Customer Satisfaction and Brand Image

_SUMMER INTERNSHIP REPORT

Indian Oil Corporation Ltd, Jammu

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In partial fulfillment of requirements for the degree of

MASTERS OF BUSINESS ADMINISTRATION

IN

PRODUCT MANAGEMENT & OPERATIONS

LOVELY PROFESSIONAL UNIVERSITY

Transforming Education Transforming India

Declaration

I, Complete Sahil Jasrotia REGISTRATION NO: 12213928 from Lovely Professional University MBA, Semester III of the Lovely Professional University, Jalandhar hereby declare that the Summer Internship Report on Customer Satisfaction and Brand Image is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 10/06/2023

PREFACE

As an enthusiastic student pursuing Product Management at Lovely Professional University, I have been given a wonderful opportunity to undergo practical training at Indian Oil Corporation Limited (IOCL). This internship aims to provide me with hands-on experience in studying "Customer Satisfaction and Brand Image" within the domain of Product Management.

IOCL, a leading name in the oil and energy sector, has established a strong presence and trust among its customers. Understanding the factors that contribute to customer satisfaction and brand image is crucial for any successful product management strategy. With a vast range of products and a diverse customer base, IOCL's approach to managing its brand and ensuring customer delight will undoubtedly offer valuable insights.

Throughout this internship, I aspire to explore various methodologies and practices implemented by IOCL to strengthen its brand image, enhance customer loyalty, and optimize product offerings. This practical exposure will enable me to gain in-depth knowledge and valuable skills essential for excelling in the field of Product Management.

ACKNOWLEDGEMENT

A few typewritten words of thanks cannot really express the sincerity of my gratitude. But I am still trying to put into words my gratefulness towards all who have helped and encouraged me in carrying out this project. This project of mine bears the imprint of many people who have an important impact on my thinking, behaviour, and acts during the course of study.

First of all we would like to take this opportunity to thank the **LOVELY PROFESSIONAL UNIVERSITY** for having summer training as a part of the MBA degree. The accomplishment of this project otherwise would have been painstaking endeavour, for lack of staunch and sincere support of the Mittal School of Business, LPU. The incessant and undeterred succors extended by the members of the department facilitated the job to the great extent. If this goes unnoticed and unacknowledged it would be selfishness.

Many people have influenced the shape and content of this project, and many supported me throughout. I express my sincere gratitude to Mr. Amrit Sindhu Asst. Manager (L&D) who was available for help whenever i required, his guidance, gentle persuasion and active support has made it possible to complete this project.

I also owe my thanks to my respondents who gave their great contributions in getting my questionnaires fulfilled. I have immensely benefited from my interactions with my friends and I acknowledge their contributions to my learning. In the end, I can say only this much that **"ALL ARE NOT MENTIONED, BUT NONE IS FORGOTTEN"**

Last but not the least I would like to thank **GOD**, who continues to look after us despite all my flaws

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OBJECTIVES OF THE PROJECT

PRIMARY OBJECTIVES:

1. To assess customer satisfaction and Brand Image in Jammu and the surrounding regions.
2. To understand the perception and impact of Indian Oil's brand image on the customer acceptance of the XTRA Tej and composite cylinders.
3. To study how the introduction of a new product has influenced overall customer satisfaction and perception of Indian Oil's brand.
4. To collect and analyze customer opinions and suggestions at Indian Oil retail outlets in Jammu.
5. To conduct a comparative analysis between Indian Oil's brand image and customer satisfaction.
6. To enhance customer awareness of the benefits of Indian Oil's XTRA Tej and composite cylinders and their impact on overall customer satisfaction.
7. To provide Indian Oil with actionable recommendations to enhance customer satisfaction and improve brand image through effective marketing, awareness, and campaigning.

SECONDARY OBJECTIVES:

1. To apply theoretical knowledge about customer satisfaction and brand image to a real-world business scenario involving Product launch, sales and marketing.
2. To gain practical experience in evaluating customer satisfaction and brand image in a corporate setting, particularly in relation to composite cylinders.
3. To understand the complexities and challenges associated with launching new products like the XTRA Tej and composite cylinders and maintain a positive brand image and high customer satisfaction.
4. To refine interpersonal and professional skills through direct interaction with customers and corporate professionals.
5. To develop abilities in managing customer relationships, understanding customer behavior, and improving customer satisfaction with innovative products.
6. To gain insights from real-life experiences of teamwork, dealing with organizational pressures, and achieving desired results.
7. To develop an understanding of software in Product launch and gain insights about sales of the product.
8. To refine career goals and aspirations based on the learnings and experiences gained during the project.

CHAPTER 1 – Introduction of Industry, Sector, Organization, Competitive positioning of the organization.

ABOUT IOCL

IndianOil, a diversified, integrated energy major with a presence in almost all the streams of oil, gas, petrochemicals, and alternative energy sources; a world of high-Caliber people, state-of-the-art technologies, and cutting-edge R&D; a world of best practices, quality-consciousness and transparency; and a world where energy in all its forms is tapped most responsibly and delivered to the consumers most affordably.

Energizing the Nation's Ascent

India's highest rank Energy PSU in Fortune 500 list (Rank 142), IndianOil recorded Revenue from Operations of ₹ ₹9,34,953 crores and a net profit of ₹8,242 crores for the financial year 2022-23.

As a Brand with one of the largest customer interfaces in India, IndianOil reaches precious petroleum fuels to every nook and corner of the country through its network of over 58,000 plus customer touchpoints, surmounting the challenges of tough terrain, climate, and accessibility. The marketing network is bolstered by 70.05 MMTPA of Refining Capacity and more than 15,000 KM of cross-country pipelines. Moreover, IndianOil's R&D Centre at Faridabad, one of Asia's finest in downstream petroleum R&D, offers a competitive advantage to the Corporation through world-class technology and process solutions and innovative products. IndianOil R&D has also been instrumental in pioneering path-breaking research to leverage the potential of Hydrogen and other cleaner fuels for the sustainable progress of the nation.

One of India's most socially responsive brands, IndianOil, has successfully combined its corporate social responsibility agenda with its business offerings. The Corporation has been partnering with communities in which it operates by supporting numerous initiatives connected with health, family welfare, education, environment protection, potable water, sanitation, and empowerment of women and other marginalized groups.

Early years (1964-1980)

In the early years, IndianOil focused on expanding its refining capacity. The company built its first refinery at Digboi, Assam, in 1971. This was a major milestone for the company, as it marked the beginning of IndianOil's journey as a major player in the global oil and gas industry.

The Digboi refinery was a state-of-the-art facility, and it was able to process a wide range of crude oil. This gave IndianOil the flexibility to source its crude oil from a variety of countries, which helped to reduce the company's dependence on any one supplier.

The construction of the Digboi refinery was a major undertaking, and it required a significant investment of capital. However, the investment paid off, as the refinery was able to generate significant profits for IndianOil.

In addition to the Digboi refinery, IndianOil also built a number of other refineries during this period. These included the Panipat refinery (1977), the Haldia refinery (1985), and the Mathura

refinery (1991). These refineries helped to further expand IndianOil's refining capacity, and they also helped to make the company more competitive in the global oil and gas market.

Growth years (1980-2000)

In the 1980s and 1990s, IndianOil continued to grow its refining and marketing businesses. The company built new refineries at Paradip, Odisha (2002) and Bina, Madhya Pradesh (2005). IndianOil also expanded its marketing network to include LPG distributors and LNG terminals.

The Paradip refinery was the largest refinery built by IndianOil to date. It was also the first refinery in India to be built on a greenfield site. The Bina refinery was built to meet the growing demand for petroleum products in central India.

The expansion of IndianOil's marketing network helped the company to reach a wider range of customers. This, in turn, helped to increase the company's profits.

Modern era (2000-present)

In the 2000s, IndianOil began to focus on new areas of business, such as exploration and production, chemicals, and renewable energy. The company acquired assets in Russia, Sudan, and Venezuela. IndianOil also built chemicals complex at Panipat, Haryana, and a solar power plant at Barmer, Rajasthan.

The acquisition of assets in Russia, Sudan, and Venezuela gave IndianOil access to new sources of crude oil. This helped the company to reduce its dependence on imported crude oil.

The construction of the chemicals complex at Panipat was a major investment for IndianOil. However, the complex has been able to generate significant profits for the company.

The construction of the solar power plant at Barmer was a major step for IndianOil in its efforts to reduce its carbon emissions. The plant is expected to generate enough electricity to power over 100,000 homes.

Future outlook

IndianOil is well-positioned for future growth. The company has a strong portfolio of businesses, a committed workforce, and a clear focus on social responsibility. It is well-placed to continue to play a leading role in the Indian economy and the global oil and gas industry.

IndianOil is planning to invest heavily in renewable energy in the coming years. The company has announced plans to invest US$10 billion in renewable energy projects by 2030. This investment will help Indian Oil to reduce its carbon emissions and to meet the growing demand for renewable energy in India.

IndianOil is also planning to expand its exploration and production business in the coming years. The company is looking to acquire new assets in countries such as Africa and Latin America. This expansion will help IndianOil to secure its long-term supply of crude oil.

IndianOil – In Every Part, In Every Heart

- IndianOil reaches precious petroleum fuels to every nook and corner of the country through its network of over 58,000 plus customer touchpoints.
- The marketing network is bolstered by 70.05 MMTPA of Refining Capacity and more than 15,000 KM of cross-country pipelines.
- Over 34,000 Fuel Stations are spread across India, fuelling the dreams and aspirations of around 30 million Indians every day.
- IndianOil's LPG brand Indane caters to more than 140 million customers.
- One of the leading Petrochemical players in India with a petrochemical production capacity of nearly 3200 KTA.
- Undertaking research in all facets of hydrogen, including production, storage and applications like fuel cells. To set up Green Hydrogen Plants at IndianOil refineries in Mathura and Panipat. IndianOil is also forging crucial partnerships to strengthen the Green Hydrogen ecosystem in the country.
- IndianOil has established itself as a leading CGD (City Gas Distribution) player in the country.
- The leading promoter of the Govt of India's SATAT (Sustainable Alternative Towards Affordable Transportation) scheme. First Indian company to start CBG marketing under the brand name "IndiGreen".
- IndianOil has a Solar PV capacity of around 70 MW & Wind Capacity of 168 MW, with a total renewable energy capacity of nearly 240 MW.
- Collaborated with Israeli company Phinergy Limited to form 'IOC Phinergy Private Limited' (IOP) to commercialize the Aluminium-Air Battery technology in India.
- Achieved the milestone of installing over 2000 EV charging stations at IndianOil Fuel Stations across the country.
- Over the last four years, spending nearly Rs 1,800 Crore on CSR endeavors across healthcare, education, sanitation, skill development, women empowerment, and environmental sustainability.
- IndianOil has a refining capacity of 70.05 MMTPA, which makes it the third-largest refiner in Asia. This means that IndianOil can process over 70 million tonnes of crude oil per year. This is enough to meet the energy needs of over 100 million people.
- IndianOil has a petrochemical production capacity of nearly 3200 KTA, which makes it one of the leading petrochemical producers in India. This means that IndianOil can produce over 3200 kilotonnes of petrochemicals per year.
- IndianOil is committed to reducing its carbon emissions. The company has set a target of reducing its carbon emissions by 25% by 2030.
- IndianOil is investing in renewable energy. The company has a solar PV capacity of around 70 MW and a wind capacity of 168 MW. IndianOil is also planning to invest in other renewable energy projects, such as biomass and hydropower.

INDIAN OIL(ENERGY OF INDIA)

Established in 1959, IndianOil is a diversified and integrated energy Company with a presence across the entire oil and gas value chain. Supported by its highly skilled employees, state-of-the-art technologies and infrastructure, and world-class research and development (R&D) facility, the Company has been taking the lead in meeting India's energy demands sustainably and consistently over the past six decades. IndianOil owns nearly half of all refineries in the country and delivers close to 80.55 MMT of fuel and petroleum products annually. It is the most trusted national brand with a strong pan-India presence to match. Over the years, the Company has been reinventing itself, establishing new standards in fuel and energy, and taking strides toward being the Energy of India.

IndianOil is the largest refiner in India, with a refining capacity of 70.05 MMTPA. The company has 10 refineries located across India, including the largest refinery in India, the Paradip Refinery. IndianOil also has a network of over 58,000 fuel stations across India. IndianOil is also a major player in the exploration and production (E&P) sector. The company has assets in India, as well as in other countries such as Russia, Sudan, and Venezuela. IndianOil is one of the largest producers of crude oil in India, and it also produces natural gas and other petroleum products.

In addition to its E&P business, IndianOil also has a chemical business. The company has chemicals complex at Panipat, Haryana, which produces a variety of products, including fertilizers, plastics, and solvents. IndianOil is also a major producer of petrochemicals in India. IndianOil is committed to renewable energy. The company has a solar PV capacity of around 70 MW and a wind capacity of 168 MW. IndianOil is also planning to invest in other renewable energy projects, such as biomass and hydropower. These investments will help IndianOil to reduce its reliance on fossil fuels and to meet the growing demand for renewable energy in India.

IndianOil is also committed to social responsibility. The company spends over Rs 1,800 crore every year on CSR initiatives. These initiatives focus on areas such as healthcare, education, sanitation, skill development, women empowerment, and environmental sustainability. For example, IndianOil has built over 1,000 schools and hospitals in rural areas. It has also provided financial assistance to over 1 million students to pursue higher education.

IndianOil is a major contributor to the Indian economy. The company's revenues in 2022 were ₹9.34 trillion (US$120 billion). IndianOil also employs over 33,000 people. IndianOil is well-positioned for future growth. The company has a strong portfolio of businesses, a committed workforce, and a clear focus on social responsibility. It is well-placed to continue to play a leading role in the Indian economy and the global oil and gas industry.

Here are some additional details about IndianOil's business segments:

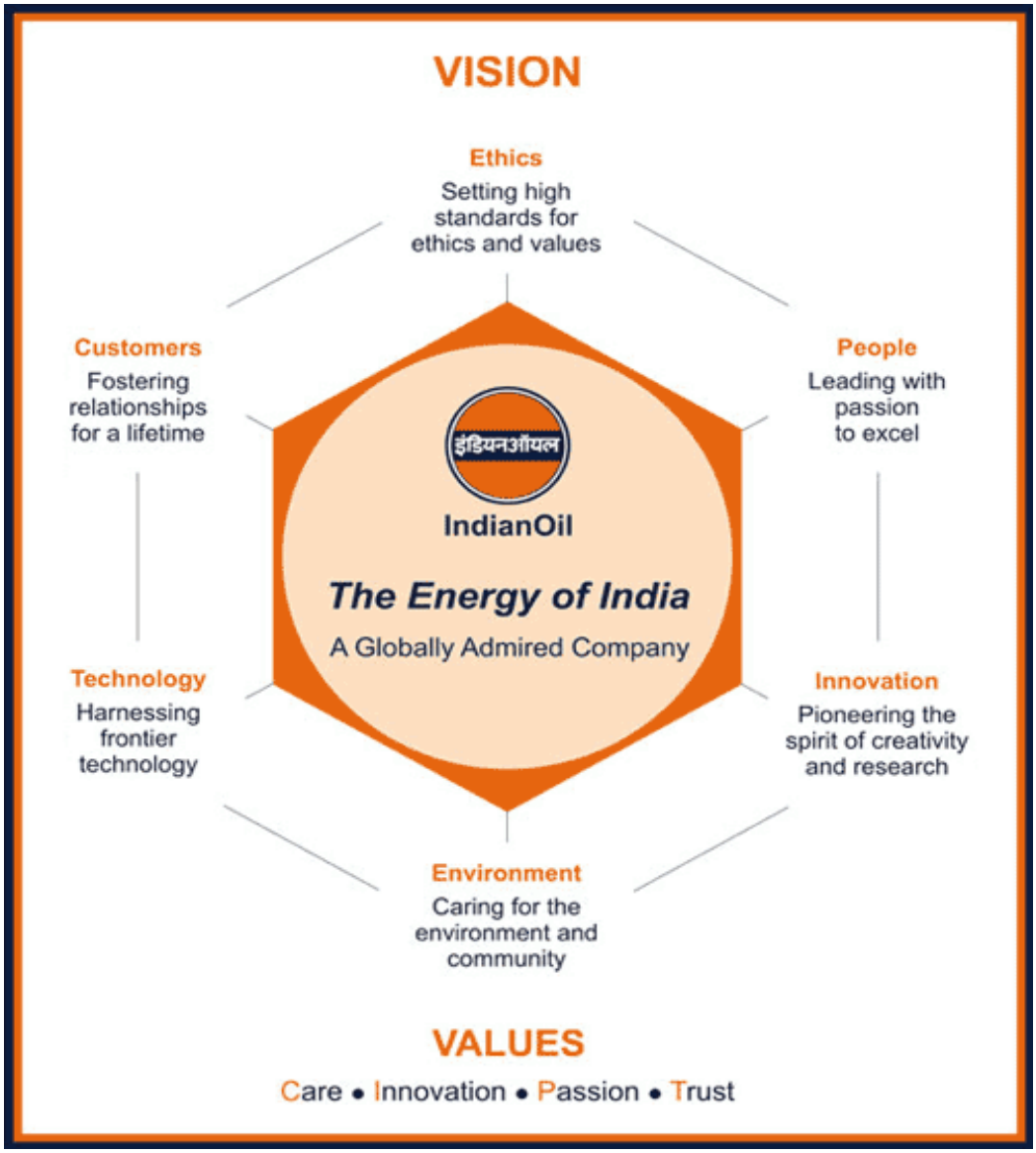
Refining: IndianOil is the largest refiner in India, with a refining capacity of 72.408 MMTPA. The company has 10 refineries located across India, including the largest refinery in India, the Paradip Refinery. IndianOil also has a network of over 58,000 fuel stations across India.

Marketing: IndianOil is the largest marketer of petroleum products in India. The company has a network of over 58,000 fuel stations across India, as well as a network of LPG distributors and LNG terminals. IndianOil also exports petroleum products to over 50 countries around the world. Exploration and Production: IndianOil is a major player in the exploration and production (E&P) sector. The company has assets in India, as well as in other countries such as Russia, Sudan, and Venezuela. IndianOil is one of the largest producers of crude oil in India, and it also produces natural gas and other petroleum products.

Chemicals: IndianOil has a chemical business. The company has chemicals complex at Panipat, Haryana, which produces a variety of products, including fertilizers, plastics, and solvents. IndianOil is also a major producer of petrochemicals in India. Renewable Energy: IndianOil is committed to renewable energy. The company has a solar PV capacity of around 70 MW and a wind capacity of 168 MW. IndianOil is also planning to invest in other renewable energy projects, such as biomass and hydropower. These investments will help IndianOil to reduce its reliance on fossil fuels and to meet the growing demand for renewable energy in India.

VISION AND MISSION

IndianOil strives to achieve the milestones it has set in its business avenues, besides championing the cause it stands for within its sphere of influence, and to increase the thresholds of its dynamic workforce. The Company aims to tap energy in a responsible manner and improve the lives of billions of people. These aspirations are captured in the vision of becoming 'The Energy of India' and 'A Globally Admired Company'. In the endeavor to achieve this vision, IndianOil's employees are guided in their day-to-day actions by the core values of Care, Innovation, Passion, and Trust.



Our vision is to be the 'Energy of India' and to become 'A globally admired company.' As we step into an era of transformation, we are broadening our horizons, expanding across new vistas, and infusing new-age dynamism among our employees. Our journey, which began with the merger of Indian Oil Corporation Ltd. and Indian Refineries Ltd. in 1964, has been guided by our core values of Care, Innovation, Passion, and Trust. These values embody the collective conscience of IndianOil and its people, steering us towards our North Star - being the Energy of India and Globally Admired.

MISSION

To achieve international standards of excellence in all aspects of energy and diversified business with a focus on customer delight through the value of products and services, and cost reduction.

To maximize creation of wealth, value and satisfaction for the stakeholders.

Values

- CARE: Empathy, Understanding, Cooperation, Empowerment
- PASSION: Commitment, Dedication, Pride, Inspiration, Ownership, Zeal & Zest
- INNOVATION: Creativity, Ability to learn, Absorb, Flexibility, Change
- TRUST: Delivered Promises, Reliability, Integrity, Truthfulness, Transparent

Additional information

- The company aims to achieve leadership in developing, adopting, and assimilating state-of-the-art technology for competitive advantage.
- It also aims to provide technology and services through sustained Research and Development.
- The company wants to foster a culture of participation and innovation for employee growth and contribution.
- It also wants to cultivate high standards of business ethics and Total Quality Management for a strong corporate identity and brand equity.
- The company wants to help enrich the quality of life of the community and preserve ecological balance and heritage through a strong environment conscience.

VALUES

The Nation First policy is IndianOil's commitment to putting the nation first in everything it does. This means that IndianOil is committed to:

- Providing reliable and affordable energy to the nation
- Investing in research and development to find new and innovative ways to meet the nation's energy needs.
- Supporting the nation's economy by creating jobs and generating revenue
- Protecting the environment by reducing its carbon emissions and investing in renewable energy

The Nation First policy is guided by the following principles:

- Integrity: IndianOil will always act with integrity and transparency in all its dealings.
- Excellence: IndianOil will strive for excellence in everything it does, from product quality to customer service.
- Innovation: IndianOil will be a leader in innovation, always looking for new and better ways to meet the nation's energy needs.
- Sustainability: IndianOil will operate in a sustainable way, minimizing its environmental impact and protecting the planet for future generations.

The Nation First policy is a key part of IndianOil's vision for the future. The company is committed to being a responsible corporate citizen and a leading player in the global energy industry.

Here are some specific examples of how IndianOil is putting the Nation First:

- IndianOil is investing heavily in research and development to find new and innovative ways to meet the nation's energy needs. For example, the company is developing new technologies to produce cleaner fuels and to capture and store carbon emissions.
- IndianOil is supporting the nation's economy by creating jobs and generating revenue. The company employs over 33,000 people and contributes billions of rupees in taxes to the government.
- IndianOil is protecting the environment by reducing its carbon emissions and investing in renewable energy. The company has a target of reducing its carbon emissions by 25% by 2030. It is also investing in renewable energy projects, such as solar and wind power.

The Nation First policy is a bold and ambitious vision for the future. IndianOil is committed to making it a reality, and the company is already making significant progress.

INDIAN OIL PIPELINE

Indian Oil Pipeline is the largest oil pipeline network in India. It is operated and maintained by Indian Oil Corporation Limited (IOCL), a government-owned oil and gas company. The pipeline network spans over 15,000 kilometers and connects major oil refineries and consumption centers across the country.

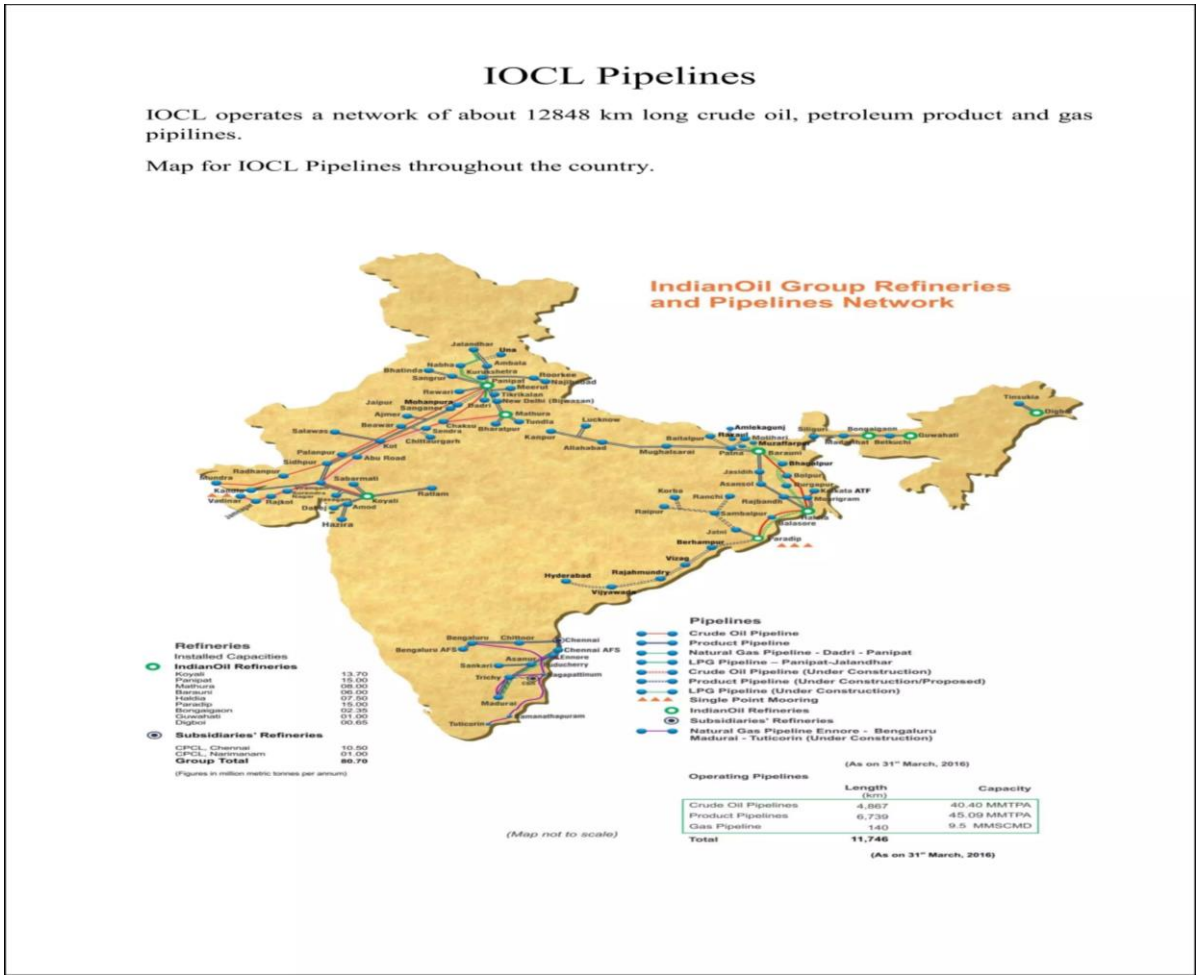
Indian Oil Pipeline in India

The pipeline network was initially developed by IOCL in the 1960s to transport crude oil from offshore oilfields to refineries. Over the years, the network has been expanded to transport petroleum products, such as petrol, diesel, and LPG.

The pipeline network is a critical part of India's energy infrastructure. It helps to ensure the smooth and efficient transportation of oil and petroleum products, which is essential for meeting the country's growing energy demand.

The pipeline network is also a cost-effective and environmentally friendly mode of transportation. It is estimated that the pipeline network saves over 100 million tonnes of carbon dioxide emissions annually.

The pipeline network is constantly being upgraded and expanded. In recent years, IOCL has commissioned several new pipelines, including the Paradip-Hyderabad Pipeline and the Kandla-Bhatinda Pipeline. These new pipelines will help to improve the efficiency of the network and meet the growing demand for oil and petroleum products in India.



REFINERIES

1. <u>Digboi Refinery:</u>

- Location: Digboi, Assam.
- Commissioned Year: 1901.
- Installed Capacity: 0.65 million Metric Tonnes Per Annum (MMTPA).

Digboi Refinery holds the distinction of being the oldest refinery in India. Situated in the charming town of Digboi, Assam, this refinery has a historical significance as it marks the beginning of India's journey in the petroleum industry. Despite its small capacity of 0.65 MMTPA, Digboi Refinery continues to play a crucial role in meeting the energy demands of the region.

The refinery employs advanced technologies to produce a diverse range of petroleum products, including petrol, diesel, kerosene, and LPG. Over the years, Digboi Refinery has remained resilient and continues to contribute to the economic growth of the area and provide essential fuels to the northeastern states of India.

2. Guwahati Refinery:

- Location: Guwahati, Assam.
- Commissioned Year: Not mentioned.
- Installed Capacity: 1.00 MMTPA.

Guwahati Refinery is situated in the city of Guwahati, Assam. With a capacity of 1.00 MMTPA, it is one of the significant refineries in the northeastern region of India. The refinery plays a vital role in supplying petroleum products to the states of Assam and the surrounding areas, reducing their dependency on imports.

Like other Indian Oil Refineries, Guwahati Refinery produces essential petroleum products, including petrol, diesel, kerosene, and LPG. It employs modern refining processes to meet stringent quality standards and ensure a consistent supply of fuels to the region.

3. Barauni Refinery:

- Location: Barauni, Bihar.
- Commissioned Year: Not mentioned.
- Installed Capacity: 6.00 Million Metric Tonnes Per Annum (MMTPA).

Barauni Refinery, located in the town of Barauni, Bihar, is strategically positioned to cater to the northern and eastern parts of India. Commissioned at an unspecified date, this refinery has a capacity of 6.00 MMTPA and plays a vital role in meeting the energy requirements of the region.

The refinery employs advanced technologies and refining processes to produce a variety of petroleum products, including petrol, diesel, kerosene, and LPG. Barauni Refinery's continuous efforts to improve efficiency and quality have helped it remain a crucial player in India's refining landscape.

4. Gujarat Refinery:

- Location: Vadinar, Gujarat.
- Commissioned Year: Not mentioned.
- Installed Capacity: 13.70 Million Metric Tonnes Per Annum (MMTPA).

The Gujarat Refinery, situated in Vadinar, Gujarat, is one of the largest and most significant refineries in India. With an installed capacity of 13.70 MMTPA, it plays a crucial role in meeting the energy demands of the western region, including the state of Gujarat and neighbouring states.

Gujarat Refinery is equipped with state-of-the-art facilities and technologies, allowing it to produce a diverse range of high-quality petroleum products, including petrol, diesel, kerosene, LPG, and jet fuel. Its strategic location near the Gujarat coastline facilitates efficient import and export operations, making it a vital hub in the country's petroleum industry.

5. Haldia Refinery:

- Location: Haldia, West Bengal.
- Commissioned Year: Not mentioned.
- Installed Capacity: 8.00 Million Metric Tonnes Per Annum (MMTPA).

Haldia Refinery, situated in the city of Haldia, West Bengal, has a capacity of 8.00 MMTPA. It plays a crucial role in meeting the energy needs of eastern India, including the states of West Bengal, Bihar, Jharkhand, and Odisha.

The refinery is equipped with advanced processing units and technologies to produce a wide range of petroleum products, such as petrol, diesel, kerosene, LPG, and jet fuel. Haldia Refinery's strategic location near the Haldia port allows for efficient import and export of petroleum products, contributing to the economic growth of the region.

6. Bongaigaon Refinery:

- Location: Bongaigaon, Assam.
- Commissioned Year: Not mentioned.
- Installed Capacity: 2.70 million Metric Tonnes Per Annum (MMTPA).

The Bongaigaon Refinery, located in the town of Bongaigaon, Assam, has an installed capacity of 2.70 MMTPA. It caters to the energy demands of the northeastern states, playing a crucial role in reducing the transportation distance of petroleum products from other refineries.

Bongaigaon Refinery adopts modern refining processes to produce essential petroleum products, including petrol, diesel, kerosene, and LPG. Despite its relatively smaller capacity, the refinery contributes significantly to the energy security and economic development of the northeastern region.

7. Mathura Refinery:

- Location: Mathura, Uttar Pradesh.
- Commissioned Year: Not mentioned.
- Installed Capacity: 8.00 Million Metric Tonnes Per Annum (MMTPA).

The Mathura Refinery, located in the city of Mathura, Uttar Pradesh, has an installed capacity of 8.00 MMTPA. It serves the energy needs of northern India, including Delhi and its surrounding regions.

Mathura Refinery employs advanced refining technologies to produce a variety of petroleum products, such as petrol, diesel, kerosene, LPG, and jet fuel. Its strategic location near major demand centers makes it a vital player in India's refining landscape.

8. Panipat Refinery:

- Location: Panipat, Haryana.
- Commissioned Year: Not mentioned.
- Installed Capacity: 15.00 Million Metric Tonnes Per Annum (MMTPA).

Panipat Refinery is one of the most modern and complex refineries in India. Situated in the city of Panipat, Haryana, it has an installed capacity of 15.00 MMTPA, making it one of the largest refineries in the country.

The refinery is equipped with advanced technologies and facilities to produce a wide range of petroleum products, including petrol, diesel, kerosene, LPG, and jet fuel. Its strategic location near the national capital region and major transportation routes enhances its significance in meeting the energy demands of northwestern India.

9. Paradip Refinery:

- Location: Paradip, Odisha.
- Commissioned Year: Not mentioned.
- Installed Capacity: 15.00 Million Metric Tonnes Per Annum (MMTPA).

The Paradip Refinery is the largest refinery in India, situated in the city of Paradip, Odisha. With an impressive installed capacity of 15.00 MMTPA, it is one of the most technologically advanced refineries in the country.

Paradip Refinery employs cutting-edge refining processes to produce a diverse range of petroleum products, including petrol, diesel, kerosene, LPG, and jet fuel. Its strategic location near the eastern coast enhances its import and export capabilities, making it a crucial player in India's refining and energy sector.

CPCL, Chennai:

- Location: Chennai, Tamil Nadu.
- Commissioned Year: Not mentioned.
- Installed Capacity: 10.50 Million Metric Tonnes Per Annum (MMTPA).

Chennai Petroleum Corporation Limited (CPCL) is a subsidiary of Indian Oil Corporation Limited (IOCL). CPCL operates a refinery in the city of Chennai, Tamil Nadu, with an installed capacity of 10.50 MMTPA.

The Chennai Refinery is equipped with state-of-the-art facilities and modern technologies to produce a diverse range of petroleum products, including petrol, diesel, kerosene, LPG, and jet fuel. Its strategic location near the Chennai port facilitates efficient import and export operations, contributing to the economic growth of the region and the nation.

INDIAN OIL FINANCIAL PERFORMANCE 2022-23

The financial performance of Indian Oil Corporation (IOCL) in FY 2022-23:

- Revenue from operations: ₹9,34,953 crores
- Net profit: ₹8,242 crores
- Profit after tax: ₹7,811 crores
- Earnings per share (EPS): ₹4.81
- Dividend: ₹3.00 per equity share

The company's revenue from operations increased significantly, but its net profit decreased. This was due to a number of factors, including lower marketing and petrochemicals margins, as well as higher exchange losses. However, the company's product sales volumes and refining throughput increased, which is a positive sign. The board of directors' decision to recommend a final dividend is also a positive sign.

- Employees: Over 33,000
- Market capitalization: ₹17.5 trillion (US$220 billion)

- R&D expenditure: ₹1,300 crores (US$160 million)
- Sustainability initiatives: IOCL has a number of sustainability initiatives in place, including:

The company's revenue increased by 27.7%, while its net profit decreased by 66.4%. This was mainly due to lower marketing and petrochemicals margins, as well as higher exchange losses.

The company's product sales volumes, including exports, increased by 15.7% to 95.714 million tonnes in FY 2022-23. This was driven by the increase in demand for petroleum products in India and abroad. The refining throughput was 18.202 million tonnes, an increase of 10.3% from the previous year. This was due to the commissioning of the Panipat Refinery Expansion Project in FY 2021-22. The throughput of the company's countrywide pipelines network was 23.801 million tonnes, an increase of 12.4% from the previous year. This was due to the increase in demand for petroleum products and the expansion of the company's pipeline network.

The board of directors has recommended a final dividend of ₹3.00 per equity share (face value: ₹10/- per equity share) for FY 2022-23. This is a good sign for shareholders, as it indicates that the company is generating enough cash to pay dividends.

Overall, IOCL's financial performance in FY 2022-23 was impacted by lower marketing and petrochemicals margins, as well as higher exchange losses. However, the company's product sales volumes and refining throughput increased, which is a positive sign. The board of directors' decision to recommend a final dividend is also a positive sign.

INDIAN OIL BUSINESS

Indian Oil Corporation Limited (IOCL) boasts a vast and intricate infrastructure, making it a cornerstone of India's energy sector. The company has a significant share in domestic refining capacity with nine operating refineries. Its involvement in the exploration and production (E&P) sector is highlighted by its ownership of 20 E&P assets. Furthermore, IOCL operates a cryogenic plant and three petrochemical complexes, reflecting its wide-ranging expertise and its commitment to meeting India's diverse energy needs.

IOCL's dedication to ensuring energy reaches every corner of India is seen in its vast distribution network. The company runs 32,062 retail outlets and 1,059 CNG stations, delivering crucial fuel to millions of customers nationwide. Its commitment to serving rural communities is demonstrated by its operation of 9,915 Kisan Seva Kendras.

IOCL also has a significant presence in the LPG sector, with 95 LPG bottling plants, 347 Auto LPG dispensing stations, and 12,726 domestic LPG distributors, underlining its role in providing cleaner cooking fuel to Indian households.

Its extensive infrastructure also includes 11 explosives plants and 10 lube blending plants, catering to specialized industrial needs. The transportation of energy resources is handled through a

formidable cross-country pipeline network that spans 15,007 kilometers, supported by 99 product pipeline terminals and 118 oil depots and terminals.

IOCL's aviation needs are served by 121 aviation fuelling stations, and it also maintains a workforce of over 31,000 employees. These employees play a crucial role in the smooth functioning of the corporation, contributing their skills and efforts to sustain IOCL's extensive operations. All these elements combined serve to emphasize the integral role that Indian Oil Corporation Limited plays in powering India's growth and development.

INDIAN OIL BRAND PRODUCT AND LOYALTY PROGRAMS

Indian Oil offers a wide range of brand products, including:

- LPG cooking gas: Indian Oil is the largest supplier of LPG cooking gas in India. It has a market share of over 70%. LPG is a clean-burning fuel that is used for cooking and heating. It is also used in a variety of industrial applications. Indian Oil offers a variety of LPG products, including cylinders, refills, and stoves.
- SERVO lubricants: SERVO is one of Indian Oil's most successful brands. It is present in 27 markets worldwide and has a market share of 63.6% in India. SERVO lubricants are used in a variety of vehicles, including cars, trucks, buses, and motorcycles. They are also used in a variety of industrial applications. SERVO lubricants are known for their high quality and performance.
- XTRAPREMIUM petrol: XTRAPREMIUM is Indian Oil's premium petrol brand. It is blended with special additives that improve engine performance and fuel economy. XTRAPREMIUM petrol is available at select Indian Oil petrol stations. It is a good choice for drivers who want to improve their fuel economy and get the most out of their car.

- XTRAMILE diesel: XTRAMILE is Indian Oil's premium diesel brand. It is blended with special additives that improve engine performance and fuel economy. XTRAMILE diesel is available at select Indian Oil petrol stations. It is a good choice for drivers who want to improve their fuel economy and get the most out of their car.
- PROPEL petrochemicals: PROPEL is Indian Oil's range of petrochemical products. These products are used in a variety of industries, including the automotive, plastics, and construction industries. PROPEL petrochemicals are made from high-quality raw materials and are subjected to rigorous quality control standards. They are a reliable and trusted choice for businesses in a variety of industries.

Loyalty Programs

Indian Oil offers a number of loyalty programs to its customers, including:

- XTRAREWARDS: XTRAREWARDS is Indian Oil's flagship loyalty program. It is open to all Indian Oil customers. Members earn points for every liter of fuel they purchase, and these points can be redeemed for a variety of rewards, including free fuel, merchandise, and travel. EXTRA REWARDS is a great way to save money on fuel and get rewarded for your loyalty.
- Easy Fuel: Easy Fuel is a loyalty program for corporate customers. It offers a variety of benefits, including discounts on fuel purchases, fleet management solutions, and access to exclusive rewards. Easy Fuel is a great way for businesses to save money on fuel and improve their fleet management.
- Rural Card: Rural Card is a loyalty program for rural customers. It offers a variety of benefits, including discounts on fuel purchases, access to financial services, and education scholarships. Rural Card is a great way for rural customers to save money on fuel and improve their financial well-being.

These are just a few of the brand products and loyalty programs offered by Indian Oil. The company is constantly innovating and adding new products and programs to meet the needs of its customers.

More about XTRAREWARDS

EXTRA REWARDS is Indian Oil's flagship loyalty program. It is open to all Indian Oil customers. Members earn points for every liter of fuel they purchase, and these points can be redeemed for a variety of rewards, including free fuel, merchandise, and travel.

To enroll in XTRAREWARDS, customers can visit the Indian Oil website or download the XTRAREWARDS app. Once enrolled, customers will receive a unique EXTRA REWARDS ID. They can then earn points by purchasing fuel at Indian Oil petrol stations. Points are awarded based on the amount of fuel purchased. For example, a customer who purchases 10 liters of fuel will earn 100 points.

Points can be redeemed for a variety of rewards, including:

- Free fuel
- Merchandise
- Travel
- Gift cards

- Donations to charity

To redeem points, customers can visit the Indian Oil website or the EXTRA REWARDS app. They can also redeem points at select Indian Oil petrol stations.

XTRAREWARDS is a great way to save money on fuel and get rewarded for your loyalty. It is also a great way to support Indian Oil and its various initiatives.

SWAT ANALYSIS OF IOCL

Strengths

1. *Strong Brand Name and Reputation:* Indian Oil Corporation Limited (IOCL) is one of the oldest and most respected names in the Indian energy sector. This strong brand reputation gives IOCL significant leverage in terms of customer trust and business negotiations.
2. *Large Market Share in India:* As a state-owned enterprise, IOCL has a significant share of the Indian energy market. This allows the company to impact market trends and gives it substantial negotiating power with suppliers.
3. *Extensive Distribution Network:* IOCL's broad distribution network covers a vast geographical area, allowing it to reach a wide array of customers, ranging from urban centres to remote rural areas.
4. *Strong Financial Position:* IOCL's financial stability is robust due to consistent revenues from its diverse business operations, enabling the company to make significant investments and withstand periods of economic downturn.
5. *Experienced Management Team:* The corporation has a skilled and knowledgeable management team, leading to effective decision-making and strategic planning.

Weaknesses

1. *Reliance on Imports for Crude Oil:* IOCL depends heavily on imports for its crude oil supplies. This dependence exposes the company to international market dynamics and geopolitical risks, which can impact its operational efficiency.
2. *Competition from Private Sector Players:* With the liberalization of the Indian economy, private sector players pose a significant competitive threat to IOCL. These companies often have more flexibility in operations and can adapt quickly to market changes.
3. *Regulatory Challenges:* Being a state-owned company, IOCL faces regulatory scrutiny and challenges, which can impact its business operations and decisions.
4. *Environmental Concerns:* Like other companies in the oil and gas industry, IOCL faces criticism for its environmental impact. This includes issues related to emissions, waste disposal, and the use of non-renewable resources.
5. *Acquisitions and Mergers:* Although mergers and acquisitions can provide growth opportunities, they can also pose challenges. The integration of different company cultures, systems, and processes can be difficult and disruptive to business operations.

Opportunities

1. *Rising Demand for Oil and Gas in India:* The demand for oil and gas in India is increasing due to population growth and industrial development. This creates opportunities for IOCL to expand its business.
2. *Growth of the Petrochemicals Market:* The petrochemicals market in India is growing rapidly, providing an opportunity for IOCL to diversify its operations and increase its revenue streams.
3. *Expansion into New Markets:* IOCL has the potential to expand its business into new geographic markets and sectors, creating new sources of revenue.
4. *Development of Renewable Energy Sources:* As the world moves towards cleaner energy, IOCL has an opportunity to invest in the development of renewable energy sources, which could become a significant part of its business in the future.

Threats

1. *Fluctuations in Oil Prices:* Changes in global oil prices can significantly impact IOCL's profitability. These fluctuations are influenced by a variety of factors, including geopolitical events, which are beyond the company's control.
2. *Geopolitical Risks:* Being dependent on imports for crude oil exposes IOCL to geopolitical risks. Political instability or conflict in oil-producing regions can disrupt supplies and increase prices.
3. *New Technologies:* The development of new technologies, such as electric vehicles and renewable energy, could decrease the demand for IOCL's traditional oil and gas products.
4. *Changing Consumer Preferences:* As consumers become more environmentally conscious, their preferences are shifting towards cleaner and more sustainable energy sources. This could lead to a decrease in demand for IOCL's traditional products.

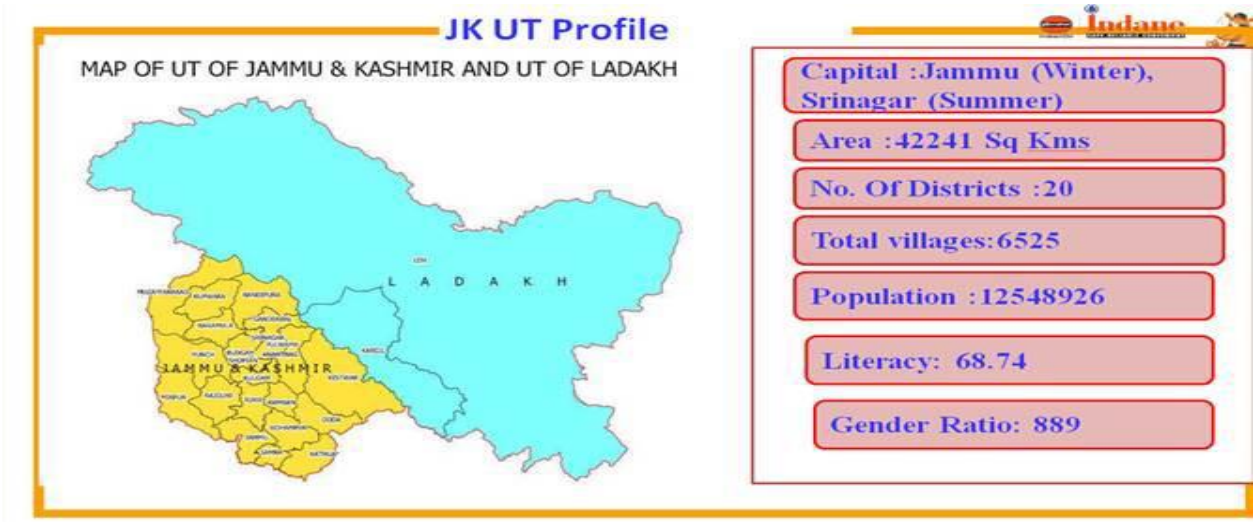
Overview of LPG Marketing under Jammu Indane Divisional Office

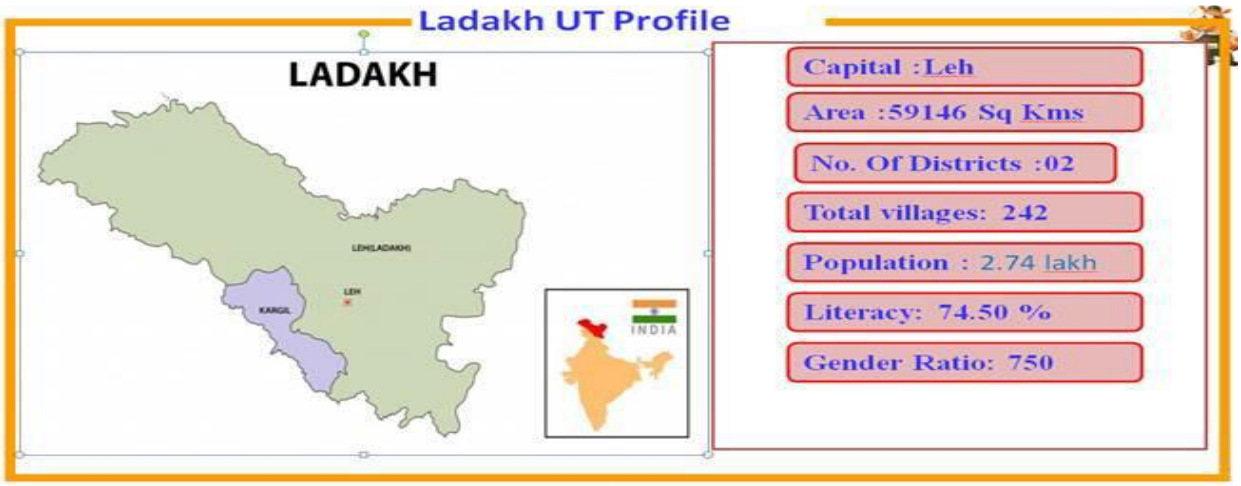
Brief:
Indane Divisional Office, Jammu is located in the second most populous district in the Indian State of Jammu and Kashmir. The location is of strategic significance as it is touching the international border of Pakistan, China, and Afghanistan. LPG Bulk/ Packed is being supplied from 2 number of bottling plants namely Leh BP, and Anantnag BP. Jammu IDO is responsible for the sales and supply of LPG in Jammu & Kashmir covering 20 districts of UT of Jammu & Kashmir and 2 districts of UT of Ladakh. Jammu is located at a distance of 382 Km from PSO headquarters at Chandigarh.

AREA OF OPERATION: Indane Divisional Office	**NO. OF DISTRICTS**
Jammu Indane Divisional Office	22 Districts out of 20 districts of UT of Jammu & Kashmir and 2 districts of Ladakh

- The total LPG distributors are **137** & **active customers** are **811355.**
- Average no of refills delivered daily is **13.5 Thousand** cylinders daily.
- **LPG penetration** as on 01.07.2023 is **141 %**.

Strength	Weakness	Opportunity	Threat
Strong brand name and reputation	Reliance on imports for crude oil	Rising demand for oil and gas in India	Fluctuations in oil prices
Large market share in India	Competition from private sector players	Growth of the petrochemicals market	Geopolitical risks
Extensive distribution network	Regulatory challenges	Expansion into new markets	New technologies
Strong financial position	Environmental concerns	Development of renewable energy sources	Changing consumer preferences
Experienced management team	Acquisitions and mergers		





BOOKING FACILITY OF INDIAN OIL CORPORATION LIMITED

Indian Oil Corporation Limited (IOCL) offers a number of booking facilities for its customers. These include:

- Missed call booking: You can book a LPG cylinder by giving a missed call to 8454955555. You will receive an SMS with the booking details.
- Online booking: You can book a LPG cylinder online through the IOCL website or mobile app.
- IVR booking: You can book a LPG cylinder through the IOCL IVR system by calling 1800-2333-555.
- SMS booking: You can book a LPG cylinder by sending an SMS to 57575 with the following format:
    - LPG <Your Name> <Your Address> <Your Mobile Number>
- Self-service booking: You can book a LPG cylinder through the IOCL self-service portal.

In addition to these booking facilities, IOCL also offers a number of other services to its customers, such as:

- LPG cylinder delivery: IOCL delivers LPG cylinders to your doorstep.
- LPG cylinder exchange: You can exchange your empty LPG cylinder for a full one.
- LPG cylinder refill: You can refill your empty LPG cylinder at an IOCL LPG distributor.
- LPG cylinder installation: IOCL can install your LPG cylinder for you.

To learn more about IOCL's booking facilities and other services, you can visit the IOCL website or contact the IOCL customer care helpline.

Here are some of the benefits of booking an LPG cylinder through IOCL:

- Convenience: You can book a LPG cylinder through several convenient channels, such as the IOCL website, mobile app, IVR system, or SMS.
- Security: Your LPG cylinder will be delivered to your doorstep by an IOCL authorized distributor.
- Peace of mind: You can be confident that your LPG cylinder will be delivered on time and in good condition.

CHAPTER 2 – Introduction to Topic

Customer satisfaction and the brand image of a corporation are two critical dimensions that drive business success. This is particularly true for companies operating in the energy sector, where competition is intense, and the quality of service can greatly influence consumer choice. One such company that has consistently prioritized customer satisfaction and maintained a strong brand image is Indian Oil Corporation Limited (IOCL), the largest commercial oil company in India.

As of my knowledge cutoff in September 2022, Indian Oil caters to nearly half of India's petroleum products market share, with sales of 83.25 million tonnes in the domestic market and 3.96 million tonnes of exports in the fiscal year 2020-2021. With a strong workforce of over 33,000, the company operates a vast network of over 14,800 fuel stations across the country, reaching millions of customers every day.

The company's commitment to customer satisfaction is well-evidenced by its multi-pronged approach. This includes the delivery of high-quality products, focus on innovation, maintaining transparency in pricing, and offering a seamless customer experience. Indian Oil has also shown adaptability to meet evolving customer demands, such as the rising need for cleaner, more sustainable energy sources. The brand's innovative offerings like Indane LPG cooking gas, SERVO lubricants, XTRAPREMIUM petrol, and XTRAMILE diesel have all been introduced with the purpose of meeting specific customer needs while maintaining superior quality standards.

Indian Oil has gone beyond providing mere products, offering an array of customer-centric services like online booking, and tracking for LPG refills, hassle-free digital payments, and loyalty programs like EXTRA REWARDS. This program allows customers to earn points on fuel purchases, which can be redeemed for various rewards. Such initiatives not only improve customer satisfaction but also foster long-term customer loyalty.

Feedback and grievance redressal mechanisms further emphasize Indian Oil's dedication to its customers. In 2022, Indian Oil launched a new initiative, the 'IndianOil One' mobile app, which serves as a one-stop solution for customer queries, complaints, and service requests. Through the app, customers can get real-time status updates on their requests, enhancing the transparency of Indian Oil's services.

Furthermore, Indian Oil's brand image is also bolstered by its strong commitment to social responsibility and sustainability. The company's mission to 'fuel the socio-economic development of the country' is evident in its various CSR activities. As per the Indian Oil's Annual Report 2020-21, the company spent around INR 421 crores on CSR activities in that fiscal year, which included projects in education, healthcare, drinking water and sanitation, skill development, and more.

In terms of environmental sustainability, Indian Oil has invested heavily in developing cleaner fuels and exploring renewable energy options. The company has been operating wind power projects and solar power plants, underscoring its commitment to reducing its carbon footprint and promoting a sustainable future.

Customer satisfaction surveys play a vital role in understanding the customers' perception of the brand. While specific numbers post-2022 are not available to me, it's worth mentioning that in a 2021 survey conducted by the Indian Consumer Satisfaction Index, Indian Oil emerged as the top fuel retailer in customer satisfaction.

CHAPTER 3 – Research Methodology

Research Design:

For this study on customer satisfaction and brand image of Indian Oil Corporation Limited (IOCL), a mixed-methods research design will be employed. This approach combines quantitative data from surveys and sales records with qualitative insights gathered through interviews and awareness campaign feedback. The mixed-methods design will provide a comprehensive understanding of customers' perceptions and experiences related to IOCL's products and brand.

Data Collection Methods:

a. **Surveys:** A structured questionnaire will be developed to collect quantitative data from customers. The survey will focus on gathering feedback on customer satisfaction levels, perceptions of IOCL's brand image, and their experiences with the products offered. A representative sample of customers from various regions will be selected to ensure the data's reliability and representativeness.

b. **Interviews:** In-depth interviews will be conducted with key stakeholders, including IOCL representatives, marketing personnel, and select customers. These interviews will provide valuable insights into the factors influencing customer satisfaction and brand perception, as well as the effectiveness of marketing strategies.

c. **Awareness Campaign Feedback:** Feedback from the awareness campaigns will be collected through various channels, such as online surveys or direct feedback from participants. This data will help assess the impact of the campaigns on customer perceptions and brand image.

d. **Sales Records:** IOCL's sales records will be analyzed to understand the patterns of product sales during the study period. This data will help correlate customer satisfaction and brand image with actual product sales.

Sampling Technique:

A stratified random sampling technique will be used for the survey to ensure representation from different customer segments and regions. Key stakeholders for interviews will be purposively selected to obtain diverse perspectives.

Data Analysis:

- Quantitative data from surveys will be analyzed using statistical tools to derive descriptive statistics and inferential analysis to identify trends and patterns in customer satisfaction and brand image.
- Qualitative data from interviews and awareness campaign feedback will be transcribed and subjected to thematic analysis. This process will identify recurring themes and provide a deeper understanding of customer perceptions and experiences.

Ethical Considerations:

Ethical principles, including informed consent, confidentiality, and anonymity, will be strictly adhered to throughout the research process. Participants' data will be kept confidential and used solely for research purposes.

Limitations:

The study may be subject to limitations, including the sample size and geographical scope. Additionally, responses in surveys and interviews might be influenced by respondents' biases or social desirability.

Scope of the study:

Due to the paucity of time available, we could only get an overview of the topics of our interest area and not a detail analysis. Further, our study was limited to Jammu IOCL branch only. All our study is based on the latest information available and not on the basis of past records.

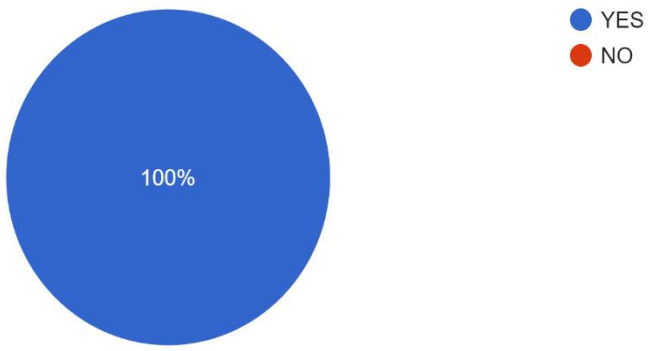
Conclusion:

The research methodology will enable a comprehensive exploration of customer satisfaction and brand image related to IOCL. By employing mixed methods and considering multiple data sources, this study will provide valuable insights for IOCL to enhance customer satisfaction, improve its brand image, and refine its marketing strategies.

SURVEY FINDINGS FOR CUSTOMER SATISFACTION

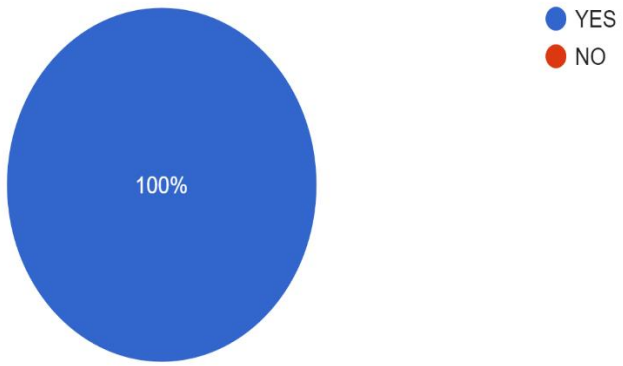
Whether refill is received in time?

50 responses



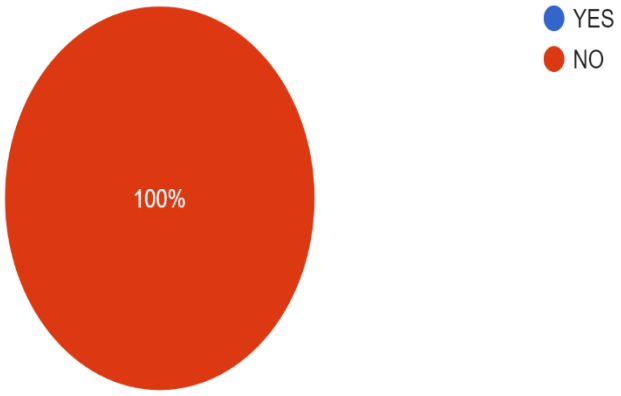
Whether you get your refill at home?

50 responses



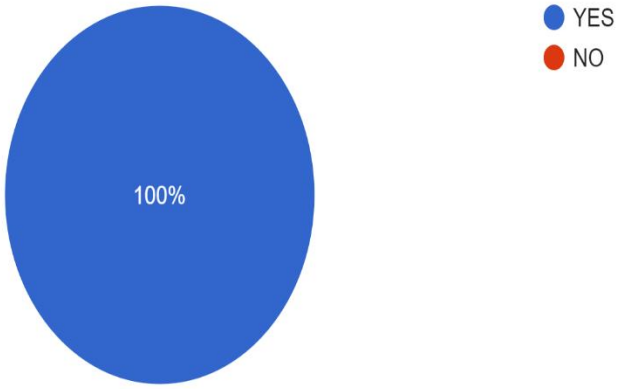
Whether deliveryman asks for more money than written in the refill voucher?

50 responses



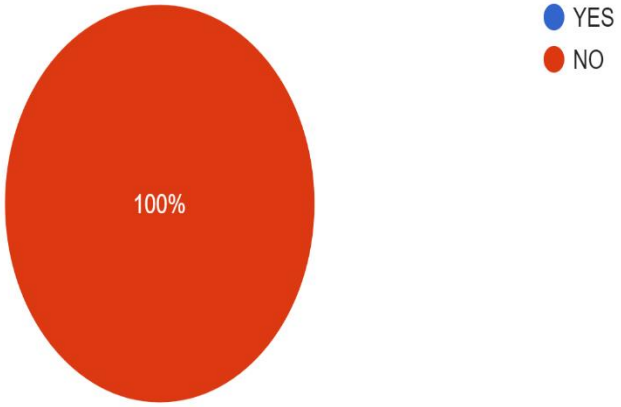
Whether your complaints are attended to satisfactorily?

50 responses



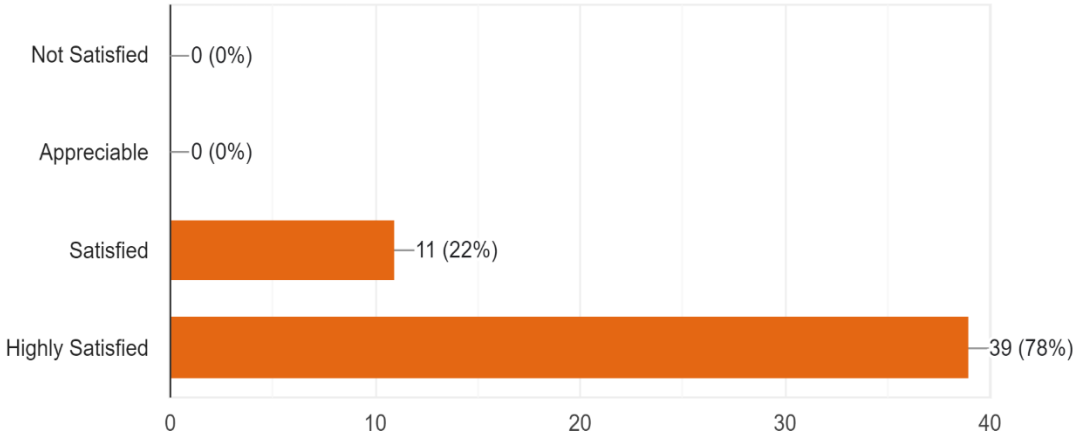
Whether you face any difficulty in booking your refill on telephone?

50 responses



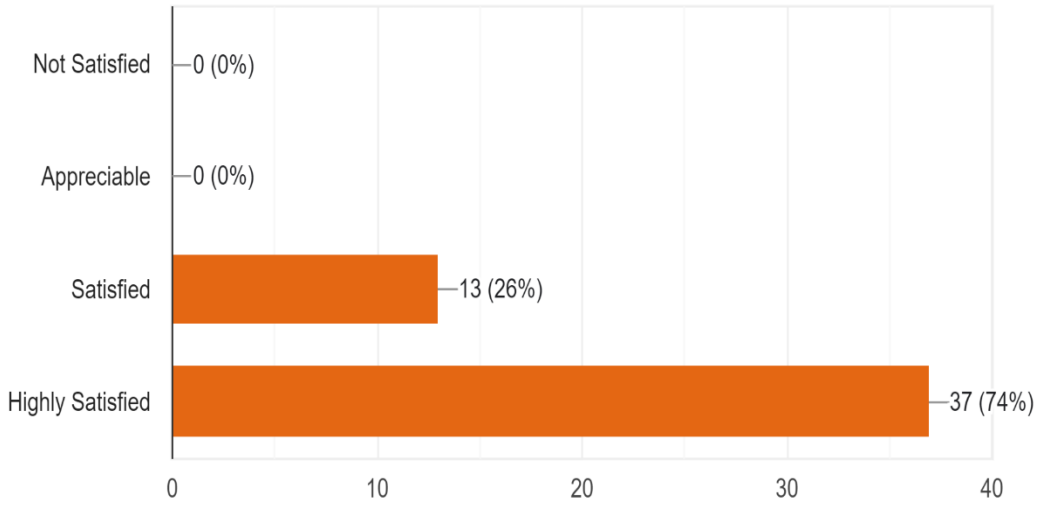
Whether the behavior of the staff at the showroom on telephone courteous?

50 responses



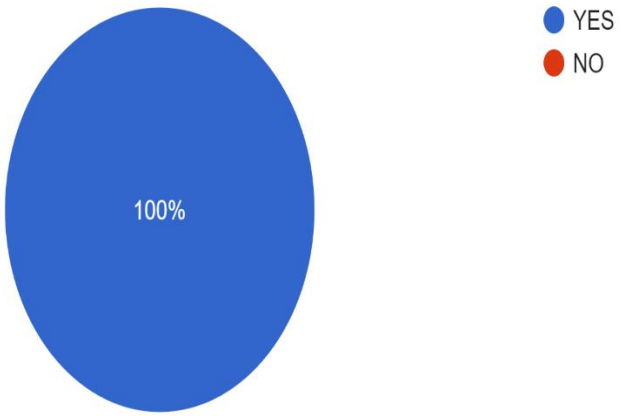
Whether the behavior of the staff courteous when you visit the showroom?

50 responses



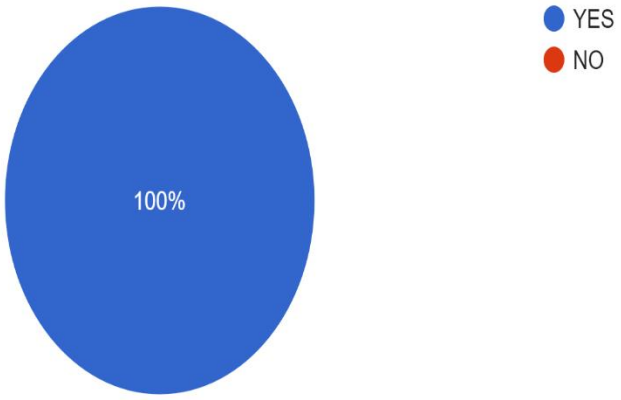
Whether the behavior of the deliveryman /mechanic is courteous?

50 responses



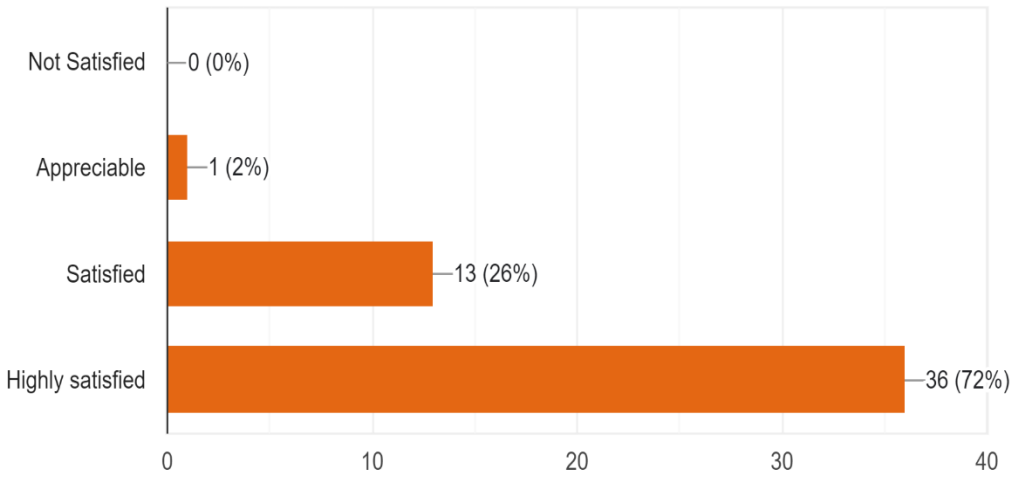
Whether the refill received by you has proper seal?

50 responses



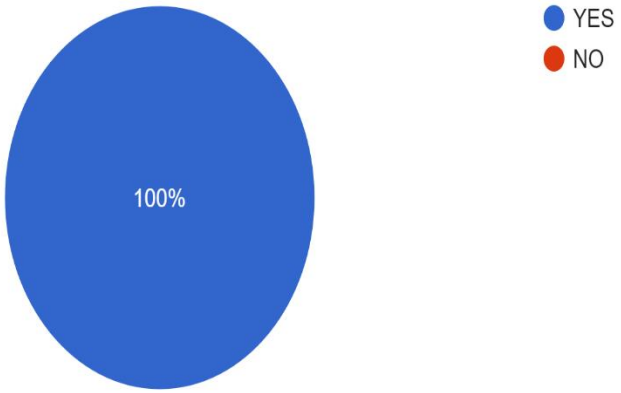
Weather you are receiving satisfactory services from Customer Service Cell?

50 responses



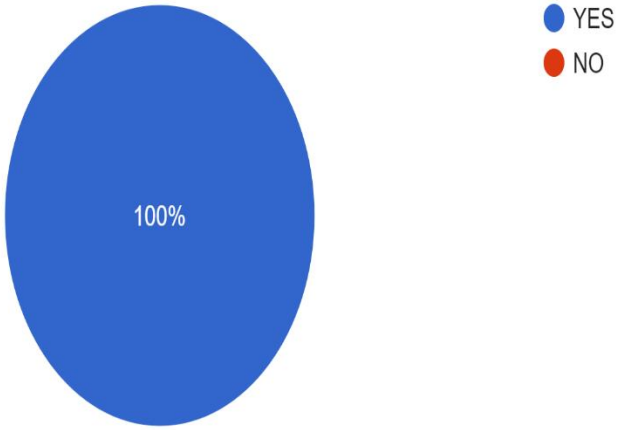
Whether distributor has given you tips on safe usage of LPG?

50 responses



Whether the distributor has given you tips on ways to conserve LPG?

50 responses



CHAPTER 4 – Data Analysis and Interpretation

The customer satisfaction feedback for Indian Oil is generally positive.

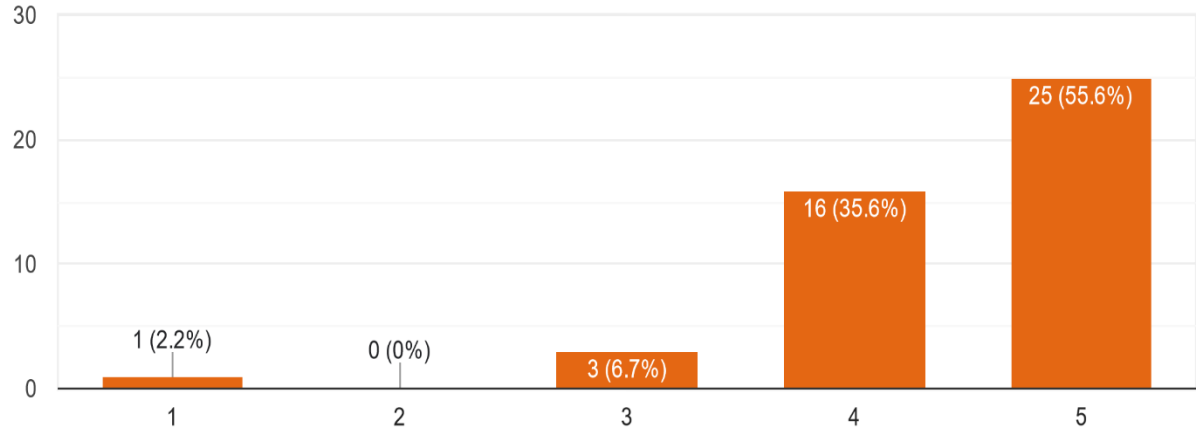
- Refills are received on time and at home. This is a major positive for Indian Oil, as it is one of the most important factors for customers.
- Deliverymen do not ask for more money than written in the refill voucher. This is another positive, as it shows that Indian Oil is committed to providing honest and fair service to its customers.
- Complaints are attended to satisfactorily. This is also a positive, as it shows that Indian Oil is responsive to customer feedback and takes steps to address any problems that may arise.
- Customers do not face any difficulty in booking refills on the telephone. This is positive, as it makes it easy for customers to get the service they need.
- The behavior of the staff at the showroom on the telephone is courteous. This is positive, as it shows that Indian Oil is committed to providing good customer service.
- The behavior of the staff at the showroom, when customers visit, is courteous. This is also a positive, as it shows that Indian Oil is committed to providing good customer service.
- The behavior of the deliveryman/mechanic is courteous. This is another positive, as it shows that Indian Oil is committed to providing good customer service.
- The refill received by customers has a proper seal. This is positive, as it shows that Indian Oil is committed to providing safe and reliable products.
- Customers are receiving satisfactory services from the Customer Service Cell. This is also a positive, as it shows that Indian Oil is committed to providing good customer service.
- The distributor has given customers tips on the safe usage of LPG. This is positive, as it shows that Indian Oil is committed to providing its customers with the information they need to use LPG safely.
- The distributor has given customers tips on ways to conserve LPG. This is also a positive, as it shows that Indian Oil is committed to helping its customers save money.

Overall, the customer satisfaction feedback for Indian Oil is positive. The company is doing a good job of providing its customers with the products and services they need. However, there are a few areas where Indian Oil could improve, such as providing more training for its staff on how to handle customer complaints.

SURVEY FINDINGS FOR BRNAD IMAGES

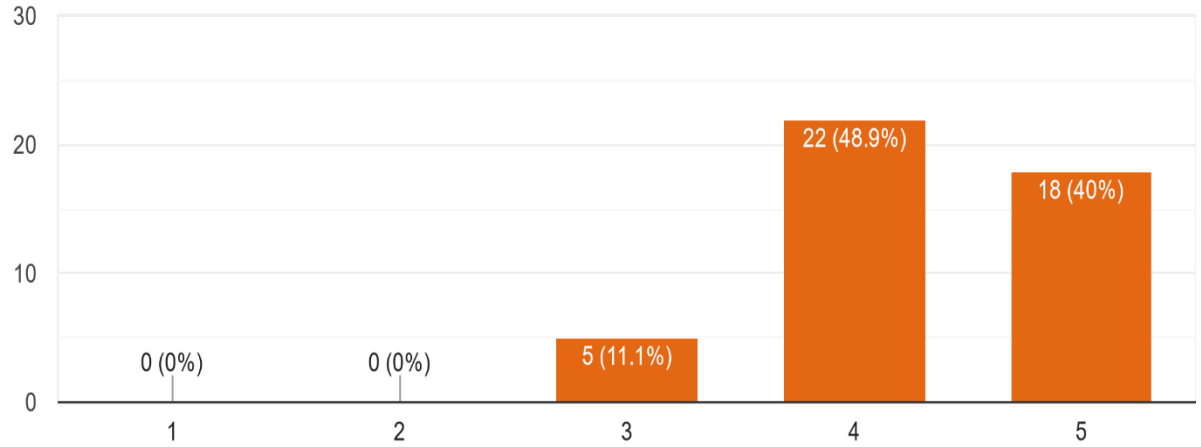
How would you rate the quality of Indian Oil Corporation Limited's products?

45 responses



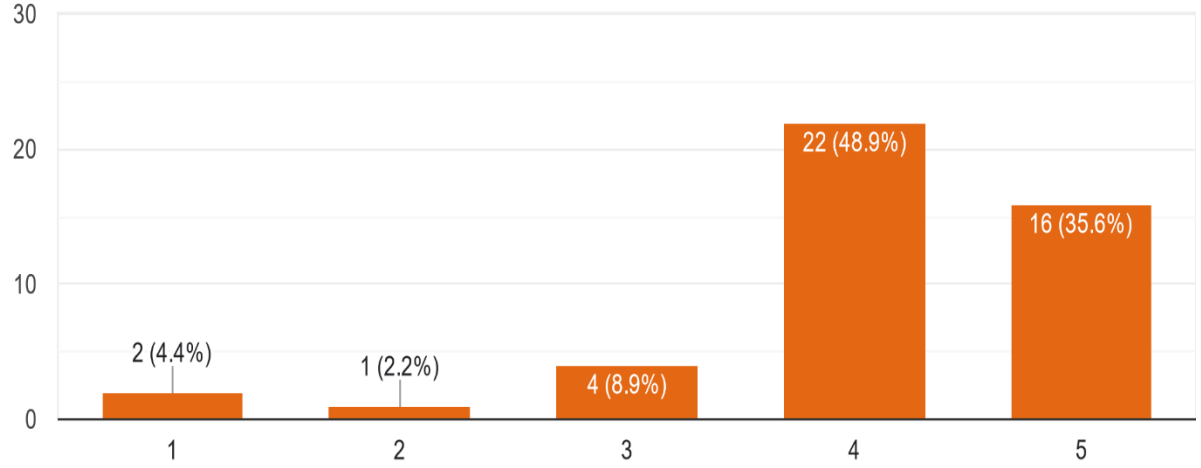
How would you rate the customer service of Indian Oil Corporation Limited?

45 responses



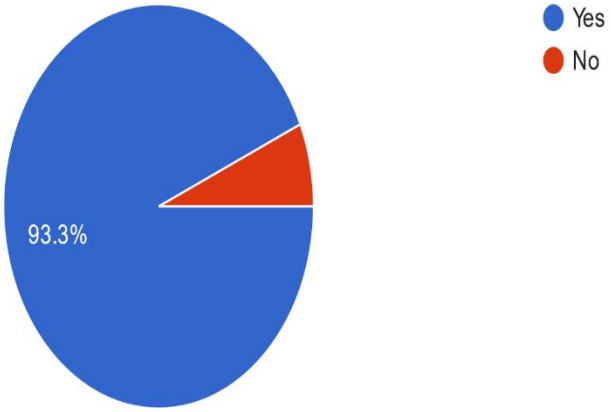
How would you rate the value for money of Indian Oil Corporation Limited's products?

45 responses



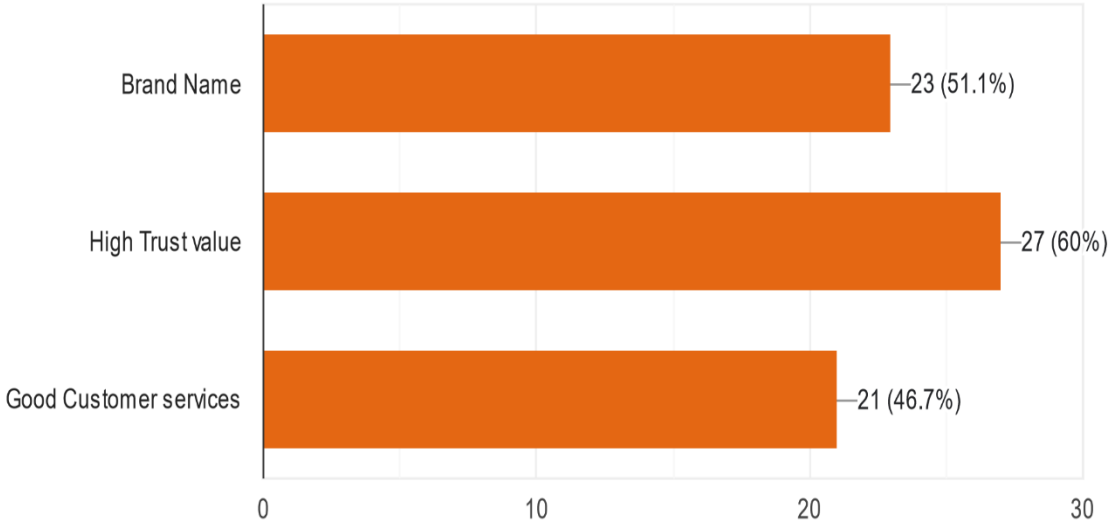
Are you going to recommend Indian Oil Corporation Limited to a friend or family member?

45 responses



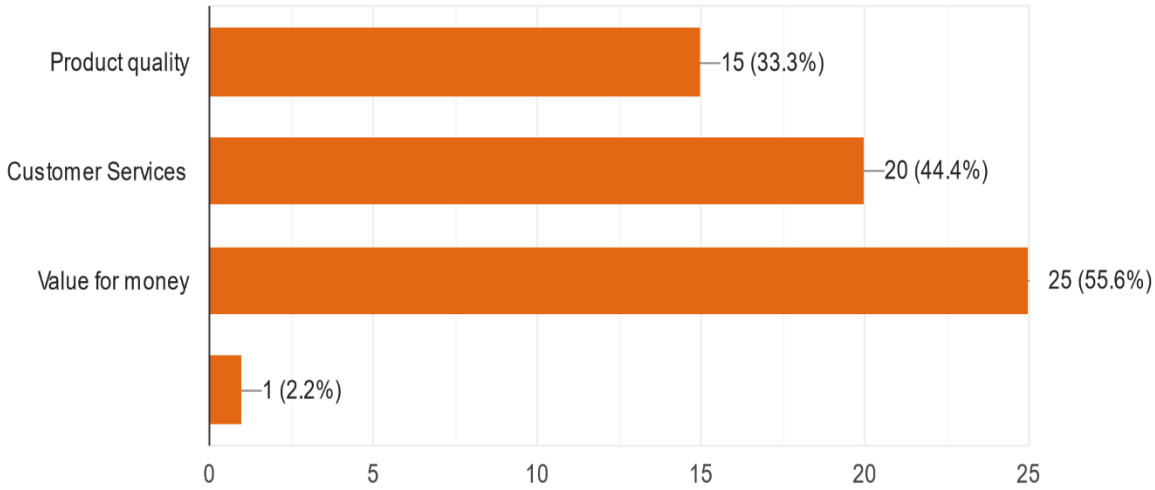
Reason for choosing Indian oil Corporation Limited compared to its competitors?

45 responses



What are your areas where Indian Oil Corporation Limited could improve?

45 responses



The report will consist of an analysis of various aspects such as product quality, customer service, value for money, likelihood of recommending the Indian Oil Corporation Limited (IOCL), reasons for choosing IOCL, and areas of improvement suggested by the respondents.

Product Quality: Product quality has been rated predominantly as 4 or 5, suggesting overall high satisfaction among customers. However, the few scores of 3 and below indicate there may be some concerns about product quality among a subset of customers. This is further corroborated by 'Product Quality' being one of the most frequently suggested areas of improvement.

Customer Service: Customer service also generally received high scores (4 or 5). However, similar to product quality, some customers rated it lower, suggesting potential issues. The fact that 'Customer Service' was also frequently mentioned as an area for improvement supports this.

Value for Money: Ratings for value for money varied slightly more, with a relatively equal distribution of ratings 3, 4, and 5. Again, 'Value for Money' is a frequently suggested area of improvement, indicating that some customers feel the cost of IOCL's products may not align with their perceived quality.

Recommendation: The majority of respondents indicated that they would recommend IOCL to friends or family, which is a positive indication of customer satisfaction and loyalty. There is only one customer who marked 'No' for recommendation even after giving top ratings, which is an anomaly and may require further investigation.

Reasons for Choosing IOCL: The data suggests that the main reasons customers choose IOCL are brand name, high trust value, and good customer service. This suggests that IOCL's reputation and customer service are key drivers of customer loyalty.

Areas for Improvement: The main areas suggested for improvement by respondents were Product Quality, Customer Service, and Value for Money. These are consistent with the lower ratings in these categories and indicate that IOCL may need to focus on these areas to further improve customer satisfaction and loyalty.

In conclusion, while IOCL generally has high ratings and customer loyalty, it could further improve by focusing on product quality, customer service, and providing better value for money. This will likely increase customer satisfaction and the likelihood of customers recommending IOCL to others.

Revolutionizing LPG Storage and Usage: An In-depth Examination of Indian Oil's Composite Cylinders

Indian Oil's Composite LPG Cylinder is a unique innovation that redefines the way cooking gas is stored and used. Developed to deliver a safer, lighter and more convenient alternative to the traditional steel cylinders, it showcases Indian Oil's commitment to customer satisfaction and continuous innovation.

Firstly, composite LPG cylinders are incredibly safe. They are made from advanced polymeric and composite materials, which are significantly less reactive than the steel used in traditional cylinders. These materials reduce the risk of explosion significantly, as they can withstand higher levels of pressure compared to conventional cylinders. The cylinders are designed to vent gas in a controlled manner in the event of a fire, preventing any sudden pressure build-up and subsequent explosion. They adhere to stringent international safety standards, such as the ISO 11119-3, DOT (USA) and EN 12245 (Europe).

Secondly, the cylinders are much lighter than their steel counterparts, with a weight reduction of about 50%. This makes the cylinder much easier to handle, transport and store, significantly

enhancing the user experience. For instance, a 14.2 kg composite cylinder typically weighs around 50% less than a traditional steel cylinder of the same capacity.

Thirdly, unlike steel cylinders, composite cylinders are completely resistant to corrosion, ensuring they last longer and require less maintenance. This is a significant advantage in coastal areas, where high salinity levels can accelerate the corrosion of steel cylinders.

One of the most unique features of the composite cylinders is their translucency. Users can actually see the level of LPG remaining in the cylinder, a feature not available in traditional steel cylinders. This transparency not only enables customers to monitor their gas consumption better but also ensures they can efficiently plan their next refill, enhancing overall customer experience and satisfaction.

In terms of aesthetics, composite cylinders offer a more appealing look compared to the conventional steel cylinders. They are available in various attractive colors, which makes them more suitable for modern kitchens.

Indian Oil's Composite LPG Cylinders are also environmentally friendly. The manufacturing process emits fewer pollutants compared to steel cylinder production, contributing to the sustainability goals of the company. Additionally, at the end of their lifecycle, the cylinders can be recycled, further minimizing their environmental impact.

Finally, the composite cylinders are RFID enabled, which means each cylinder can be individually tracked throughout its lifecycle. This feature not only aids in effective inventory management but also helps prevent theft and ensures the authenticity of the product.

While the Composite LPG Cylinders might be slightly more expensive than the traditional steel cylinders, the benefits they offer in terms of safety, convenience, durability, and environmental impact make them a worthy investment. They exemplify Indian Oil's commitment to innovation, customer safety, and satisfaction. It is initiatives like these that have helped Indian Oil maintain its status as a leading player in India's energy sector and cater to the evolving needs of its customers.

Feature	Old Iron Cylinder	New Composite Cylinder
Weight	14.2 kg (31.3 lbs)	7.1 kg (15.7 lbs)
Material	Steel	Fiberglass composite
Durability	More durable	Less durable, but still strong
Corrosion resistance	Less resistant to corrosion	More resistant to corrosion
Transparency	Not transparent	Transparent in some parts
Safety	Safe	Safer, due to lower risk of fire or explosion
Cost	Similar	Slightly more expensive
Environmental impact	Less environmentally friendly	More environmentally friendly

PRODUCT LIFE CYCLE OF COMPOSITE CYLINDER

The product life cycle of a composite cylinder can be broken down into several stages, which are commonly observed for most products. Here are the typical stages in the life cycle of a composite cylinder:

1. Introduction: This is the initial stage when the composite cylinder is introduced to the market. The product is new, and consumers may not be aware of its benefits or features. During this stage, manufacturers invest in research, development, and marketing to create awareness and attract early adopters.

2. Growth: As awareness about the composite cylinder spreads, demand starts to increase. Consumers begin to understand the advantages of using a composite cylinder over traditional alternatives. Manufacturers ramp up production, and competitors may enter the market with their own versions of composite cylinders. Sales and profits generally experience rapid growth during this phase.

3. Maturity: In the maturity stage, the product has reached widespread acceptance, and the market becomes saturated. Most potential customers who are interested in the composite cylinder have already purchased one. Sales growth slows down, and competition intensifies. Manufacturers may focus on product differentiation and quality improvements to maintain market share.

4. Saturation: At this point, the market is saturated, and the growth rate of sales declines significantly. Competition is fierce, and price competition may become prominent. Manufacturers may explore new uses for the composite cylinder or target niche markets to continue generating revenue.

5. Decline: In the decline stage, demand for the composite cylinder further decreases due to various factors, such as technological advancements, changing consumer preferences, or the emergence of newer and more innovative products. Sales and profits continue to decline, and some manufacturers may consider discontinuing the product.

It's important to note that the duration of each stage can vary significantly depending on various factors, including the rate of technological advancements, market demand, competition, and marketing efforts. Additionally, companies can attempt to extend the life cycle of a product through product modifications, rebranding, or targeting new markets. However, eventually, all products will reach the decline stage as they become outdated or replaced by newer and better alternatives.

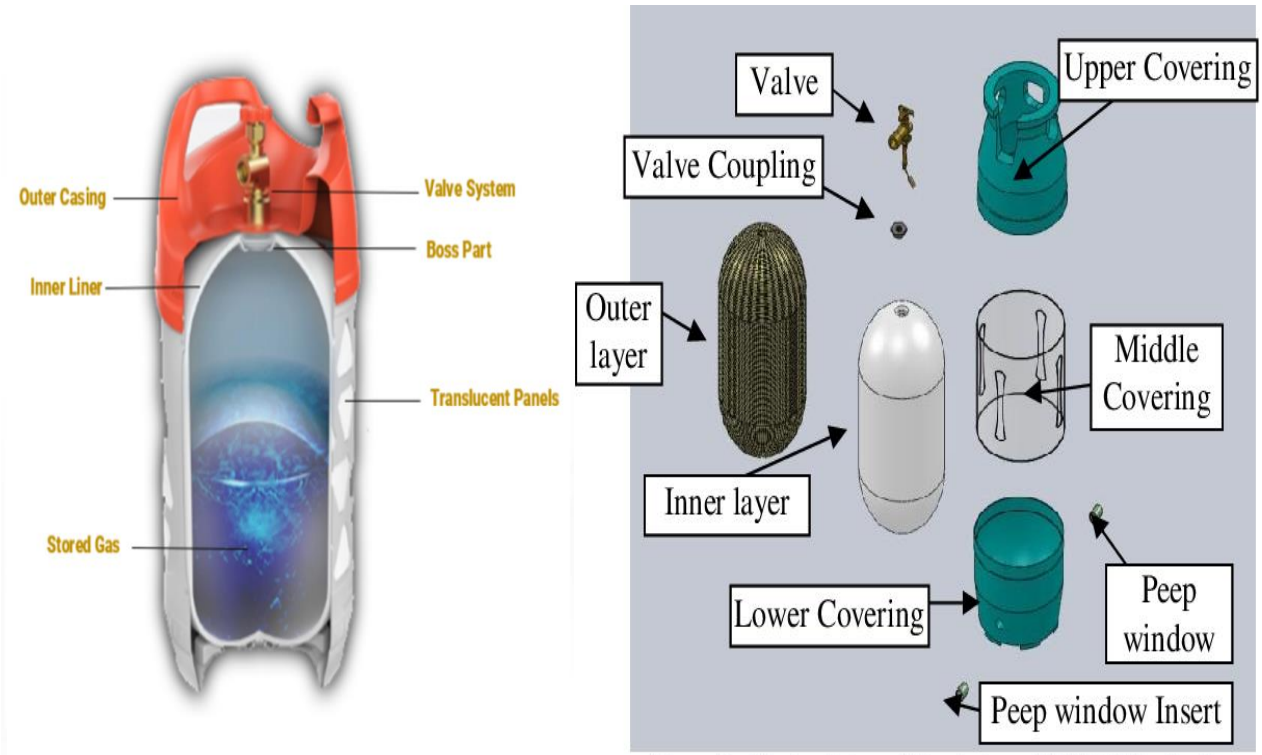


Figure 3. Exploed view of the designed FRP LPG cylinder.

REDEFINING LPG STORAGE WITH INDIAN OIL'S XTRA TEJ CYLINDER: A LEAP IN SAFETY, CONVENIENCE, AND SUSTAINABILITY

The XTRA Tej LPG cylinder is yet another innovative offering by Indian Oil. It is a fiber-made cylinder, designed to be much lighter than the traditional metal cylinders, enhancing convenience and handling for the customers.

The XTRA Tej cylinders, like the composite cylinders, are significantly safer compared to traditional steel cylinders. Their construction involves a blend of composite materials that are highly resistant to impacts, reducing the risk of rupturing under pressure or in case of a fire. Moreover, these cylinders are designed to withstand a wide range of temperatures, making them safe for use in varied climatic conditions.

One of the most prominent features of XTRA Tej cylinders is their light weight. Despite having the same capacity as traditional cylinders, they weigh approximately 50% less. This makes them easier to carry and handle, particularly beneficial for elderly customers or those with physical constraints.

Another striking feature is their translucency. The semi-transparent body of the XTRA Tej cylinders allows consumers to visually monitor the level of the remaining LPG. This not only helps in efficient planning for the next refill but also avoids potential disputes regarding the quantity of gas delivered.

These cylinders are also resistant to corrosion, ensuring they last longer and require less maintenance. This feature makes them particularly suitable for use in coastal areas or locations with high humidity, where traditional steel cylinders are prone to rusting and corrosion.

Additionally, the aesthetic appeal of XTRA Tej cylinders is considerably higher than traditional steel cylinders. They are available in a variety of vibrant colors, and their sleek design makes them a suitable addition to modern kitchens.

The environmental impact of XTRA Tej cylinders is also lower than that of traditional steel cylinders. The production process involves lesser emission of pollutants, and at the end of their lifecycle, these cylinders can be efficiently recycled, aligning with the company's sustainability goals.

Indane XTRATEJ has been evaluated in laboratories and validated at customer sites during the field evaluation. The following benefits have been observed during the field trials:

- Savings of minimum 5% in consumption of LPG at different customer sites.
- Reduction in cooking time by minimum 14% when pressure cooking
- Increase flame temperature by minimum of 65 degrees Celsius at select customer sites

A minimum savings of 5% in the use of LPG and rise in flame temperature by a minimum 65 degrees Celsius have been independently verified and certified by Shriram Institute for Industrial Research, Delhi

- The Xtra Tej cylinder is a high-performance LPG cylinder that is designed to provide better fuel efficiency and a longer burn time.
- The cylinder has a higher calorific value than a normal LPG cylinder, which means that it burns more efficiently.
- The cylinder also has a specially designed nozzle that helps to create a more efficient flame.
- As a result of these factors, the Xtra Tej cylinder can save you money on your LPG expenses.
- The Xtra Tej cylinder is also environmentally friendly, as it emits lower levels of pollutants than a normal LPG cylinder.

Here are some of the benefits of using the Xtra Tej cylinder:

- Fuel efficiency: The Xtra Tej cylinder is more fuel-efficient than a normal LPG cylinder, which means that you can save money on your LPG expenses.
- Longer burn time: The Xtra Tej cylinder has a longer burn time than a normal LPG cylinder, which means that you can cook for longer without having to refill the cylinder.
- Lower emissions: The Xtra Tej cylinder emits lower levels of pollutants than a normal LPG cylinder, which is better for the environment.
- Warranty: The Xtra Tej cylinder comes with a 15-year warranty, which means that you can be confident that it will last for many years.

In conclusion, XTRA Tej cylinders showcase Indian Oil's continuous efforts towards enhancing customer convenience, safety, and satisfaction. By integrating advanced technology and focusing on sustainability, Indian Oil sets a benchmark in the LPG sector, ensuring they remain a preferred choice among consumers.

CHAPTER 5 – Description of the assigned work, product description

Learning Experiences in Product Management: An Internship Journey with INDIAN OIL CORPORATION LIMITED

I am glad to present this report on my involvement with the composite cylinder during my internship at the Indian Oil Corporation Limited (IOCL) in the Jammu region. As a product manager, I was part of various stages of the product life cycle of the composite cylinder, a B2C product launched with the objective of offering a safe, lightweight, and rust-free alternative to traditional gas cylinders.

At the introduction phase, I was part of the team that devised an elaborate marketing strategy to create awareness about the composite cylinder. A significant part of my role involved working closely with the marketing team, using my analytical and strategic planning skills to optimize the campaign's reach.

One of the initial challenges was communicating the composite cylinder's unique value proposition - its safety, portability, and user-friendliness. To address this, we organized several safety clinic camps across the Jammu region, where we demonstrated the safety features of the composite cylinder and educated users on proper usage guidelines. We also conducted product launch events to showcase the composite cylinder and establish IOCL as a company that values innovation and customer safety.

The growth phase saw an increase in the demand for the composite cylinder. As part of my role, I coordinated with the production and distribution teams to ensure that supply kept pace with the growing demand.

As the composite cylinder reached the maturity phase, our focus shifted to customer retention and ensuring consistent demand for the product. Here, I contributed to designing customer loyalty programs and enhancing the customer service processes.

During the saturation stage, we explored creative strategies to maintain the interest in the composite cylinder. This involved targeting niche markets and identifying potential new applications for the product.

Finally, during the decline phase, we planned for strategic discontinuation or replacement of the product. I conducted feasibility studies and cost-benefit analyses to assist management in making informed decisions about the product's future.

In conclusion, my experience with the composite cylinder during my internship at IOCL has been immensely enriching. It has equipped me with practical knowledge of managing different stages of a product life cycle and honed my skills in sales, marketing, product launch strategies, and customer relations. I look forward to applying these learnings in my future career endeavors.

LAUNCH OF COMPOSITE CYLINDER LAUNCH VEHICLE IN JAMMU
INDIAN OIL CORPORATION LIMITED

CANOPY STANDS FOR THE AWARENESS AND PROMOTION OF COMPOSITE CYLINDER

XTRA TEJ CYLINDER

An initial challenge for the composite cylinder was communicating its unique value proposition - its safety, portability, and user-friendliness. To address this, we organized safety clinic camps and product launch events across the Jammu region. Concurrently, I tailored marketing campaigns for the XTRA TEJ cylinder, emphasizing its high efficiency, safety, and cost-effectiveness. To ensure the reach of our campaign, I personally visited numerous businesses in various regions of Jammu, providing them a firsthand demonstration of the product, and educating them about its benefits and proper usage.

As the demand for the composite cylinder increased during the growth phase, I coordinated with the production and distribution teams to ensure supply met demand. Simultaneously, for the XTRA TEJ cylinder, I initiated direct meetings with business owners and corporate presentations as part of our marketing strategy. These visits helped me foster strong relationships with potential customers and ensured that they were fully informed about the advantages of the XTRA TEJ cylinder.

When the composite cylinder reached the maturity phase, our focus shifted towards customer retention and consistent demand. Here, I contributed to designing customer loyalty programs and enhancing customer service processes. Concurrently, I continued to visit and engage with business owners across Jammu, expanding the customer base for the XTRA TEJ cylinder by demonstrating its high-performance aspects suited for commercial applications.

During the saturation stage of the composite cylinder, we explored creative strategies to maintain interest in the product, targeting niche markets, and identifying potential new applications for the product. For the XTRA TEJ cylinder, I started working on strategies to increase market penetration and explore new business opportunities, leveraging the relationships built during my extensive visits to the business owners.

Finally, during the decline phase of the composite cylinder, we planned for its strategic discontinuation or replacement. Here, I conducted feasibility studies and cost-benefit analyses to assist management in making informed decisions about the product's future. For the XTRA TEJ cylinder, I was preparing to work on innovative ways to ensure its continued success in the market, given its critical role in the company's B2B segment.

In conclusion, my experience at IOCL has provided me with a holistic understanding of managing both B2C and B2B products at different stages of their life cycles. The hands-on experience in sales, marketing, product launch strategies, and customer relations for the composite cylinder and the XTRA TEJ cylinder has been invaluable. This, coupled with the direct interactions with business owners across Jammu, has equipped me well for my next task - managing the life cycle of the XTRA TEJ cylinder.

SAFETY CLINIC CAMPS IN JAMMU REGION

Indian Oil Corporation Limited (IOCL) organizes safety clinic camps across India to educate people about the safe use of LPG and other petroleum products. These camps are conducted by IOCL's trained safety personnel and cover a wide range of topics, including:

- LPG safety: This includes information on how to safely use LPG cylinders, stoves, and regulators.
- Fire safety: This includes information on how to prevent fires and what to do in the event of a fire.
- First aid: This includes information on how to provide first aid in the event of an injury.
- Environmental safety: This includes information on how to dispose of LPG cylinders and other petroleum products safely.

Safety clinic camps are a valuable resource for people who want to learn more about the safe use of LPG and other petroleum products. They are also a great way to meet other people who are interested in safety and to learn about the latest safety initiatives.

If you are interested in attending a safety clinic camp, you can contact your local IOCL office or visit the IOCL website.

Here are some of the benefits of attending a safety clinic camp:

- Learn about the safe use of LPG and other petroleum products: Safety clinic camps provide valuable information on how to use LPG and other petroleum products safely. This information can help you to prevent accidents and injuries.

- Meet other people who are interested in safety: Safety clinic camps are a great way to meet other people who are interested in safety. You can learn from their experiences and share your own.
- Learn about the latest safety initiatives: Safety clinic camps often feature presentations on the latest safety initiatives. This information can help you to stay up-to-date on the latest safety trends.

DISTRIBUTOR TRAINING PROGRAM IN JAMMU INDIAN OIL CORPORATION LTD

NAVCHETNA TRAINING OF DISTRIBUTORS DELIVERY MAN

Nav Chetna training of delivery boys was organized at Jammu IDO in the presence of DLH JIDO.

The following parameters were discussed during the meeting.

1. Delivery through DAC mode
2. PDC Feedback from customers
3. Digital Booking
4. Mandatory inspections
5. Awareness of Composite cylinders among customers
6. Usage of Sampark App

FINDINGS

Indian Oil Corporation Limited (IOCL) has been efficient in providing timely and at-home refills to its customers, leading to a positive customer experience.

- Fair Pricing: Deliverymen adhere to the prices written on the refill voucher, indicating the company's commitment to fair and transparent pricing.
- Responsive Complaint Resolution: IOCL's response to customer complaints is satisfactory, demonstrating their emphasis on customer service.
- Easy Booking: Customers do not face any difficulty in booking refills on the telephone, suggesting an efficient booking system.
- Courteous Staff Interaction: IOCL staff, both on the phone and at the showroom, behave courteously with customers, contributing to a positive customer service experience.
- Polite Delivery Personnel: The deliverymen and mechanics are also courteous, further adding to a positive customer experience.
- Product Safety: The refill received by customers has a proper seal, ensuring product safety and IOCL's commitment to the same.
- Satisfactory Customer Service Cell: Customers are receiving satisfactory services from the Customer Service Cell, demonstrating the effectiveness of this customer support mechanism.
- Promotion of Safe Usage: IOCL educates customers on the safe usage of LPG, reflecting their commitment to customer safety.
- Promotion of Conservation: IOCL provides tips to customers on ways to conserve LPG, highlighting their commitment to sustainability and customer cost savings.
- Reputation: The main reasons customers choose IOCL are brand name and trust value, suggesting a strong market reputation.
- Quality Concerns: Despite general satisfaction, some customers have concerns about product quality, indicating a potential area for improvement.
- Customer Service Concerns: Some customers believe that customer service could be improved, suggesting that IOCL may need to further refine their approach to customer service.
- Value for Money: The perception of value for money varies among customers, and it is frequently suggested as an area for improvement, indicating IOCL might need to reassess their pricing strategy or better communicate the value of their products and services.

- Likelihood of Recommendation: Most customers are likely to recommend IOCL to others, indicating a high level of customer satisfaction and loyalty.
- Staff Training: There's a potential need for additional staff training on how to handle customer complaints, to further improve customer satisfaction.
- Positive Customer Satisfaction: Overall, the customer satisfaction feedback for IOCL is generally positive, indicating successful customer relations.
- Anomalies in Feedback: There are anomalies in feedback where a customer gives top ratings but wouldn't recommend IOCL, indicating a potential issue that may need to be investigated further.

The main areas suggested for improvement by customers were Product Quality, Customer Service, and Value for Money, providing a roadmap for IOCL to further improve its products and services. These findings present a comprehensive overview of IOCL's performance in various aspects, from product quality and service to customer satisfaction, with clear indications of where improvements can be made.

CHAPTER 7 –Conclusion & Recommendations

CONCLUSION

- The study reveals an overall positive perception of IOCL's product quality, customer service, and value for money.
- Despite high ratings, improvements are suggested by customers in these areas, pointing to the need for continuous enhancement and customer satisfaction monitoring.
- The willingness of customers to recommend IOCL indicates a high level of customer loyalty and satisfaction.
- IOCL's reputation and customer trust play a significant role in the preference of customers, emphasizing the importance of maintaining a strong brand image.
- Some customers felt a mismatch between the product cost and perceived quality, suggesting the need for reassessing the pricing strategy or adding more value to the product offerings.
- Feedback collection and its analysis are vital for identifying potential shortcomings and implementing necessary improvements.
- Strengthening customer service and product quality could be key areas to improve IOCL's customer satisfaction further.
- Regularly revising and updating product offerings based on market trends and customer feedback could enhance the customer experience and loyalty.
- Implementing more robust customer feedback and complaint resolution systems can help in addressing customer issues more promptly and efficiently.
- Additional services or benefits could enhance the perceived value for money and improve customer satisfaction.
- IOCL should continue leveraging its positive brand reputation in its marketing efforts.
- The introduction of loyalty programs could be a strategic move to enhance customer retention.
- The alignment of product cost and perceived quality is crucial to ensure customer satisfaction and the company's sustained growth.
- The study underscores the importance of maintaining high-quality products and services in retaining customers and improving customer satisfaction.
- The learnings from this study can guide IOCL in developing strategies to enhance customer satisfaction, improve brand image, and drive business growth.

RECOMMENDATION

- Improve Operational Efficiency: Develop strategies to ensure timely and consistent delivery of LPG refills to customers, reducing the 10% delay currently reported.
- Enhance Home Delivery: Investigate and resolve the factors preventing home delivery for 21% of customers to improve satisfaction and convenience.
- Strengthen Complaint Resolution: Invest in enhancing customer service and complaint resolution mechanisms to ensure all issues are handled promptly and satisfactorily.
- Upgrade Booking System: Consider using digital technologies to simplify and streamline the telephone booking service, reducing difficulties experienced by customers.
- Maintain Billing Transparency: Continue fostering trust through transparent billing practices and ensure no overcharging incidents occur.
- Train Staff and Delivery Personnel: Organize regular training sessions to maintain a high level of courteous behavior and enhance customer interactions across all touchpoints.
- Ensure Safety Standards: Maintain strict safety standards, including proper sealing of LPG refills and consistent delivery of safety and conservation tips to customers.
- Focus on Product Quality: Prioritize quality control to reduce product-related complaints and increase overall satisfaction.
- Improve Customer Service: Based on feedback, work on enhancing the quality of customer service across all points of interaction.
- Align Cost with Value: Review pricing strategies to ensure alignment with perceived product quality, improving perceived value for money.
- Promote Benefits of Composite Cylinders: Develop targeted marketing campaigns to educate customers about the benefits of composite cylinders and boost adoption rates.
- Meet Demand for Composite Cylinders: Coordinate with production and distribution teams to ensure sufficient supply to meet increasing demand for composite cylinders.
- Market XTRA TEJ Cylinder to Businesses: Develop marketing strategies tailored to businesses emphasizing the high efficiency, safety, and cost-effectiveness of the XTRA TEJ cylinder for commercial use.
- Evaluate Product Lifecycle: Monitor product performance through different stages of its life cycle and make strategic decisions based on market trends, customer feedback, and feasibility studies.

CHAPTER 8 – References/ Bibliography (as per Harvard/ APA style)

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मार्केटिंग डिवीजन
Marketing Division

REF: NR/TRG/2023-24/136

Dated: 08.08.2023

TO WHOMSOEVER IT MAY CONCERN

It is hereby certified that **Sahil Jasrotia** pursuing **MBA** from **Lovely Professional University, Phagwara** has successfully undergone internship of **6 weeks** from **10.06.2023 to 22.07.2023** under the guidance of **Mr. Satish Kumar, Divisional LPG Sales Head 'E', Jammu Indane DO, IOCL** and completed the Project titled:

"Customer Satisfaction and Brand Image inIndian Oil Corporation Limited"

No portion of the project work is permitted to be used for any other purpose other than fulfillment of the course requirement of the university.

We wish the candidate all the success for a bright future.

Amrit

(Amrit Sindhu) Asst. Manager (L&D), NRO

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