

**GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA**

UNSTARRED QUESTION NO:4805
ANSWERED ON:19.12.2002
MARKETING OF BRANDED FUELS BY IOCL
UMMAREDDY VENKATESWARLU

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether Indian Oil Corporation Limited proposes to market branded fuels in the Indian market;
- (b) whether IOCL has done any test-marketing of such branded fuels recently;
- (c) if so, the findings of IOCL for such a market;
- (d) the expected gains for IOCL in creating a brand at huge expense; and
- (e) the details of investment and income expected from such a strategy?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS AND MINISTER OF STATE IN THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI SANTOSH KUMAR GANGWAR)

- (a) : Indian Oil Corporation Limited (IOCL) has already introduced the branded fuels, Motor Spirit (Petrol) under the name 'IOC Premium' and Diesel under the name of 'Diesel Super'.
- (b) : No, Sir.
- (c) : Does not arise.
- (d) to (e) : There are no major capital investments made for producing these premium grade branded fuels. The branded fuels benefit the consumers to improve mileage, reduce emission and lower maintenance cost.