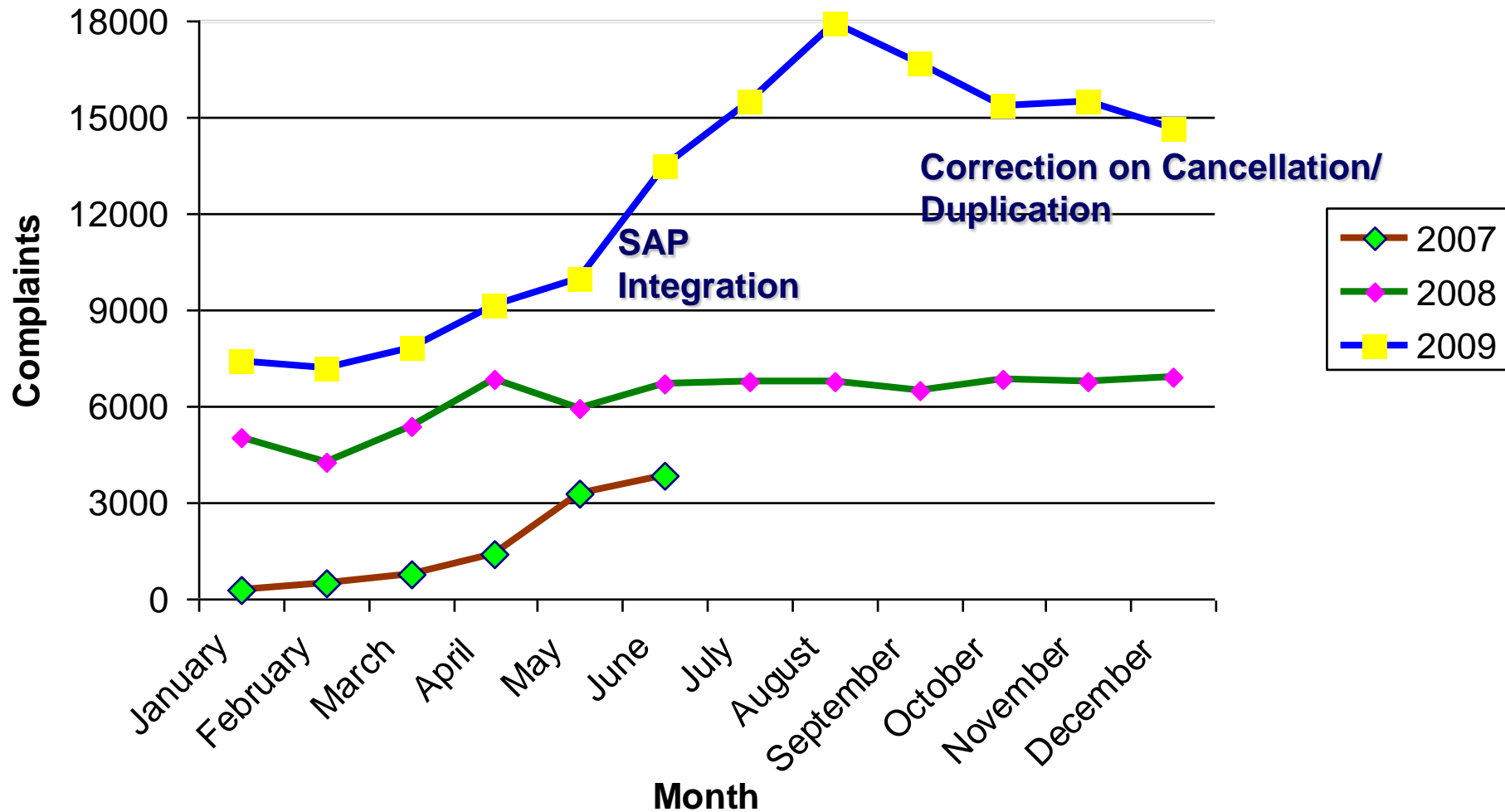
NOTIFICATIONS PATTERN : 2007



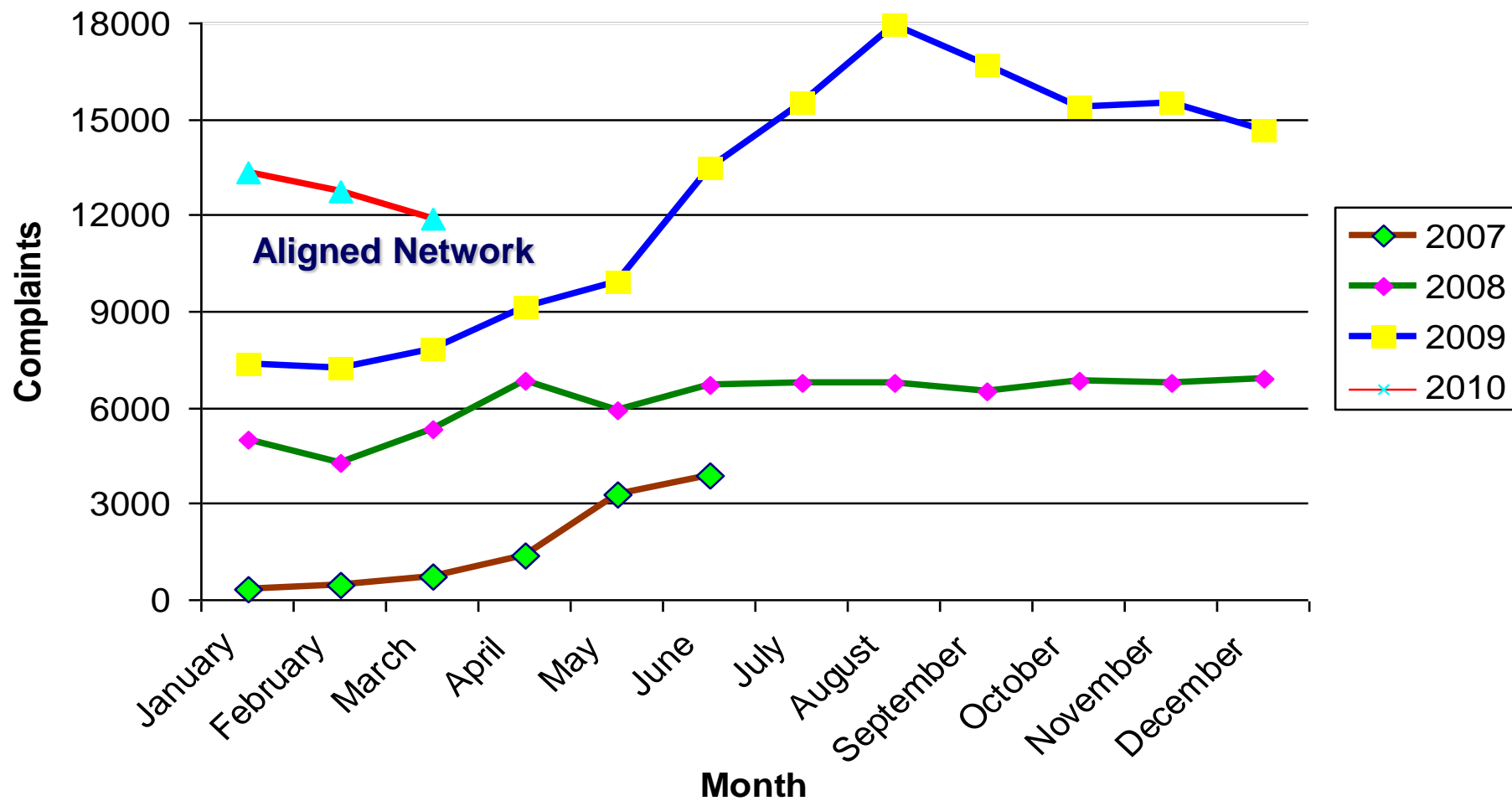
NOTIFICATIONS PATTERN :2008



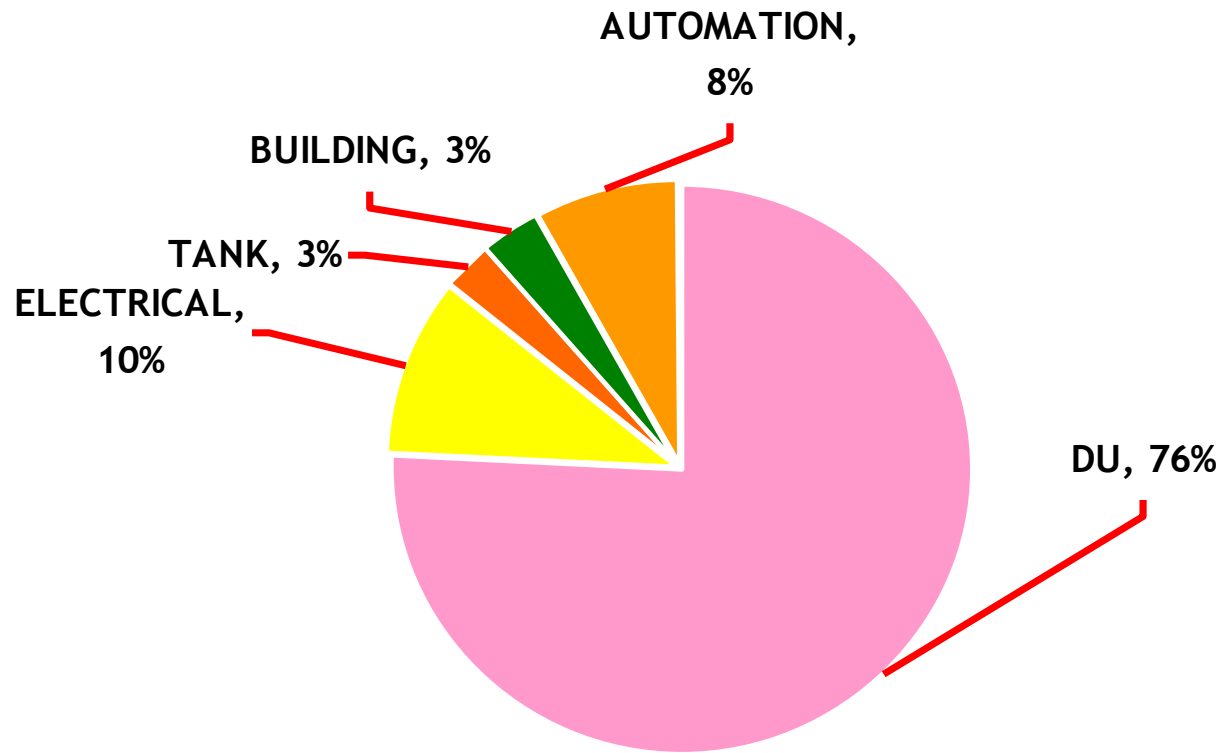
NOTIFICATIONS PATTERN: 2009



NOTIFICATIONS PATTERN :2010



Notification Analysis

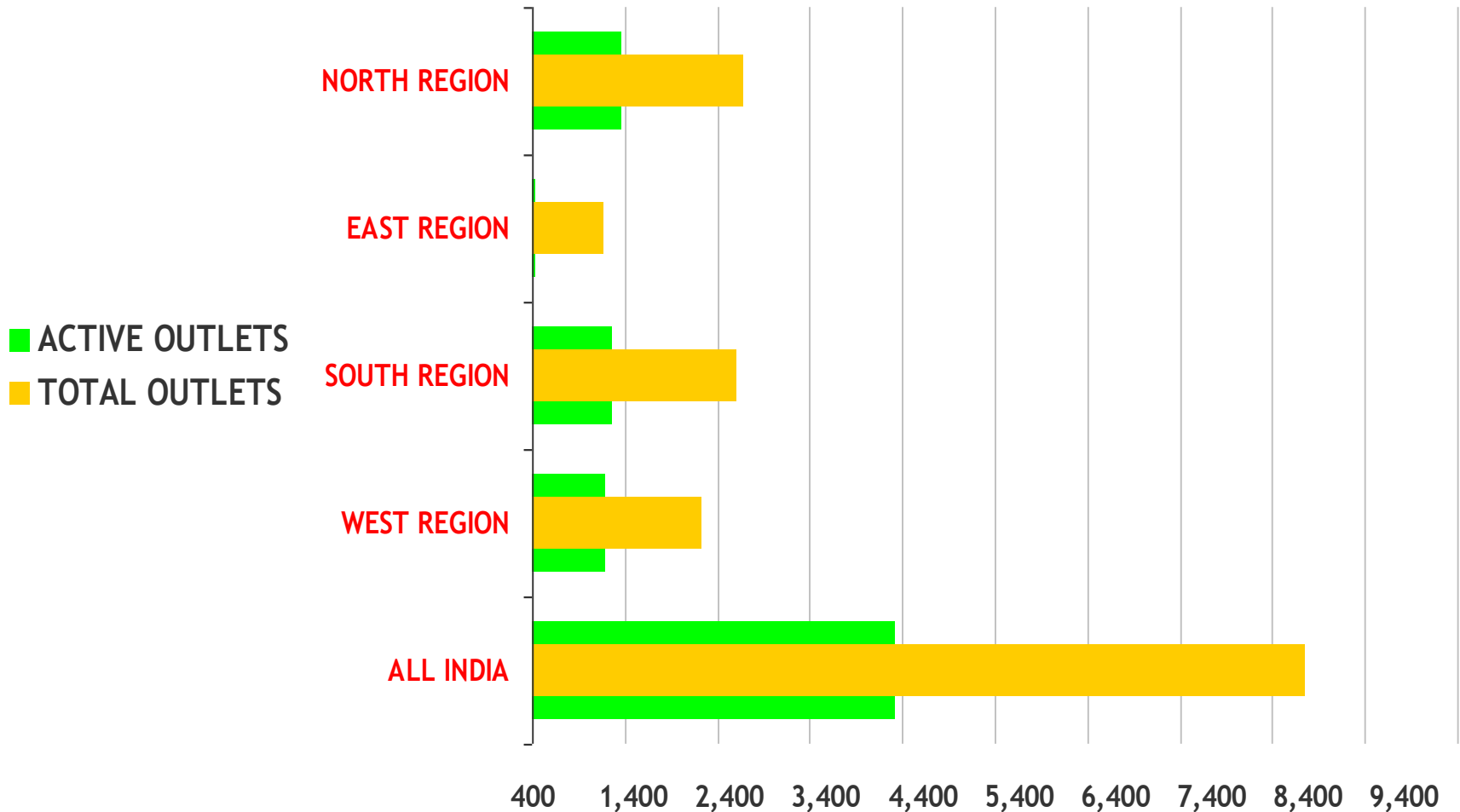


EQUIPMENT WISE COMPLAINT RATIO

| DU | ELECTRICAL | TANK | BUILDING | AUTOMN |
|-----|------------|------|----------|--------|
| 76% | 10% | 3% | 3% | 8% |

Ascertaining Network health

TOTAL vis-à-vis ACTIVE RETAIL OUTLETS



Dealer lodging Complaint

BROMA Bharat Retail outlet Maintenance Application v1.01

Dealer Activities General activities

help ?

ROSAPCode 101868

ROName:: BP GHAR KANNEVALAS

Sales Status ☐ Not-Stopped ☒ Stopped

Complaint Type

Main Complaint Minor Electrical

Sub Complaint Motor not starting

Equipment Type Motor not starting

Equipment DU

Please choose reminder option if

3 MPD DRESSER WAYNE 4P8H2D

3 MPD DRESSER WAYNE 4P8H2D

4 MPD DRESSER WAYNE 4P8H2D

5 NON SAPCE DU

6 NON SAPCE DU

UPS

No Power to Motor

MCB Defective

Micro Switch Problem

Monolith lights not working

Motor Bearing Problem

Motor -Condensor Problem

Motor -Pulley Problem

Motor-Centrifugal Switch Problem

Internal Wiring Fault

PFS Signage not working

Stabiliser Defective

Toggle Switch Problem

Fan Belt Problem

Role based complaints
Role based Equipments
Mapping Complaints to Equipment

DEALER GETTING CONFIRMATION

BROMA Bharat Retail outlet Maintenance Application v 1.01

Dealer Activities Vendor Activities General activities

help ?

ROSAPCode: 101 Please choose reminder option if the complaint is already lodged ..But

ROName:: TestRO1

Sales Status: ☐ Not-Stopped ☐ Stopped

Complaint Type: ☐ New ☐ Reminder

A) Contractor has not yet attended

B) Contractor has not done job properly and complaint is not yet closed by contractor/Engineer

Windows Internet Explorer

Complaint Succesfully Lodged ...
Complaint reference Number is ...101-20100306-280423
Vendor Details :
Vendor Code :11111
Vendor Name :1111-autmn vendor
Mobile :9819029369--SMS Sent

OK

BPC/ Vendor getting Notification



File Edit View Insert Format Tools Actions Help

Type a question for help

Reply Reply to All Forward

From: BPCL_RETAILCMP [Retail_CMP@bharatpetroleum.in]

To: ritesh cotia; 919833799288@mobee.in

Cc: 919833799288@mobee.in; bhat narasimha

Subject: BPCL Retail outlet complaint:(New) 101-20100306-280423-RO-TestRO1

Sent: Sat 06-03-2010 12:31

Dear Sir,

Please attend the following complaint on **PRORITY**

Complaint Number : 101-20100306-280423

Retail outlet name :TestRO1

Retail outlet Contact details :

MobileNo(1)--9819029369 MobileNo(2)--9969686836

Main Complaint :Minor Electrical

Sub Complaint : Motor not starting

Resolution time(Hrs) : 48

Equipment Type : DU

Equipment Model : MPD Gilbarco 1P2H2D

Equipment serial Number : 34345

BPCL Engineer: BHAT NARASIMHA PRASAD

Engineer Mobile No:9833799288

3:TestTEr

Thanking you

For BharatPetroleum


BPCL DEALER

PLEASE REFER ABOVE COMPLAINT REFERENCE NUMBER IN ALL YOUR CORRESPONDENCE

THIS IS SYSTEM GENERATED MAIL ...PLEASE DON'T REPLY TO THIS MAIL

SMS to BPC on Stoppage of Sales

Vendor response to Notification


Bharat RetailOutlet Maintenance Application V 2.0

Vendor Activities
General Activities

[Home](#) > [Vendor Activities](#) > [Vendor response](#)

[help ?](#)

Select Maintenance Type
☐ Warranty ☐ AMC ☒ Others

Select Bill Option
☒ Billable ☐ Non Billable

Select Complaint to Respond

[Show Complaint History](#)

My response

Current Sales Status

Remarks

If sub complaint has changed

Main Complaint Category

Sub Complaint Category

Feedback to Dealer (Email will be sent to Dealer and BPCL Role Holder)

Select Feedback Category

Feedback

Update my response

LATEST- COMPLAINT STATUS

| | |
|--------------------|--|
| CRN | 118788-20100302-278390 |
| SubCategory | Metering Unit |
| EquipmentType | DU |
| EquipmentRunNumber | 18 |
| EquipmentName | MPD NUOVO PIGNONE 2P4H4D |
| EquipmentSRNumber | 2916554 |
| MainCategory | MPD problems calibration due on 4-3-10 |
| Remarks | SMS-Comlaint sent to vendor |
| LatestStatus | Open |
| OverallStatus | Open |

RO INFORMATION

| | |
|--------------------|----------------------------|
| ROName | CHAUDHARY SERVICE STATION, |
| DealerMobileNo | 9810447750 |
| ManagerMobileNo | 9871429671 |
| DealerEmail | chaudharyservice@yahoo.com |
| Complaint Priority | Normal |
| TerrCode | 1102 |
| TerrName | Meerut Retail T'ry |
| PlantCode | 1102 |
| PlantName | Meerut CO-OP Depot |
| EOStaffno | 4386 |
| EO Name | KUMAR AVINASH |
| region | NR |
| City | GHAZIABAD |

Certification of job

Certify Job - Windows Internet Explorer

http://cochomapp1/RetailEng/Engg/Certifyjob.aspx

File Edit View Favorites Tools Help

Certify Job

BROMA *Bharat Retail outlet Maintenance Application v 1.01*

Engg Activities General activities

Select complaint to certify ▼

| | |
|-------------------|---|
| CRN | 114141-20100217-272520 |
| ROName | ABHISHEK SRVICE CENTRE |
| VendorName | MYAKEL DNYANESHWAR P |
| MainCategory | Technecian Jobs |
| SubCategory | Erratic Delivery |
| EquipmentSRNumber | 0 |
| EquipmentType | DU |
| EquipmentName | L&T Z Line Single Display |
| Lodged By | DEALER |
| Lodged Date | 17-Feb-2010 11:24:45 AM |
| LatestStatusBy | Vendor |
| LatestStatus | Complaint attended-Close the Complaint |
| LatestStatusDate | 17-Mar-2010 9:12:37 AM |
| OverallStatus | Closed |
| QualityOfJob | <input type="radio"/> Average <input checked="" type="radio"/> Good <input type="radio"/> Excellent |
| ResponseTime | <input type="radio"/> Average <input checked="" type="radio"/> Good <input type="radio"/> Excellent |
| Remarks | <input type="text"/> |

[Certify Job](#)

Estimation/ Invoicing by Vendor

Vendor Activities

General activities

Enter new EstimateReference: EST/123

Job description (40 char Max) int works at different ROS

Type of Job
☒ Maintenance
☐ Project (Capital job)

Type of estimate Items
☒ Supply & Fixing
☐ Material Supply Only

[Save Estimate Reference & continue](#) [Cancel](#)


Vendor Bill Details - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites Messenger Mail Answers Movies Sports News Mobile

Address http://cochomate1/BROMA/Vendor/VendorBill_Details.aspx

Vendor Bill Details Add Tab



Welcome HASTEK SYSTEM

Logout

Broma Bharat RetailOutlet Maintenance Application V 2.0

Vendor Activities General Activities

Help

Add Estimate Item Here

CRN 112460-20080708-56221

SR Number

Work Description (40 char Max)

Work Description (Detailed)

Quantity

Unit EA

RatePerUnit

ADD Estimate/Bill Item

1) Delete Estimate Items here 2) Submit Estimate as final and print

| CRN | SR | Desc (SHORT) | Desc (Detailed) | Quantity | Unit | Rate/Unit | Amount | |
|-----------------------|--------|-----------------|------------------|----------|------|-----------|----------------|--------------------|
| 112460-20080708-56221 | 0 | SPARE PARTS 57F | detailed spec | 12.00 | M2 | 1234.00 | 14808.00 | Delete |
| 112460-20080708-56221 | 723345 | Second work 2 | second work desc | 12.00 | M3 | 123.00 | 1476.00 | Delete |
| | | | | | | | Total 16284.00 | Submit To Engineer |

Local intranet 16:53

Payment through SAP

[Home](#) [Employee Services](#) [Manager Services](#) [myAccess](#) [myApplications](#) [myQuery](#)

BROMA History

BROMA

Create PR

PAGE TO SELECT BROMA BILL FOR SAP PR CREATION

vendorCode: 303942--PERFECT ELECTRIC&ELECTRONICS

eoStaffno: 4183

getPending Draft- Bills and Draft-Quotations

Pending Draft bills for SAP-PR creation for the selected vendor

| | | billType | billId | Bill_reference | Draft Bill Date | Draft_Amount | Job | BillableAction | PR |
|--|-------------------------|------------|--------|------------------------|-------------------------|--------------|-----------------|----------------------------------|----|
| | Initiate PR for Service | Draft Bill | 58062 | 303942\4183\ Pon \ 025 | 2009-12-29T11:23:44.390 | 5,410 | Mechanical work | Make this Bill to (Non-Billable) | 0 |
| | Initiate PR for Service | Draft Bill | 55830 | 303942\4183\ Pon \ 024 | 2009-12-07T11:37:26.423 | 4,250 | Electrical work | Make this Bill to (Non-Billable) | 0 |
| | Initiate PR for Service | Draft Bill | 55828 | 303942\4183\ Pon \ 023 | 2009-12-07T11:27:28.343 | 8,375 | Electronic work | Make this Bill to (Non-Billable) | 0 |
| | Initiate PR for Service | Draft Bill | 55630 | 303942\4183\ Pon \ 022 | 2009-12-05T11:51:39.703 | 2,325 | Electronic work | Make this Bill to (Non-Billable) | 0 |
| | Initiate PR for Service | Draft Bill | 55629 | 303942\4183\ Pon \ 021 | 2009-12-05T11:42:52.017 | 6,150 | Electrical work | Make this Bill to (Non-Billable) | 0 |

Validation of Rates

(Original DraftBill by Vendor NON-EDITABLE) - Draft Bill Total Amount Rs 5410.0

(EO-Verification data of above draft bill)- Total Bill Amount Rs 5410.0

Service Data To be verified by EO for creating PR (For Deleting Row - Put Quantity as 0)

| | CRN | ROCode | ROName | NewServiceCode | NewShortText | NewUnit | NewQuantity | NewRate | NewAmount |
|--|------------------------|--------|-------------------------|----------------|--|---------|-------------|---------|-----------|
| | 110978-20091105-227058 | 110978 | MRS. VUAYALAKSHMI GOPAL | 1000000 | Civil Job Excavation in loose Depth upto | M3 | 1 | 2,500 | 2500 |
| | 110978-20091219-247431 | 110978 | MRS. VUAYALAKSHMI GOPAL | 1000000 | Civil Job Excavation in loose Depth upto | M3 | 1 | 2,500 | 2500 |
| | 110978-20091219-247431 | 110978 | MRS. VUAYALAKSHMI GOPAL | 7006370 | ELECTRICAL . MECH COMP FIRST UNIT | EA | 1 | 410 | 410 |
| | | | | | | | | | |
| | | | | | | | | | |

Row 1 of 3

PR creation steps

STEP- Verify and Update Service Details

STEP- Validate Account Data

And finally.....

Verification data of above draft bill)- Total Bill Amount Rs 5410.0

count Assignment data To be verified by system for creating PR, Put quantity as 0 for deleting row

| | CRN | ROCode | ROName | PMOrder | PM-Equipment | NewServiceCode | NewShortText | NewUnit | NewQuantity | NewRate |
|-------------------------------------|------------------------|--------|--------------------------|--------------|---------------------|----------------|--|---------|-------------|---------|
| <input checked="" type="checkbox"/> | 110978-20091105-227058 | 110978 | MRS. VUJAYALAKSHMI GOPAL | 000000063724 | 0000000000000501133 | 1000000 | Civil Job Excavation in loose Depth upto | M3 | 1 | 2,500 |
| <input checked="" type="checkbox"/> | 110978-20091219-247431 | 110978 | MRS. VUJAYALAKSHMI GOPAL | 000000063724 | 0000000000000501133 | 1000000 | Civil Job Excavation in loose Depth upto | M3 | 1 | 2,500 |
| <input checked="" type="checkbox"/> | 110978-20091219-247431 | 110978 | MRS. VUJAYALAKSHMI GOPAL | 000000063724 | 0000000000000501133 | 7006370 | ELECTRICAL . MECH COMP FIRST UNIT | EA | 1 | 410 |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |

Row 1 of 3

PR creation steps

STEP- Verify and Update PMORDER data

Create PR

How stake-holders have responded

- **Excellent work. It can save everybody's time. Hearty Congrats !**

..Lodged by122073 Name..SHUKLA ASHAR & CO. Territory..Rajkot Retail Terr'y

- **its a V good package. u can save a lot of time and its hassel-free too .in all it dealer friendly system . thnx to bharat petroleum for developing this**

...Lodged by146981 ,Name..AULAKH POWER POINT ,Territory..Jalandhar Ret T'ry

- ******* THANKS TO BPCL TEAM !!!!!!!!!!!!! A NICE WAY TO SOLVE PROBLEMS**

!!!!!!!!!!!!!! *****.Lodged by142273Name..KALIKA PETROLEUM SERVICES Territory..Thane T'ry

- **Problems can become OPPORTUNITIES when you bring the right teams together. Thanks RAHUL (AKOLA) .**

Lodged by115809,Name..CAR CARE CENTRE Territory..Nagpur Retail Try

- **FINE SYSTEM OF HAZZLEFREE COMPLAINTS... THE PACKAGE DEVELOPED FOR THE RO MAINTENANCE IS EXCELLANT WILL DEFINATELY HELP US IN MONITORING OUR BREAKDOWN TIME OF DU AND REDUCE THE SAME AT** Lodged by120470



Bharat
Petroleum

energising lives

Thank you