MRPL Achives a milestone by commissioning 25th HiQ Retail Outlet at Udupi

Over the years, the Retail marketing of the Petroleum business in India has been one of the most dynamic and fast-paced. Subsequent to the opening of markets after dismantling of Administered Pricing Mechanism (APM) in the year 2002 Government had eased doing Retail Marketing transportation fuel business. Private and international players entered the Retail Marketing of transportation fuel business. They made all-out efforts to gather their share of the pie in this very capital & infrastructure intensive and competitive market by having their own USPs in their retail outlets. The year 2005 onwards marked a phase of growth and stabilization where large corporates like Reliance, ESSAR, Shell etc., entered and grew their Retail Business. Retail became the 'Buzzword' in Oil and Gas Industry. The petroleum industry saw many ups and downs due to the high volatility in international crude prices, and there was a situation wherein Government intervention was required for controlling the Retail prices of petroleum products. It was the most challenging time, and all the Private players had to slow down, and there was a time when many reputed companies started to close down their Retail business as there was no opportunity to grow and compete in this sector.

Against this backdrop, coupled with day to day disruptions, MRPL, with the backing of ONGC, entered the Retail marketing segment with the establishment of its first retail outlet in the year 2005 at Cargo Gate. Later, retail outlets were commissioned at Maddur in the year 2008, Hubli in the year 2009 and at Kadri in the year 2014.

In 2017, MRPL, with full vigour and enthusiasm, repositioned itself with its HiQ Brand and entered this highly competitive market. With the concept of brand image and higher eye visualization, futuristic outlook, fitted with latest technology equipment and salesrooms, Retail Outlets started coming up in various locations in the States of Karnataka and Kerala. Thereafter MRPL's true journey into Retailing had begun. MRPL's state of the art Company Owned Company Operated (COCO) retail outlet with huge parking space and facilities for truckers was inaugurated in 2017, followed by the first Dealer Owned Dealer Operated (DODO) at Mandya in the year 2018. Also, the first Corpus Fund Scheme (CFS) retail outlet was commissioned in the year 2019 at Gubbi in Tumkur District.

In the year 2020, when the world and humanity were facing one of the largest pandemics and catastrophes in the form of COVID-19, MRPL too faced its toughest challenges from all fronts. Despite all these challenges, Team MRPL has commissioned 18 new retail outlets in the last 12 months at various locations in Bangalore and Mangalore Regions. 31st March 2021 marked

yet another milestone with the commissioning of MRPL's first Retail Outlet in Kerala at Koolimad Junction near Kozhikode. This outlet was well received by the public, who expect MRPL to set up many more such retail outlets in Kerala.

Despite the continuing threat of Covid -19, second wave Team MRPL have overcome all the challenges and commissioned record 25 retail outlets to date.

From a very humble beginning a few years back, Team MRPL is proud to showcase its 25th RO commissioned on 23rd August 2021 at Mandarthi, Udupi District.

	Outlet Name	Date of Commissioning	Location
1	HIQ, Cargo gate	21.03.2005	Cargo gate, Mangalore
2.	Manjunath Fuel Station	31.3.2008	Maddur, Mandya
3.	Basava Fuels	1.1.2009	Hubli, Dharwad
4.	HIQ, Kadri	4.11.2014	Kadri, Mangalore
5.	HIQ, Panambur	27.2.2018	Panambur, Mangalore
6.	KTR Fuel Station	25.3.2018	Mandya
7.	Manya Fuel Station	25.2.2019	Gubbi, Tumkur
8.	S.P. Petroleum	27.8.2020	Ramnagar, Mandya
9.	Sai Samruddhi Fuel Park	29-Oct-20	Attibele, Bengaluru

10.	Ratna Enterprises	27.11.2020	Perabe,Dakshin Kannada
11.	Chowdeshwari Fuels	11-Jan-21	Holaluru, Shimoga
12.	Siddaganga Fuels	28-Jan-21	Sampige, Tumkur
13.	Kateeleshwari Fuels	30-Jan-21	Yekkar,Dakshin kannada
14.	Sri Krishna Fuel station	16-Feb-21	Dendoor katte, Udupi
15.	Brundavana Fuel Station	24.3.2021	RR Nagar, Bengaluru
16.	R R Petroleum	25.3.2021	Gottigere, Bengaluru
17.	GBI Fuels	29.2.2021	Kattihosahalli Blr Rural
18.	Parayangath Fuels	31.3.2021	Koolimad Jn, Kozhikode
19.	Kantheshwara Fuels	21.4.2021	Moodbidri, Mangalore
20.	Dream fuel junction	7.5.2021	Bengaluru
21.	Shreyas HiQ fuel park	14.5.2021	Kana, Mangalore
22.	St. Joseph fuels	22.7.2021	Belman, Dakshin Kannada
23.	Sri Vrushabendra fuels	23.7.2021	Hemanahalli, Mandya
24.	Sri Venkateshwara Fuels	28.7.2021	Pandavapura, Mandya
25.	Mandarthi Fuel Point	25.8.2021	Mandarthi, Udupi district

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24 HRS
24 HOURS

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PUC
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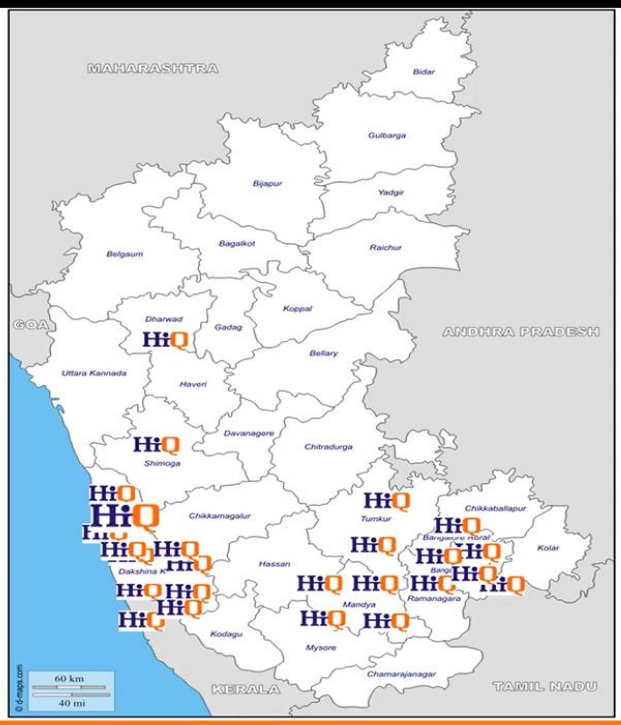
24 HRS

Cargo gate, Mangalore	Kateel, Mangalore
Maddur, Mandya	Dendoorkatte, Udupi
Hubli, Dharwad	RR Nagar, Bangalore
Kadri, Mlr	Gottigere, Bangalore
Panambur, Mlr	Katti Hoshalli,Bangalore Rural
Gandhinagar, Mandya	Koolimad, Kozhikode
Gubbi, Tumkur	Moodabidri, Mangalore
Hosapalya, Ramnagar	Visveswaraiah layout, Bangalore
Attibele, Bangalore	Kana, Mangalore
Perabe, Mlr	Belman, Udupi
Holaluru, Shimoga	Hemanahalli, Mandya
Sampige, Tumkur	Pandavpura, Mandya

Mandarthi , Udupi