

# Safal outlets at petrol pumps inaugurated

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UNION Minister of State for Petroleum and Natural Gas Dharmendra Pradhan on Monday urged Oil Marketing Companies (OMCs) to open multi-business centres at filling stations to promote non-fuel trade across the country.

Inaugurating the fresh fruit and vegetable outlet opened by Mother Dairy Fruit and Vegetable Limited (MDFVL) at Rajdhani service station here, he said discussions are on with different ministries for their support to have common service centres.

"We want to develop it as a model for both business and employment point of view. We can have Janausadhi centres, cafe coffee day, groceries and other retail stores at petrol pumps, which can offer free wi-fi services to the consumers. It will have a win-win situation for traders and customers as well," Pradhan said.



Union Minister Dharmendra Pradhan inaugurating Safal store at Rajdhani Service Station in Bhubaneswar on Monday | EXPRESS

The Petroleum Minister appreciated the efforts of MDFVL, a subsidiary of National Dairy Development Board (NDDB), for opening two fruit and vegetable

outlets under its Safal brand in the city as it would help farmers get remunerative price.

Pradhan advised the NDDB to set up a processing plant for

fruits and vegetables near Bhubaneswar for which OMCs and Balmer Lawrie & Co Ltd, a Government of India Enterprise, are all set to extend support.

Another Safal store has also been opened at Indian Oil petrol pump near Raj Bhavan. Not only fruits and vegetables, all products of Mother Dairy and Safal brand are available at the outlets.

NDDB Chairman Dilip Rath said Bhubaneswar became the third city in the country to have Safal stores at petrol pumps after Delhi and Bengaluru. Fifty more stores will be rolled out in Bhubaneswar and Cuttack after a few months, he added.

OMCs' earning from non-fuel business is around ₹164 crore against a total turnover from fuel retailing of ₹6.5 lakh crore. The non-fuel outlets at petrol pumps include 1,725 ATMs, 1,006 auto-service stations, 761 dhaba and food joints, 1,240 tyre and battery stores and 688 convenience stores.