

MDG.2017

09.06.2017

To  
BPCL Dealers  
Mysore Retail Territory

Dear Sir,

**Marketing Discipline Guidelines : Amendments**

This is to inform you that the following amendments have been effected to Marketing Discipline Guidelines:-

**1. Current Provision & Revised Provision**

Current Provision	Current Penalty	Revised Provision	Revised Penalty
<b>Clause 5.1.16 : Dealer Operating the automated RO in Manual mode without authorization :</b> Where automation has been completed at a Retail outlet and if any dispensing unit there has been found to be operating in manual mode without proper authorization from the competent authority it will be treated under this irregularity.	<b>Clause 8.3 (viii) :</b> Penal Action: Suspension of sales and supplies for 15 days for the first irregularity. Suspension of sales and supplies for 30 days for the second irregularity. Third offence would lead to termination of the dealership.	<b>Clause 5.1.16 : Dealer Operating the automated RO in Manual mode without authorization :</b> Where automation has been completed at a Retail outlet and if any dispensing unit/MPD there has been found to be operating in manual mode without proper authorization from the competent authority it will be treated under this irregularity. (Authorization through e-mail or signed letter from Company official only will be admissible.)	<b>Clause 8.3 (viii) :</b> Penal Action: Suspension of sales and supplies for 60 days and penalty of Rs. 500000/- (five lakhs) for the first irregularity. Second offence would lead to termination of the dealership.

एफ.सी.आई. गोदाम के पीछे, मेटगल्लि, मैसूर - 570 016. ☎ : 0821-2414700, 0821-2510031, Fax : 0821-2510019  
रजिस्टर्ड ऑफिस भारत भवन, 4 & 6, करिम्भोय रोड, बलर्ड इस्टेट, पोस्ट बॉक्स क्र 688, मुंबई 400001

## 2. New Provisions

Provisions	Penalty
(a) In case ATG is switched off / non-operational without authorization from the competent authority.  (Authorization through e-mail or signed letter from Company official only will be admissible.)	Suspension of sales and supplies for 60 days and penalty of Rs. 500000/- (five lakhs) for the first irregularity. Second offence would lead to termination of the dealership.
(b) Any deliberate action on the part of Dealership or their staff or any other agency to make any component of automation system (excluding MPDs / Dispensing Units / ATGs) dysfunctional, partly or fully, without authorization from competent authority.  (Authorization through e-mail or signed letter from Company official only will be admissible.)	Suspension of sales and supplies for 60 days and penalty of Rs. 500000/- (five lakhs) for the first irregularity. Second offence would lead to termination of the dealership.

You are requested to take note of the above amendments to Marketing Discipline Guidelines. The revised Marketing Discipline Guidelines has already been hosted in our Website.

Yours faithfully,  
For Bharat Petroleum Corporation Ltd



Territory Manager (Retail)  
Mysore

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