

IOCL Petrol Pumps becomes the largest e-mall

Now imagine opening a bank account at a petrol pump in just three minutes. This is now made possible after IOCL partnering with Vakrangee Ltd. to open Vakrangee Kendras at all of its 25000 petrol pumps across the nation. With this alliance, IOCL petrol pumps have become the largest e-mall in the world offering assisted online shopping experience with over 35 million goods to offer through such Kendras. Citizens can also get their Aadhaar Enrolment and Updatations at these outlets. Apart from this Vakrangee Kendra has wide range of Insurance Products to offer from Life, Non Life and General Insurance.

With more than 1000 services to offer, citizens can also book a two-wheeler from Mahindra and Mahindra, pay utility bills, get courier services and get mobile and DTH recharge done.

The brand tagline – **'Ab Sab Kuch Aasan'** of Vakrangee Kendra signifies in true sense fulfilling its objective of Financial Inclusion, providing Digital India services, Social Inclusion, Employment Generation and Skill Development.



The strategic alliance between IOCL and Vakrangee Ltd to offer non fuel services at its retail outlets would prove to be a win-win proposition for both, as it would significantly increase the customer offerings at IOCL retail outlets and touch points for Vakrangee at such outlets.

Embarking the official launch with its first Kendra at Mumbai in presence of Executive Director, IOCL Retail Sales - Mr. D.K. Sharma, Executive Director IOCL Maharashtra State – Mr. M. Srinivasan and the Managing Director and CEO, Vakrangee Ltd – Mr. Dinesh Nandwana.

Currently Vakrangee operates at more than 20,000 Kendras across west, north and central India and with an objective to operate at each pin code with approx. 75,000 Kendra's by 2020

of which Vakrangee envisages setting up 20,000 plus Kendras at IOCL Retail Outlets located PAN India.

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