

Campaigns in North Zone

Chandigarh Retail RO in order to boost petrol sales primarily in the urban segment of the petroleum market, launched the Sales Campaign '**HP Se Petrol Bharao, Bhar Bhar Ke Inaam Pao**' covering 91 Dealers with 86% of Region's MS Sales Contribution. The eligibility criteria for a customer to participate in the campaign was to purchase minimum Rs 300 ltrs or Rs 1000 worth of petrol for two-wheeler or car respectively. The prizes won were :

First Prize : Alto Car , Scnd Prize : Motor Cycle

Other prizes : Wall clocks : 150 Nos , Mobile Phones : 60 Nos , MP3 Players : 60 Nos , Tablets : 12 Nos , 5. Induction Cook-Top : 12 Nos , Washing m/cs : 12 Nos & LED TVs : 12 Nos .

After the completion of campaign period on 15-Dec-2012 draw of lots were carried out at Sales Area Head Quarters

in the presence of all the dealers or their representatives, sales officer and officials from Regional Office, Chandigarh. A list of winners was displayed at all the outlets and those winners whose ad-dresses /phone nos. were available on the coupons were contacted. All the prizes were handed over to them after due verification of coupons submitted by them .

HP PRESENTS
**HP SE PETROL
BHARAO
BHAR BHAR
KE INAAM PAO**
OFFER VALID FROM 1ST NOV. TO 24TH DEC. 2012

BUMPER PRIZE
MARUTI ALTO 800
CAR

WEEKLY
PRIZES

FOR FOUR WHEELERS,
FILL PETROL WORTH ₹ 1000/-
FOR TWO-WHEELERS,
FILL PETROL WORTH ₹ 300/-
**AND WIN EXCITING
WEEKLY PRIZES**

HP

Customers apply

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Our **Jammu RO** has launched a Sales Campaign " HP SE TEL BHARAO, KHOOB SAARE INAAM PAO " The campaign involves 52 Dealers of both the Sales Areas – Jammu & Srinagar. The prizes are being sponsored through dealer contribution based on their volume slabs.

As per the campaign, the customers shall be entitled to coupons for a minimum fill of Rs 300/- on 2/3 wheelers (MS) and minimum Rs 1000/- on 4 wheelers (MS&HSD). Participating outlets have been provided with hoardings, standees, coupon drop boxes, posters and coupon booklets as part of the promo material.

Jammu RO aims to get a minimum additional growth of aprx . 8% through this campaign. 97.2 Big FM & AIRCEL are the media sponsors for the Campaign.



Jammu RO has also launched a Sales Campaign for "Milcy Turbo 15W40" in jammu Sales area initially. Under the scheme free Diesel will be given on purchase of Milcy Turbo. In this Campaign, free HSD of equal quantity is being given by the dealer on purchase of ' Milcy Turbo' on MRP.



फ्री डीज़ल



HP Milcy Turbo खरीदने पर फ्री डीज़ल पायें

MILCY TURBO	FREE DIESEL
20 LITRES	20 LITRES
15 LITRES	15 LITRES
10 LITRES	10 LITRES
7,5 LITRES	7,5 LITRES
5 LITRES	5 LITRES
1 LITRE	1 LITRE

*नियम और शर्तें लागू *ऑफर स्टॉक रहने तक
 *ऑफर एमआरपी पर हुई विक्री पर उपलब्ध
 *ऑफर केवल चुनिंदा एचपीसीएल रिटेल आउटलेट्स में उपलब्ध
 *ऑफर 20 फरवरी 2013 से 31 मार्च 2013 तक वैध
 *उत्पाद इस ऑफर के बिना भी उपलब्ध है



Campaigns in North Zone

Jalandhar RO has launched a sales promotion campaign on 15th Feb'13. This scheme is being run at 100 ROs at all the 5 sales areas. This campaign is actively supported by Cheverlot, Suzuki, Mahindra, Microtek etc. The contribution from each dealerships is approx Rs 10000/. The Campaign is also being supported by Big FM (Every day 10 minutes).



Panipat RO is going to launch a Sales Campaign on 28th Feb : “BASANT se BAISAKHI” BUMPER

‘Tel Bharao Khushiyaan Manao’. Campaign Period is one & half month till April 15th . The campaign is having Two Stages : ‘Scratch & Win’ at the outlet & a Mega Draw .

Around 50 select dealers are participating covering all the Sales Areas with per dealer contribution of @ Rs 15,000.

In this every outlet will be giving the Scratch Coupons to the customers purchasing Petrol Rs.1000 for 4 wheelers/ Petrol Rs.500 for 2 wheelers /Diesel Rs.1000 for 4 wheelers & Lubricants Rs.200

In scratch & win the prizes will be Key Chains, Pens, Playing Cards, Torches , wallets etc. In the Mega Draw, there will be : One 4 Stroke Motorbike , 2 No Refrigerators (165 L) , 3 Digital Camera & 5 DVD players .

.... Page 4

Campaigns in North Zone

...4 ..

Our **Shimla RO** is going to launch a Sales Campaign “Scratch Karo aur Kismat Chamkao Offer”. The Campaign Period is from 25th February to 31st March 2013. Around 50 Dealers from both the Sales Areas are going to participate in the Campaign.

Eligibility Criteria for 4 Wheeler is min purchase value – Rs 1000 of MS & 2/3 Wheeler with min purchase value – Rs 300 of MS

Customer will get a Kismat Chamkao Scratch Card and will get a prize in following ratio:

- 95:100 – Free gift of Rs. 15/- amount per litre for instant purchase of any Lubricant.
- 3:100 –Free gift of Rs. 50/- amount on Petrol
- 2:100 –Free gift of Rs. 100/- amount on Petrol

Our **Bhatinda RO** is also going to launch a Campaign Shortly covering around 50 dealers.

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