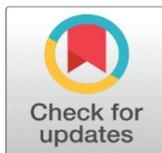


MARKETING DIVISION ROLE IN INDIAN OIL CORPORATION, LTD

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ABSTRACT

The Marketing Division of Indian Oil Corporation Ltd. stands as the backbone of the company's outreach, customer engagement, and brand presence across the nation. This study reflects on the day-to-day operations, traditional marketing practices, and evolving strategies witnessed during the internship. It explores how the division manages distribution, strengthens customer relationships, promotes products, supports dealers, and upholds the legacy of India's largest energy PSU. The findings offer insight into how long-established methods blend with modern marketing techniques to sustain trust and fuel growth.

1. INTRODUCTION

Marketing in the petroleum industry carries a weight of responsibility—fueling transport, industries, households, and the flow of the nation's daily life. Indian Oil Corporation Ltd., with its proud heritage, has built its marketing network through discipline, service, and deep relationships with dealers and customers.

During the internship, several aspects of this traditional yet forward-moving division came to light: how the company maintains high product standards, coordinates with dealers, handles customer queries, and ensures seamless supply. This introduction sets the foundation for understanding the role and significance of marketing activities at Indian Oil.

2. REVIEW OF LITERATURE

Past studies in petroleum marketing emphasize four recurring themes:

- 1) **Distribution Efficiency:** Ensuring uninterrupted fuel supply across vast networks.
- 2) **Customer Trust:** Built through reliability, transparency, and service quality.
- 3) **Brand Positioning:** Relying on long-standing reputation supported by local outreach.
- 4) **Dealer Relationship Management:** A crucial pillar in maintaining consistency and loyalty.

Research in India's energy sector also points to the evolution of marketing strategies as digital tools blend with long-traditional methods such as direct dealer engagement and community visibility. These works form the backdrop for examining Indian Oil's marketing role today.

3. OBJECTIVES OF STUDY

- 1) To understand the operational role of the Marketing Division at Indian Oil Corporation Ltd.
- 2) To study how customer relations and dealer support are managed.
- 3) To analyse the marketing strategies that strengthen Indian Oil's presence and reputation.

4. RESEARCH METHODOLOGY

This study is based primarily on:

- **Internship Experience:** real-world exposure within the Marketing Division.
- **Direct Observation:** daily operations, customer handling, and communication patterns.
- **Informal Interviews:** interactions with marketing officers, dealers, and customers.
- **Secondary Data:** company reports, website content, and published literature.

The methodology blends qualitative insights with real-time observations, preserving both the traditional ethos and practical workflow.

5. ANALYSIS AND INTERPRETATION

The daily working patterns reveal that Indian Oil's marketing strength lies in:

1) Distribution and Supply Coordination

Ensuring fuel availability is treated almost like a sacred responsibility. The coordination between terminals, dealers, and field officers keeps the supply chain steady.

2) Dealer Relationship Management

Officers regularly support dealers with guidance, compliance checks, and operational help. A respectful and longstanding bond is maintained, preserving the company's heritage of trust.

3) Customer Service and Feedback Handling

Queries, complaints, and suggestions are addressed with patience. Even today, personal communication remains a major pillar.

4) Brand Promotion

Campaigns, safety awareness programs, and digital presence all combine to keep Indian Oil ahead while still honoring its traditional image.

5) Field Visits and Observation

Visits to fuel stations and customer points highlight the importance of real presence on the ground—something that remains unchanged through generations.

6. FINDINGS

- 1) The Marketing Division operates with disciplined structure and strong coordination.
- 2) Dealer relations are the heart of Indian Oil's distribution network.
- 3) Customer trust is maintained through transparency and long-standing service practices.
- 4) Marketing activities combine both traditional methods and modern digital strategies.
- 5) The company places great emphasis on safety, compliance, and ethical operations.
- 6) Interns gain meaningful exposure to real market challenges and communication patterns.

7. CONCLUSION

The internship revealed that Indian Oil's Marketing Division is a harmony of legacy and progress. Even as the world moves toward digital transformation, the company preserves timeless values—reliability, personal relationships, and service to the nation. This blend of old and new gives Indian Oil its enduring strength. The experience offered deep insight into the functioning of a prestigious public-sector enterprise and its mission to serve every corner of the country.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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