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Sunday , November 19, 2006

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NEWS**Now book LPG via SMS****Express News Service**

Kolkata, November 18: At a function in Jodhpur, on Saturday, G C Daga, director(marketing), Indian Oil came up with a novel idea to facilitate the booking procedure for refills by using the modern technology of telecommunication for the consumers.

He also flagged off a 24-hour helpline service van which will attend to the gas leakage complaints. As put in by Daga: "The new sms facility will help LPG customers in Jodhpur to book their refills instantly, while the Indane Express van which will be fully equipped with trained mechanic and mobile service will attend to leakage complaints and emergency situations demanding immediate attention. Both these facilities will go a long way in benefiting the customers of Jodhpur."

The increase in the usage of mobile phones in the recent past along with the declining cost have been the reason behind this endeavour. The SMS service is sure to make things easy and convenient for the Indane customers and introduction of this facility in other parts of the country is also on the cards.

Indian Oil also plans to open a thousand more "xtracare" stations across India. The Indane Express-24 hour helpline, however, is a unique venture for its customers around the clock. Indian Oil happens to be the largest commercial enterprise in the country.

It is also ranks the highest in India in the prestigious Fortune Global 500 listings of the world largest companies. With nearly 50% market share in

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petroleum business coupled with 3200 sales points, has diversified into both downstream and upstream sectors. These include petrochemical, gas marketing, exploration and production of crude oil besides globalisation of marketing operations.

The unique facility launched by the Indian Oil will cater to the needs of the customer in the long run.

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