



May 02, 2015

## Mega Draw –MS Sales Promotional Scheme

HPCL conducted the much hyped and anticipated Mega Prize Draw for MS HSD Promotional Campaign “**HP KE SANGH AAO, BSAIKHI PE INAAM PAO**” amidst public fanfare on 13.04.2015 in presence of its officials, dealers at its retail outlet M/s Jay Kay Gas Co, Gandhi Nagar Jammu. The campaign was running successfully for last two months with tremendous public participation running in lakhs.



The event was a grand success whereby winners of five mega prizes were declared which included Washing Machines, LED TV, microwaves and induction cooker etc. In addition to these monthly prizes were given away to 752 customers during the last two months at the respective participating outlets. These prizes included free fuel, discounts on lubricants and Free Meals at Yellow Chilli Restaurant. The event was organized by HPCL Jammu Retail RO under the leadership of Chief Regional Manager, Sh Manish Tandon and other officials including Sh Zafar Rashid, Sh Nikhil Saraf, Sh Gaurav, and various prominent dealers of state. The sole partner for the event, Yellow Chilli Restaurant, sponsored the Sales Promotional Scheme by providing free food discount coupons besides Free Meal Vouchers. More than 40,000 customers have received

free food discounts while about 28 customers won Free Meal Vouchers to be redeemed at Yellow Chilli Restaurant – Jammu - total worth of approximately Rs. 30.0 Lacs.

As per the scheme, on every refill of Rs 300/- in 2/3-wheelers and Rs 700/- in 4-wheelers, the company offered coupons with a retainer foil. All the coupon draws were taken in presence of the public and coupons for lucky winners were taken out by the randomly selected general public, dealers and children.

The list of winning coupon numbers are being displayed at the regional office and participating retail outlets and winners are requested to collect their prizes in the month of April 2015 from the regional office of HPCL at Opp Hotel Asia, Gandhinagar, Jammu by presenting the counterfoil of their coupon. Winners will also be simultaneously communicated over the phone numbers provided by them in the coupons.



The event was very well covered by the media and reports published across various newspapers of the state are attached. The list of winning coupon numbers are being displayed at the regional office and participating retail outlets and winners have been requested to collect their prizes in the month of May 2015 from the RO by presenting the counterfoil of their coupon. Winners have also been simultaneously communicated over the phone numbers provided by them in the coupons.

The program was concluded with the vote of thanks given by the writer.