

Mobility Plaza®

India: BPCL launches digital fuelling initiative

The advanced technological and digital initiative would offer greater transparency and are higher customer trust.



Bharat Petroleum Corporation Ltd. has launched the project NextGen Digital Fuelling initiatives to provide greater transparency and building customer trust in the fuel sector in India, according to a press release. The initiative is part of the Pure for Sure programme launched by the company in 2001.

Some of the features that the new digital fuelling initiative include are assured quality and quantity of fuel delivered to fuel stations through tankers, secured payments, new retail visual identity and automated SMS updates after fuelling transactions.

The roll out of the new NextGen initiatives will be developed in two phases. The first phase will take place in six cities, first in Chennai, and then followed by New Delhi, Kolkata, Bengaluru, Mumbai and Hyderabad; the second phase roll out will take place across 42 'A' and 'B' class cities next year.

BPCL has over 8,600 certified Pure for Sure retail outlets across the country, the press release concluded.