



हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड

(भारत सरकार उपक्रम) रजिस्टर्ड ऑफिस : 17, जमशेदजी टाटा रोड, चर्चगेट, मुंबई - 400 020

Hindustan Petroleum Corporation Limited

(A Govt. of India Enterprise) Regd. Office : 17, Jamshedji Tata Road, Churchgate, Mumbai - 400 020



Ref: RET/SM/DM

October 29, 2024

To: All HPCL Dealer Partners

Warm Greetings!

Subject: Enhancement of Dealers' Margin Effective 30.10.2024

We are happy to share that in view of the resolution of pending litigation, we have considered the revision in dealer margin. It has been decided to revise the Dealer Margin effective 30.10.2024.

Key Highlights of the Revision:

1. The Dealer Margin has been increased for all categories of dealers.
2. Considering the hardship of ROs selling less than 170 Kl/p.m., special care has been taken to alleviate the same.
3. All relevant factors of the margin component have been taken into account including E-locking, VSAT/SDWAN, and Loyalty charges have been included in this revised dealer margin workings.

In view of the above, you will be entitled to an upward revision of dealer margin of approximately Rs. **0.65 per litre of MS** and Rs. **0.44 per litre of HSD** (considering the average 170 KLPM sales at current prices).

This will further support our resolve in improving customer service standards and the welfare of the staff employed in the retail outlets.

As we approach the festive season, we extend our warmest wishes for a joyous and prosperous Diwali to you, your staff, and your families.

Thank you for your continued partnership in building a strong network.

Warm regards,

Sandeep Maheshwari
Executive Director - Retail