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
Clause 5.1.16 : Dealer	Clause 8.3 (viii):	Clause 5.1.16 : Dealer	Clause 8.3 (viii):
Operating the	Penal Action:	Operating the	Penal Action:
automated RO in	Suspension of sales	automated RO in	Suspension of sales
Manual mode	and supplies for 15	Manual mode	and supplies for 60
without	days for the first	without	days and penalty of
authorization:	irregularity.	authorization:	Rs. 500000/- (five
Where automation	Suspension of sales	Where automation	lakhs) for the first
has been completed	and supplies for 30	has been completed	irregularity.
at a Retail outlet and	days for the second	at a Retail outlet and	Second offence would
if any dispensing unit	irregularity.	if any dispensing	lead to termination of
there has been found	Third offence would	unit/MPD there has	the dealership.
to be operating in	lead to termination of	been found to be	1 × ×
manual mode	the dealership.	operating in manual	
without proper	. B	mode without proper	5 6 e
authorization from		authorization from	
the competent	8 11	the competent	
authority it will be		authority it will be	5)
treated under this		treated under this	
irregularity.	W. S	irregularity.	
1 to 500	2	(Authorization	
		through e-mail or	
		signed letter from	
		Company official only	
		will be admissible.)	9 9 9 9 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

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



BHARAT PETROLEUM CORPORATION LTD. (A GOVT. OF INDIA ENTERPRISE)
MYSURU TERRITORY, RETAIL

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.	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.
(Authorization through e-mail or signed letter from Company official only will be admissible.)	

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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