



HP Gas Distributorship Standardisation Manual



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P R E F A

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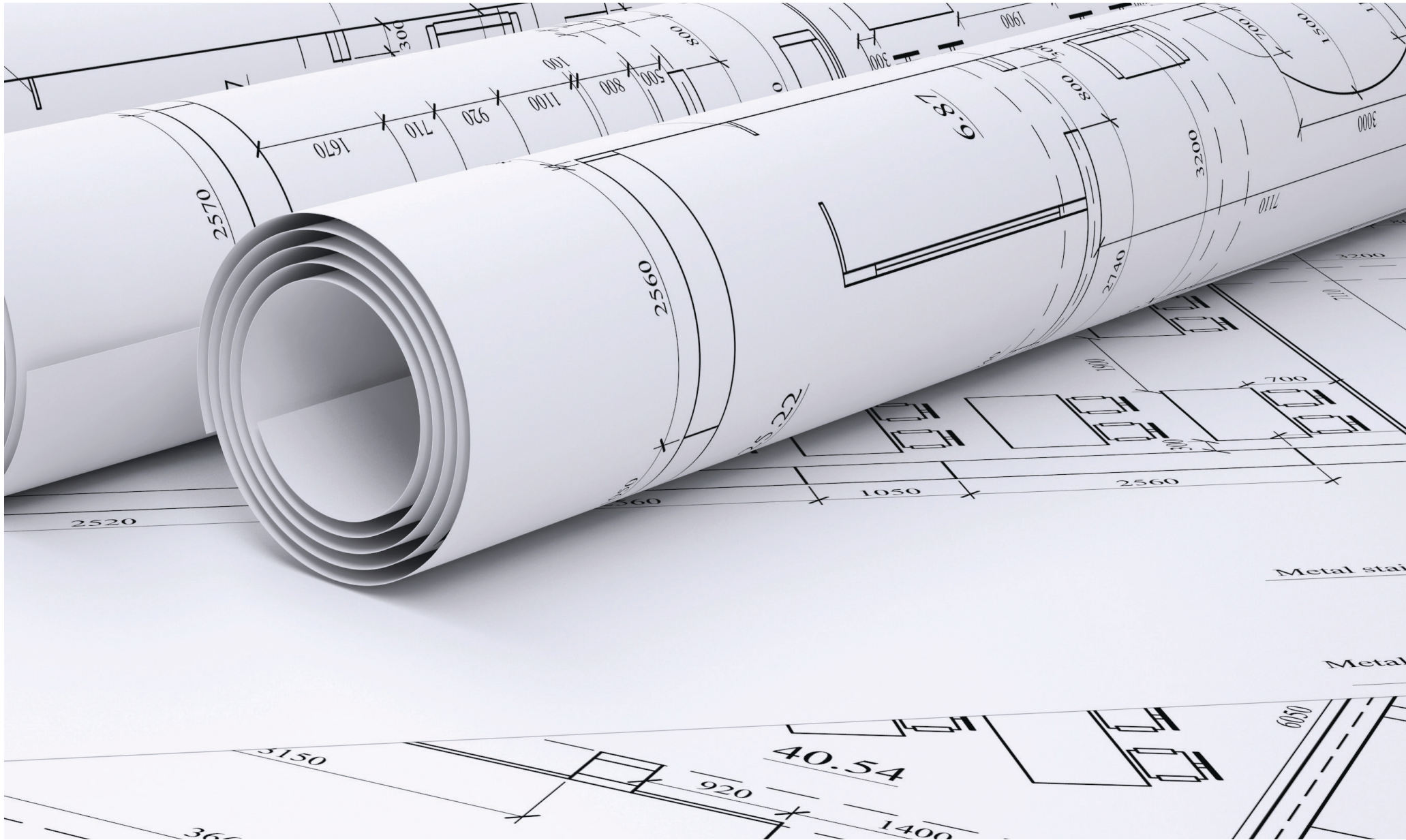
Introduction

The key idea of this guide is to give a detailed insight into how to create a good quality showroom environment and compelling spaces for customers to have a premium experience and relate to the HPCL Brand.

Each segment will showcase in detail on how to build & brand your dealership showroom..

Each format of showroom will be different however the underlying principles will remain the same.





About This Manual

This manual is intended to provide all key information required for the preparation, planning and implementation of the New HPCL Distributor Identity. The concept is designed to give a clear and consistently recognisable format, with enough inbuilt flexibility to suit local market requirements. This manual contains all the information necessary to communicate the principles behind, and the physical design of this new Distributor concept. Since each showroom layout is different the design agency will help design the showroom to best suit the distributor requirement. Please note that all the renderings, graphics and images within this manual are meant for illustration only.

How to use this Manual

Each Segment of this book details out each & every element which goes into the showroom. This document is a source of information for recommendations and best practices to be followed. The book guides you on how to use the assets and other identity related topics.



Message from Executive Director - LPG

The growth of HP GAS as a brand is one of India's best known success stories. In early 2000's, HPCL came out with its 'Ji-Haan' promises and the mnemonic of the humanized cylinder, which attained benchmark status in the industry and today it is a household name. Our customer holding increased from 1.4 Cr in 2001 to 6.7 Cr in 2018. It has been a journey through smooth avenues interspersed with undulating curves as we endeavor to make a significant difference to the experience of the customers of LPG.

In simple words, Brand is the perception that consumers have when they hear or think of HP GAS. As consumers begin to identify with you, your brand will live in the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

Multiple consumer studies and marketing surveys have substantiated the vital role that Customer Experience (CX) is now taking in the marketing space across all types of industries. Branding and feeling of a customer in a distributor's showroom is of paramount value in creating delightful CX.

The first branding developed for HP GAS showrooms, delivery vehicles, etc. is more than 15 years old. While we have achieved a lot since then, it is important for us to constantly anticipate the changing customer needs and change ourselves - not only to meet the customer expectations, but exceed them. The Indian customer is now exposed to the most sophisticated global brands. The idea of customers being at the centre of the Company's growth is an oft-repeated one. However, it is especially true for the throbbing and dynamic identity of HP GAS.

LPG business has gone through several orbit-shifting changes since then. Better construction and branding material made forays into the market. In tune with the above, it is imperative to make our branding a state-of art one.

The new standardization manual is a result of yearlong efforts of a team of officers from LPG SBU - who first made the designs, held wide ranging deliberations with the field and then piloted them at Pune and Navi Mumbai. After several iterations, the final model was freezed. The new branding was developed taking into account the needs of today's customers and the staffs of the distributor. At the heart of this branding is the promise that is made by the organization to the customers and the prospects.

In the LPG SBU, we pride ourselves with anticipating the stated and latent needs of the customers and changing ourselves to delight them, every time they interact with us. I look forward to the support from the entire distributor fraternity in re-vamping their showrooms and other infrastructure as per this standardization manual within a year.

March, 2018

Ajit Singh
Executive Director – LPG



Fixtures

Detail

e
i n g



Introduction

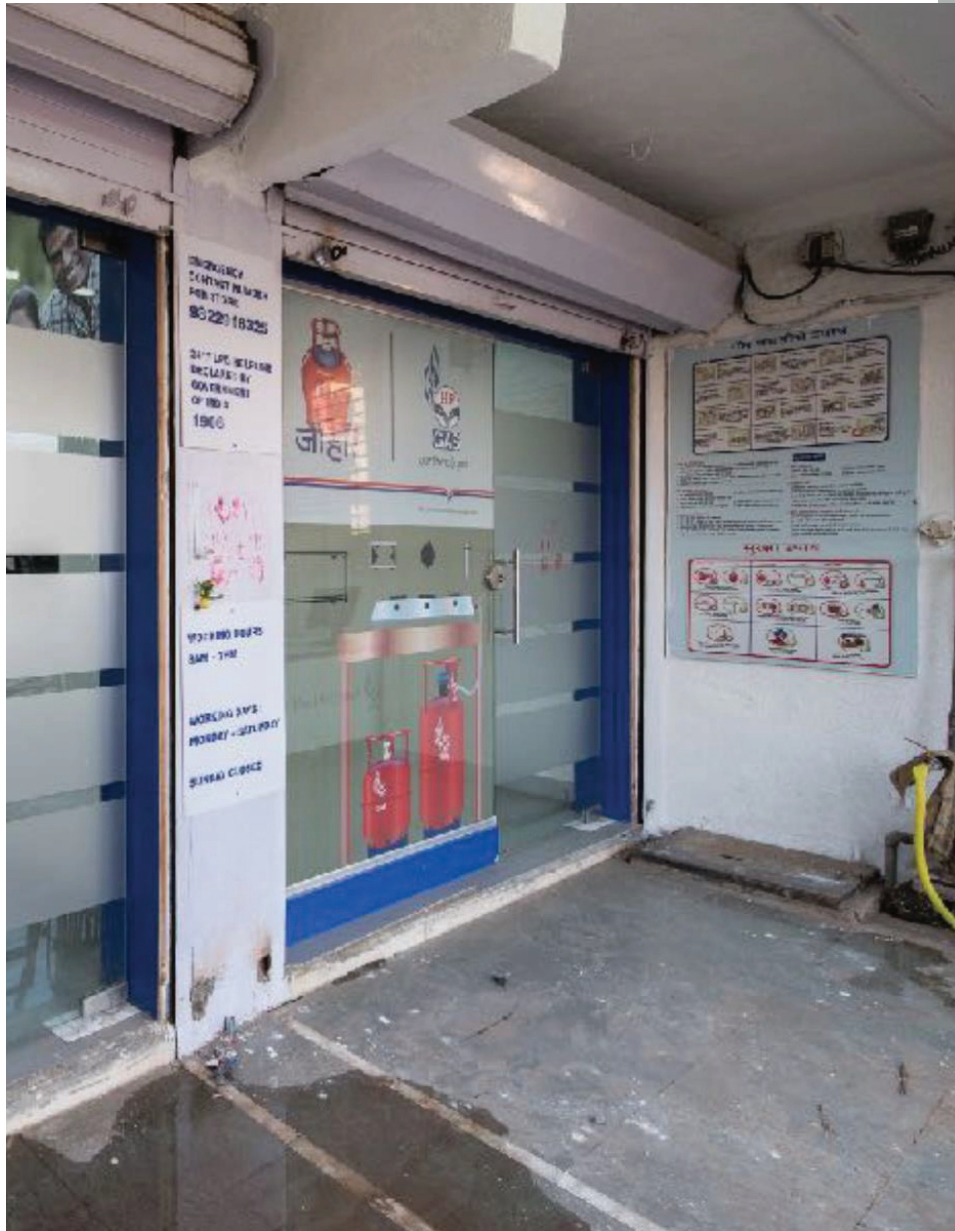
All fixtures designed for the new identity are inspired and created with an idea of being progressive but at the same time reflect the ethos of service and Indian roots of the HP Gas brand.

Materials selected for this program are basis longevity, high quality and durable.

All cable systems are in built so as to avoid any hindrance with showroom functioning.

The designs has been created in a way to ensure the showroom looks clean and uncluttered.





Service Desk

Fixture Dimensions :

1200mm x 600mm x 760mm (w x d x h)

Material Specifications

- MDF Structure
- Metal Legs
- PVC Membrane Coating
- Polyurethane Paint
- White reverse painted Glass Top
- Internal Finishing in white Laminate
- Plotter Cut Vinyl Graphics (will be provided with the furniture)

Power Supply :

A power supply connection will be required on the floor beneath the table.



White Sunmica



Red Colour



Blue Colour



Printer Desk

Fixture Dimensions :

650mm x 600mm x 500mm (w x d x h)

Material Specifications

- MDF Structure
- Metal Legs
- PVC Membrane Coating
- Powder Silver Coating for Legs
- Polyurethane Paint
- Internal Finishing with Laminate
- Tray beneath for Paper
- Plotter Cut Vinyl Graphics (will be provided with the furniture)

Power Supply :

A power supply connection will be required on the floor beneath the desk.



Accessory Board

Fixture Dimensions :

1600mm x 1250mm x 53mm (w x d x h)

Material Specifications

- Polyurethane Paint
- MDF Structure
- Powder Coated Metal Hooks
- Plotter Cut Vinyl Graphics (will be provided with the furniture)



Stock Board

Fixture Dimensions :

1930mm x 1100 x 53mm (w x d x h)

Material Specifications

- MDF Structure
- Polyurethane Paint
- Magnetic Sheet Base
- Graphics on Top with Information (will be provided with the furniture)

DEALER NAME		DATE	
DEALER CODE :			
CHARGES FOR NC/DBC			
Stamp Duty	Amount		
Installation Charges			
Mech. Inspection Charges			
Cost of L.P.G Stove			
Suraksha Nose			
DCCC Book			
Mandatory Biannual Mechanic Inspection			
Working Hours :			
Next Holiday:			
HP anytime 24*7			
Agency Telephone No			
DEALER NAME			
DEALER CODE :			
EQUIPMENT DEPOSIT, REFILL COST & STOCK			
Security Deposit	5 Kg.	14.2 Kg.	19.0 Kg.
Cylinder	5 Kg.	14.2 Kg.	19.0 Kg.
Regulator	5 Kg.	14.2 Kg.	19.0 Kg.
STOCK	5 Kg.	14.2 Kg.	19.0 Kg.
Full			
Empty			
Total			
Refill Cost			
Regulator Stock			
Emergency Service No			
Consumer Service Centre No			
Proprietor Name and Contact No			
Sales Officer Name and Contact No			

Storage Cabinets

Fixture Dimensions :

Double Door Storage Unit: 1000mm x 450mm x 850mm

Single Door Storage Unit : 500mm x 450mm x 850mm

Material Specifications

- MDF Structure
- PVC Membrane Coating
- Internal Finish with Laminate



White Sunmica



Red Colour



Blue Colour

A4 Certificate Frames

Fixture Dimensions :

290mm x 377mm x 24mm

Material Specifications

- MDF Structure
- Polyurethane Paint
- Acrylic Cover
- Graphic





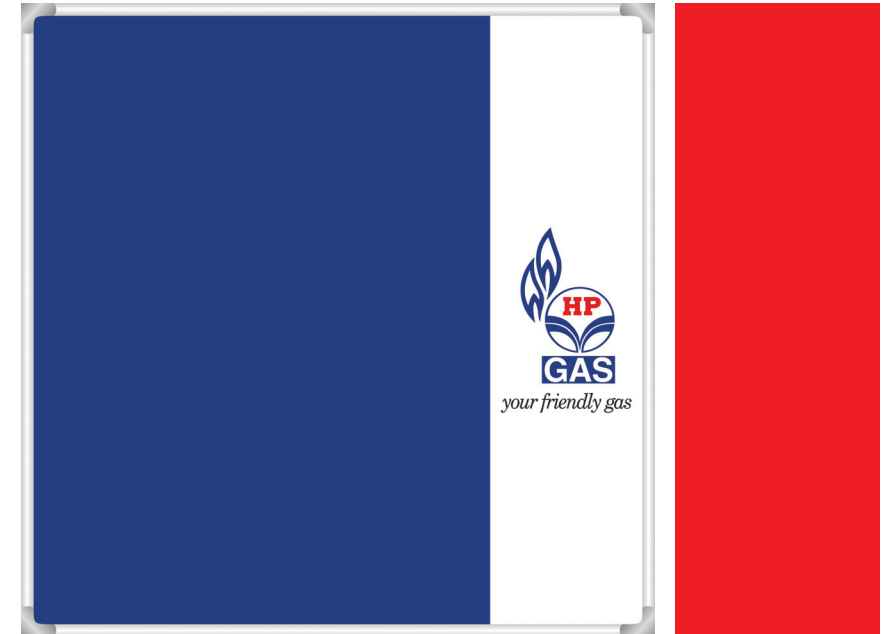
Soft Board

Fixture Dimensions :

1800mm x 1145mm (w x h - overall)

1200mmx 1145mm (w x h - soft board)

600mm x 1145mm (w x h - graphic board)



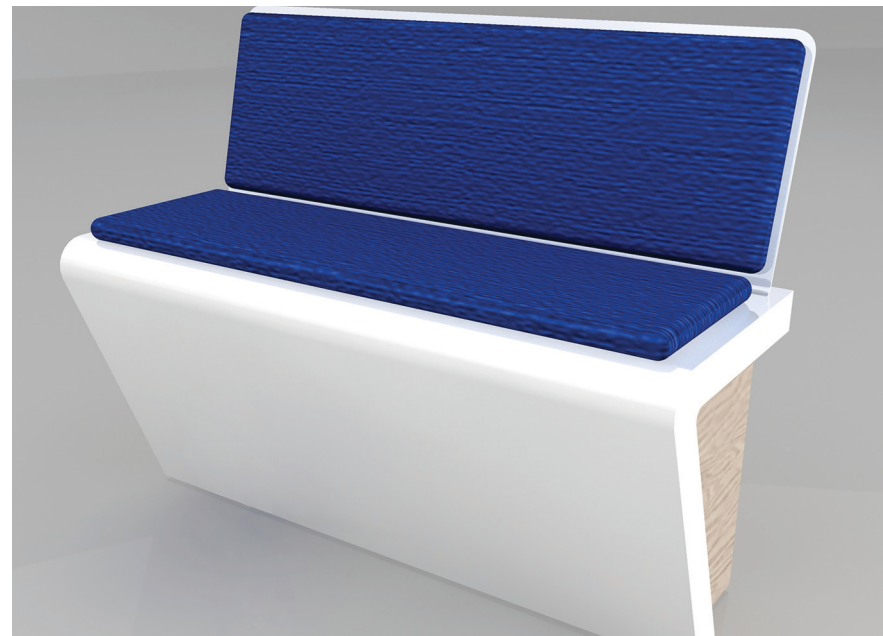
Sofa

Fixture Dimensions :

1200mm x 590mm x 1100mm (w x d x h)

Material Specifications

- MDF Structure
- Polyurethane Paint
- Rexene Surface



White Sunmica



Red Colour



Blue Colour



Note on Fixture Production & Specifications

The above mentioned fixtures were created with an aim to maintain:

Consistency of Design Identity:

Strong Color Palette Modular Approach towards all fixtures

Clutter Free Environment:

Fixtures developed with maximized storage and ability to hide away paper clutter

Accessory Display:

Dedicated space for displaying of accessories Eye catching design to attract customers

Material and Build Quality:

Fixtures developed in a dust free and quality controlled facility

Ability to be flat packed and shipped nationally

Material palette and colors as per HP Guidelines.

Finish of fixtures cannot be easily replicated by local carpenters



Material specifications

To maintain longevity and consistency of the fixtures the materials used are of high grade and fabricated in factory

Material Used	Key Features	Technical Specifications
PVC membrane (Foil)	<ul style="list-style-type: none">• Foil (PVC films) is 3-D thermo formable. Thickness (*) DIN EN ISO 2286-3, 1998-07 : 0,30 - 0,50 mm, tolerance +/- 7,5 %• No Joint on edges• Faster Processing compared to PU Paint	Scratch Resistance DIN 68861/4, 1981-12 : Class 4 F (< 0,5 N)
PU Paint	<ul style="list-style-type: none">• Scratch Resistant• Has excellent resistance to yellowing (due to presence of UV filter) in a combination with hardener CTH3.• Quick drying hence dust accumulation probability is less	Density: 1,25 ± 0,01 kg (g/sm3 at 20°C) Viscosity: (nozzle DIN6 at 20°C) 80 « ± 5 Dry rest: 67% ± 1%.

Material specifications

To maintain longevity and consistency of the fixtures the materials used are of high grade and fabricated in factory

Material Used	Key Features	Technical Specifications
Metal Powder Coating	<ul style="list-style-type: none">• Double Coating to minimise scratches• Stringent Material Treatment<ul style="list-style-type: none">A. DegreasingB. DerustingC. Phosphating	<p>Powder Properties Specific Gravity : 1.6 +- 0.2 Theoretical Coverage (At 100% material utilisation) :100 - 120 Sq. Ft / Kg at 50 microns Workability Shelf Life : Good 6 months from the date of manufacture is stored below 30°C Mechanical Properties Adhesion Cross cut (2 mm) : No loss of adhesion Impact Resistance : 40 – 160 inlb Pencil Hardness : H passes</p>
MDF	<p>High internal bond Strong load bearing panel High modulus of rupture High screw holding strength</p>	<p>Plain MDF: IS 12406 Density : 600-900 Kg/m3 Moisture Content : 5 to 10% Swelling Due to Surface Absorption : 5%</p>

Note: The material specifications as stated above are mandated for the HP Modernisation Program and hence need to be strictly adhered.

3D Design for the showroom

This design is only for representational purposes



3D Design for the showroom



3D Design for the showroom

This design is only for representational purposes



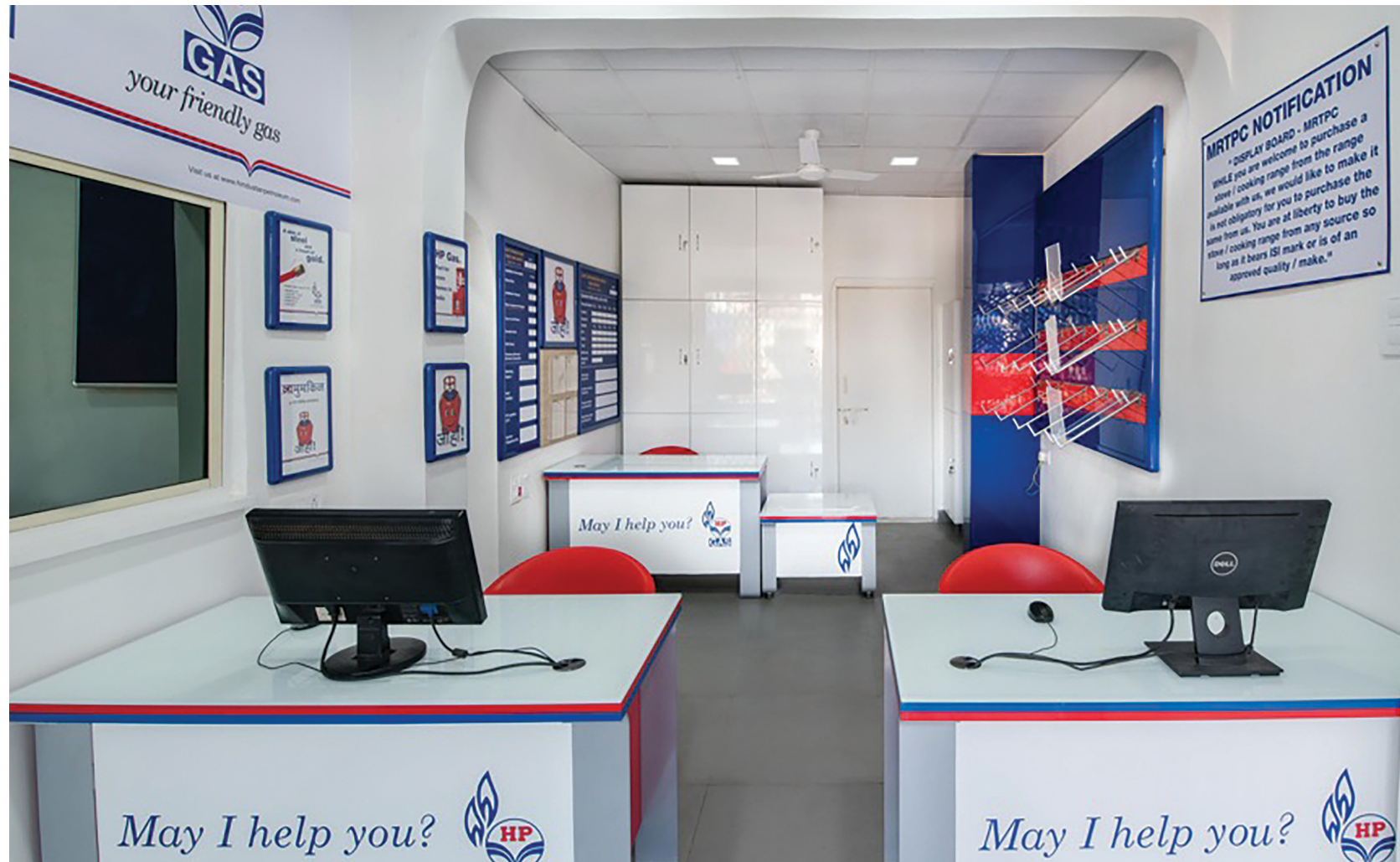
Actual Execution Photos for the showroom



Actual Execution Photos for the showroom



Actual Execution Photos for the showroom



Actual Execution Photos for the showroom



Actual Execution Photos for the showroom



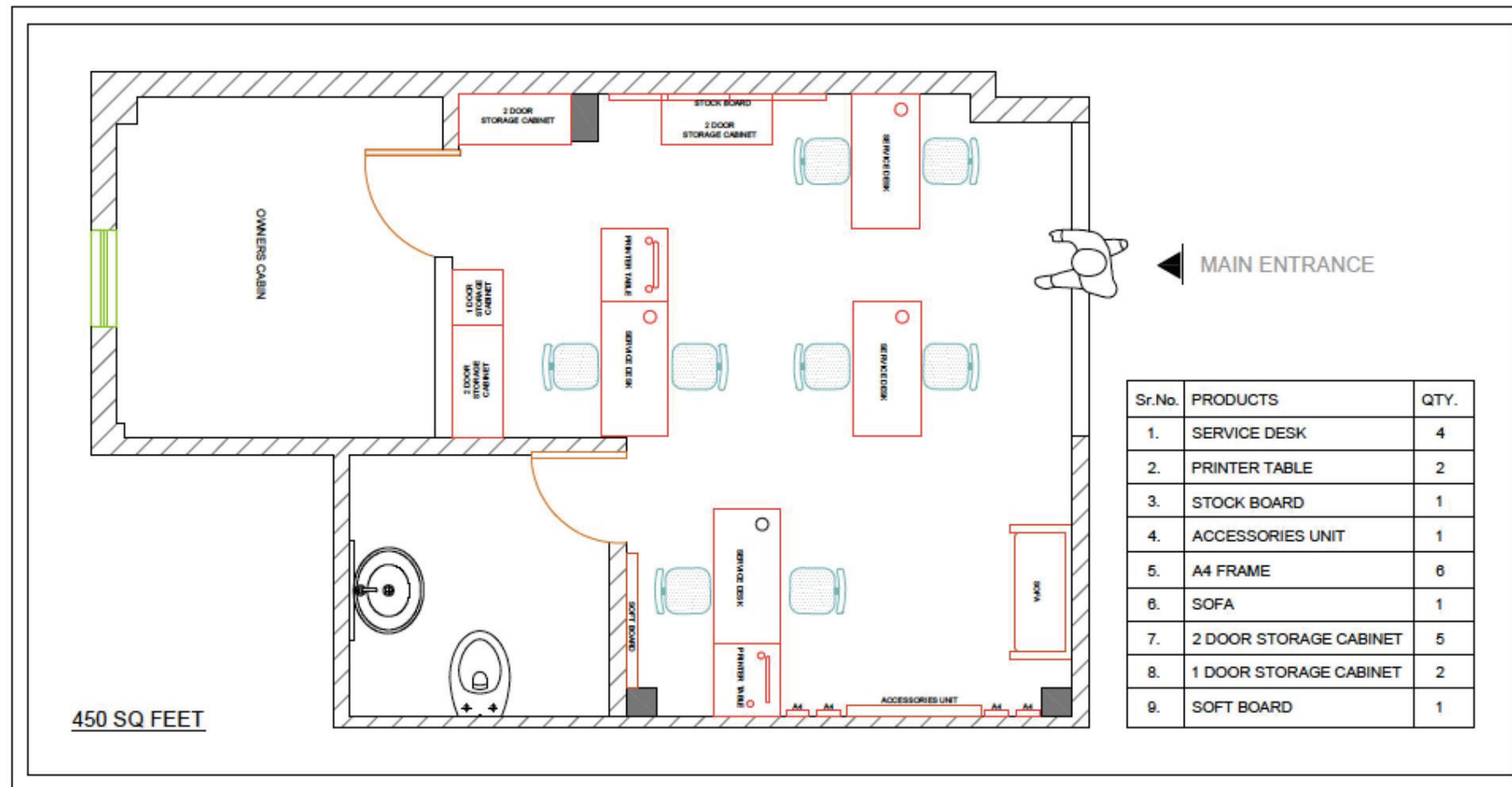
Actual Execution Photos for the showroom



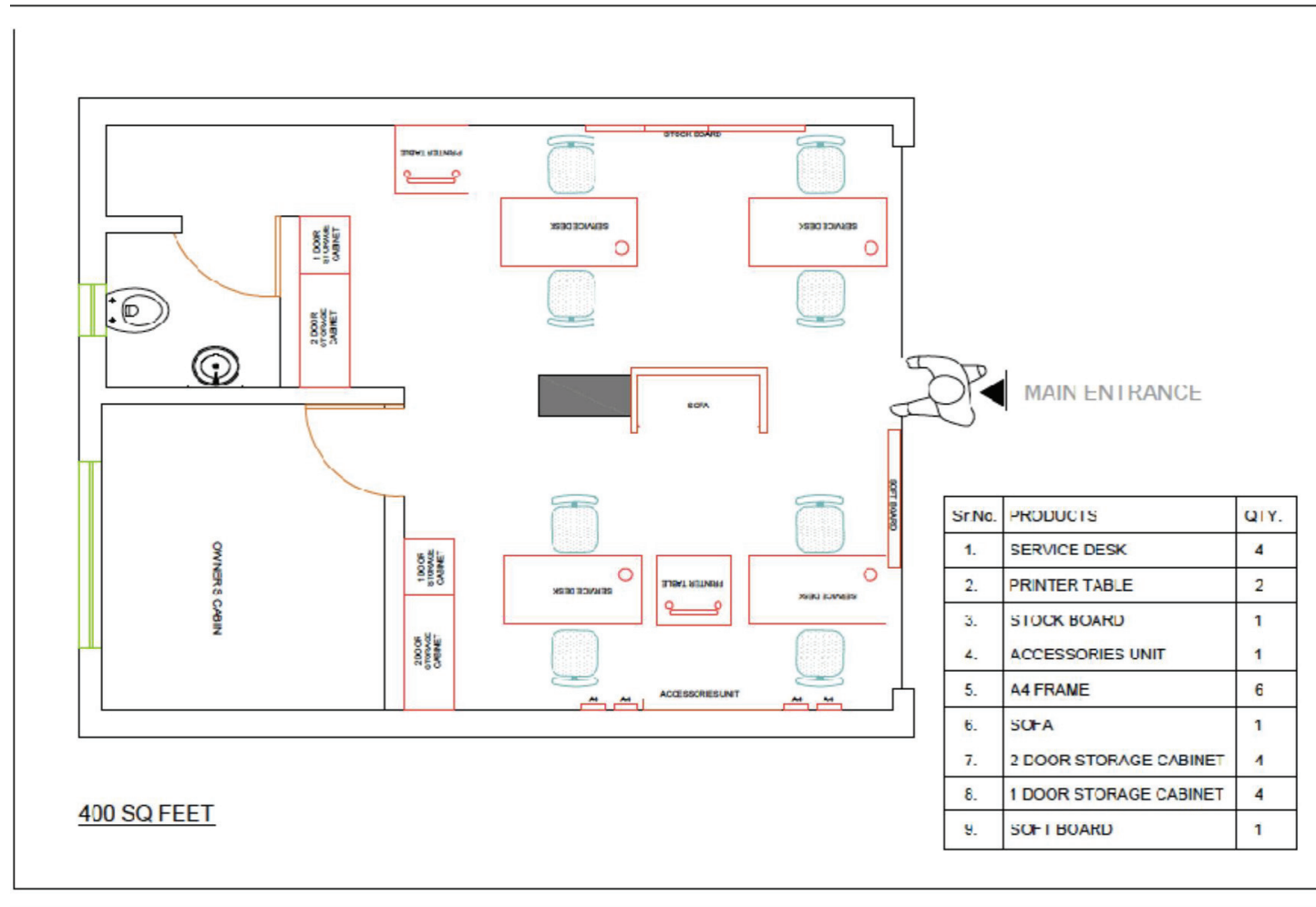
Actual Execution Photos for the showroom



Sample Layout of a showroom



Sample Layout of a showroom





Const r

Elem e r

u c t i o n

n t s



Partition

P/F 12mm thick commercial ply partition with necessary wood supports (Sal wood 50mmx 50mm) grid pattern (450mm x 450mm).

12mm thick Gypsum sheet to be fixed on Ply and finished with approved paint.

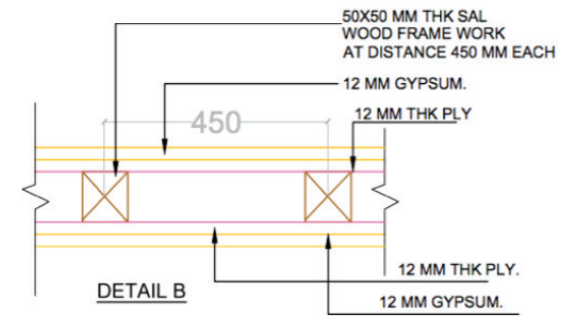
Partition needs to be used for levelling of walls and hiding columns so as to maintain a neat clean look of the showroom.

Partitions can also be used if the showroom has only Glass walls.

Brand Specifications :

Ply: Nuwud/Asus/Greenply/Century

Marine Wood Ply: Donear, Duro, Kitply, Greenply



Lighting

Lighting Plays an important role in creating an appealing showroom environment. A showroom that is dark or that has overly bright lighting will not entice a customer to come and explore all areas of the showroom.

Recessed lighting is recommended.
Always keep lights on during opening hours and replace faulty lighting immediately.

Brand Specifications :

Philips LED - 15 Watts - 180mm x 180mm



Flooring

Selection of flooring is essential to ensure durability and ease of maintenance. It also play an important role in creating an open, clean and uncluttered space.

Durable material, Neutral colours, matt finish and consistent material throughout the showroom is recommended. Glazed Vitrified tiles to be used only.

Avoid Patterns to ensure a simple appearance that will not detract from the overall showroom.

Avoid all carpets as they get soiled very easily.

Laying of tiles

Whilst laying of tiles grid pattern needs to be followed

Skirting to be created of 75mm in height which will need to be flushed with the wall.

Brand Specifications :

600mm x 600mm vitrified tiles - Cool Cement - Kajaria

600mm x 600mm Vitrified Tiles - Delmon Grey - Somany

Cool Cement - Kajaria



Delmon Grey - Somany



Wall Treatment

Wall and ceiling treatment should be consistent throughout the showroom.

Natural colours are always recommended to create a blank canvas that allows graphics and fixtures to stand out.

However the colour should be used in moderation to achieve a visually uncluttered environment.

Brand Specifications:

Wall and Ceiling Paint Asian Paints - BR White - Royale Luxury emulsion





Power Supply

As product experience, it should be live for the best consumer power should be made available to all tables and accessory units.

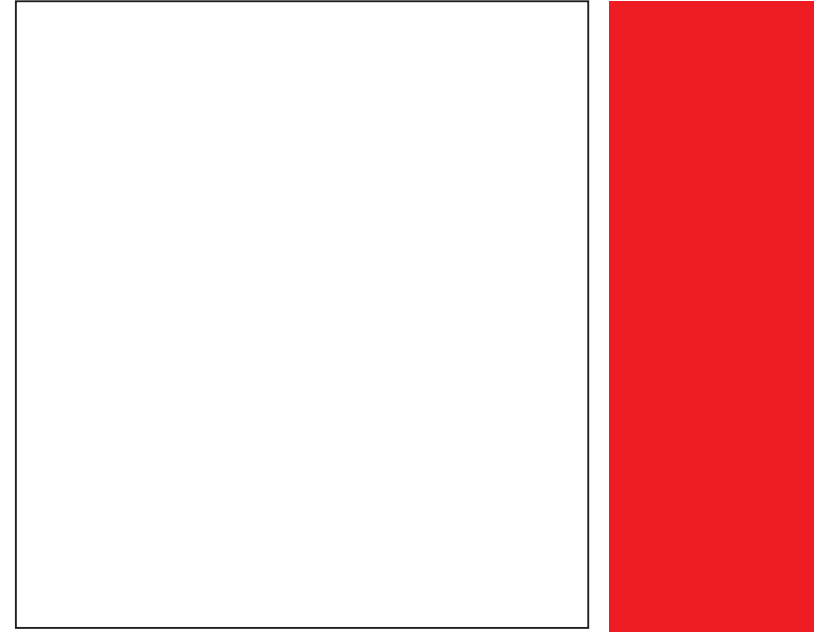
Power supply should be hidden from sight.

Each unit has its own unique connection.

Service Desk & Printer Desk - Need to have floor points as per shared layout.

All power supply needs to be created in adherence to local guidelines.

Consult a qualified electrical regarding power supply for all fixtures.



Fire Extinguisher

It is always advisable to install a fire protection system at a retail showroom so as to deal with any fire outburst.

In our case we have proposed to install a floor mounted portable fire extinguisher.

Details of the fire extinguisher is mentioned below:

Brands: Newage, Arihant, Safex

Equipment Configuration: 1 No. 6 kg ABC type

The extinguisher shall be preferably located inside the showroom near the entry/exits.



G r a p h i
l n s i d e t h e

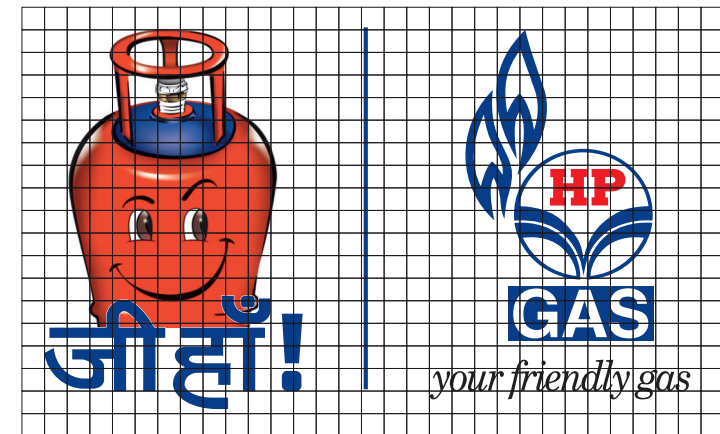
C S :
showroom

Creation of the HP Logo & Ji Haan Logo

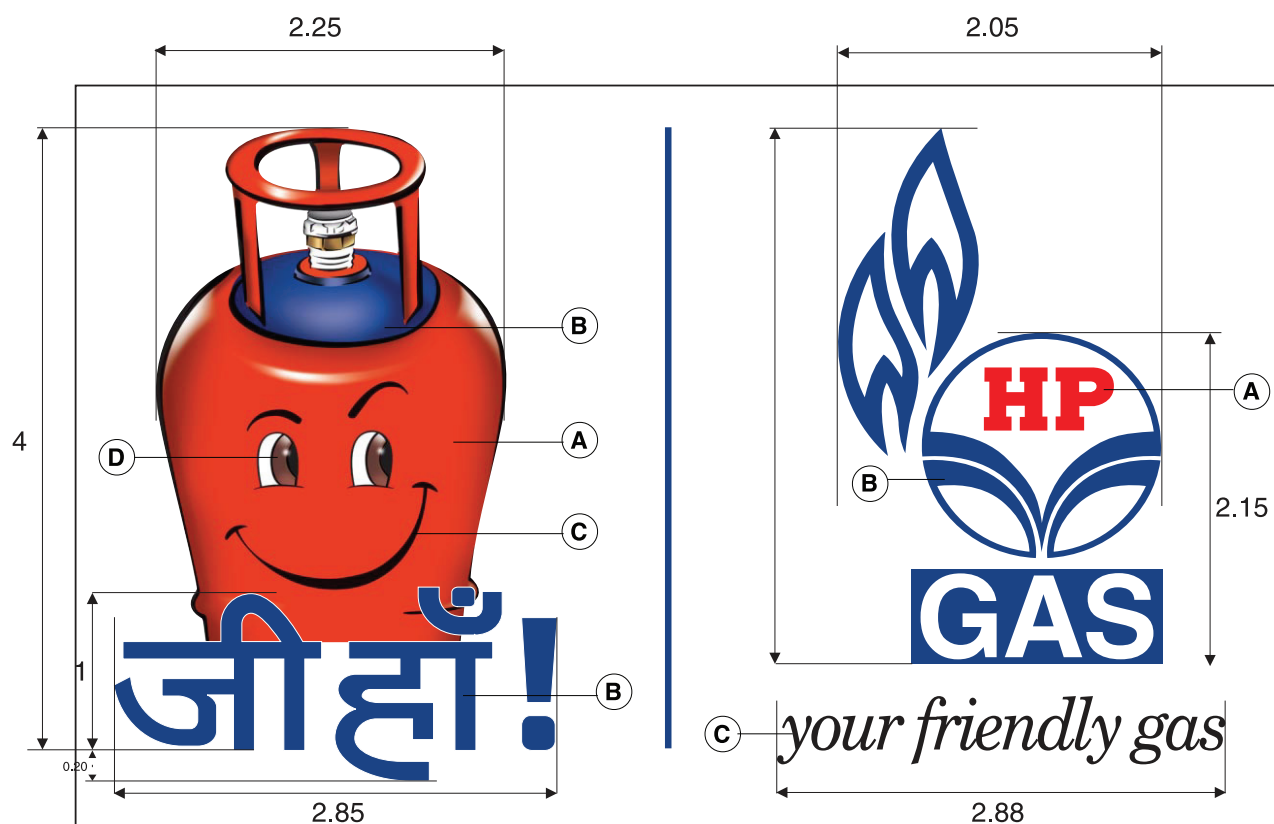


In all media Ji Haan logo should accompany HP Gas logo

Grid for the HP and Ji Haan Logo



Measurements: Ji Haan and HP Logo



COLOUR

- (A) RED
- (B) BLUE
- (C) BLACK
- (D) GOLDEN

TYPE OF FONT

HP - ROCKWELL - (E) BOLD

GAS - HELVETICA - BOLD

YOUR FRIENDLY GAS - CENTURY SCHOOL
BOOK BT - ITALIC

SET WIDTH - 70%

Ji Haan in different languages

HINDI



ENGLISH



BENGALI



PUNJABI



GUJARTHI



KANNADA



MALAYALAM



TAMIL



TELUGU



Artwork inside the showroom

Graphic 1

Placement: Inside the showroom opposite to Main Entrance / Dealer Cabin

Media : Fabric Frame

Dimensions: 1800mm x 600mm



Artwork inside the showroom

Graphic 2

Placement: Inside dealer Cabin

Media : Fabric Frame

Dimensions: 1800mm x 600mm



Visit us at www.mhundustanpetroleum.com

Artwork inside the showroom

Graphic 3

Placement: A4 Certificate Frames

Media : Vinyl Graphic inside Frame

Dimensions: 210mm x 297mm (w x h)

**A skin of
steel
and
a heart of
gold.**



Flexible rubber hose for LPG

- Weather proof
- Long Life - 5 years
- Flame resistant
- Rodent proof
- Leak proof




Visit us at www.hindustanpetroleum.com



जी हाँ!

HP Gas.

**Fuel for
Crores of
homes in
India**



Visit us at www.hindustanpetroleum.com

Artwork inside the showroom

Graphic 4

Placement: A4 Certificate Frames

Media : Vinyl Graphic inside Frame

Dimensions: 210mm x 297mm (w x h)

**Some safety measures for you.
Because we care.**

- Switch off the regulator when not in use
- Change the rubber tube every two years
- Put the safety cap on if the cylinder is not connected
- Smell the air before lighting the stove
- Always keep the stove at a higher level than the cylinder



your friendly gas

Visit us at www.hindustanpetroleum.com

~~नामुमकिन~~

24 घंटे में सिलिंडर की डिलीवरी.




जी हाँ!

Visit us at www.hindustanpetroleum.com

LPG Emergency Helpline
1906
"Industry Toll Free No. :
1800-233-3555
(For any complaints related to refill, leakage, etc.)

Prime Minister Ujjwala Yojana helpline :
1800-266-6696
(For complaints related to Ujjwala)"



जी हाँ!

अब किसी 'ना' किंगुजाइश नहीं.

Visit us at www.hindustanpetroleum.com

Artwork inside the showroom

Graphic 3

Placement: A4 Certificate Frames

Media : Vinyl Graphic inside Frame

Dimensions: 210mm x 297mm (w x h)

Languages: Hindi & English

We Care for You

Insurance Coverage for LPG Customers

We want you to inform you that we have covered all our registered LPG consumers under an LPG Accident Insurance Policy*.

As such, in case of any unfortunate event of LPG related accident, you must immediately inform your LPG distributor in writing. The LPG distributor will then inform the concerned Area / Territory / Regional Office and the Insurance Company about the same. We will extend all assistance in completing the formalities for insurance claims arising out of such an accident.

The LPG accident coverage given under the Public Liability Insurance Policy covers the following :

- Personal accident cover of Rs. 6,00,000/- per person per event in case of death.
- Medical expenses of Rs. 30 lakhs per event, maximum Rs. 2,00,000/- per person. Immediate relief up to Rs. 25,000/- per person.
- Property damage maximum Rs. 2,00,000/- per event at authorised customer's registered premises.

*Terms & condition apply.



हमें है आपका खयाल

एलपीजी ग्राहकों के लिए बीमा कवरेज

हम आपको बताना चाहते हैं कि हमने अपने सभी पंजीकृत एलपीजी उपभोक्ताओं को एलपीजी दुर्घटना बीमा पॉलिसी* के अंतर्गत कवर किया हुआ है।

अतः एल. पी. जी. संबंधित दुर्घटना होने की दुर्भाग्यपूर्ण स्थिति में अपने एलपीजी वितरक को इसकी तुरंत लिखित सूचना दें। यह एलपीजी वितरक तब संबंधित एरिया / टेरीटरी / क्षेत्रीय कार्यालय और बीमा कंपनी को इसके बारे में सूचित करेगा। ऐसी किसी भी एलपीजी दुर्घटना होने पर बीमा दावे निपटाने की औपचारिकताओं को पूरा करने में हम आपको सभी सहायता प्रदान करेंगे।

इस "पब्लिक लाएबिलिटी पॉलिसी" के अंतर्गत एलपीजी दुर्घटना कवरेज निम्नानुसार है :

- मृत्यु होने पर रु. 6,00,000/- प्रति व्यक्ति, प्रति घटना व्यक्तिगत एलपीजी दुर्घटना कवर।
- रु. 30 लाख प्रति घटना का चिकित्सा व्यय कवर अधिकतम, रु. 2,00,000/- प्रति व्यक्ति, रु. 25,000/- तक तुरंत राहत।
- प्राधिकृत ग्राहक के पंजीकृत परिसर में अधिकतम रु. 2,00,000/- प्रति घटना की सम्पति क्षति।

*निर्धन व शर्तें लागू



Artwork inside the showroom

Graphic 3


Placement: A4 Certificate Frames

Media : Vinyl Graphic inside Frame

Dimensions: 210mm x 297mm (w x h)

Languages: Hindi & English




Safety Instructions to use LPG



Dear customer,
Congratulations on receiving gas connection through the Pradhan Mantri Ujjwala Yojana.
Here are a few tips to use your LPG in the right and safest way.

Steps to keep in mind while using LPG		
Always keep the cylinder in upright position.	Keep the gas stove minimum 6 inches above the cylinder on a stable surface. Also always cook while standing.	Do not place the gas stove where there is strong wind flow.
Don't use any inflammable items in the kitchen other than gas cylinder.	Always light the match stick before turning on the gas stove.	Avoid other work while cooking and always be present near the stove. Always use a cotton apron while cooking.
Avoid use tongs to hold the hot vessel used to cook and avoid using cloth.	Always keep the regulator switch off while sleeping or going out.	If you smell LPG in air, avoid switching on electric switches, lighter and matches. Open windows and doors immediately.
Steps to follow in case you smell gas in the air		
In case of gas leakage, put on the safety cap, leave it in the open and contact the distributor immediately.	In case of any gas leakage, contact your local gas distributor or call Helpline no. 1906.	Always replace the safety hose every 5 years. Avoid trying to repair the gas stove on your own.

For all LPG related enquires and complaints, call our toll free number 1800 2333 555
We can maximise the use of LPG through a right and safe practice.

एलपीजी इस्तेमाल के सुरक्षित उपाय



प्रिय ग्राहक,
आपको प्रधानमंत्री उज्ज्वला योजना के अन्तर्गत प्राप्त गैस कनेक्शन हेतु बधाई। इस अवसर पर एलपीजी के सुरक्षित प्रयोग हेतु कुछ जानकारियाँ आपसे बाँट रहे हैं।

गैस उपयोग करते समय ध्यान रखने वाली सावधानियाँ		
एलपीजी सिलेंडर हमेशा सीधा खड़ा रखें।	गैस चूल्हा, सिलेंडर से कम से कम 6 इंच ऊपर किसी समतल स्थल पर रखें, एवं खाना हमेशा खड़े रह कर बनाएं।	चूल्हों को ऐसी जगह रखें, जहाँ बाहर से सीधी हवा न लगे।
रखौई में गैस सिलेंडर के अलावा किसी अन्य ज्वलनशील वस्तुओं का प्रयोग न करें।	पूरा जलाने समय चूल्हे माथिस की तैली जलाएं, उसके बाद गैस ऑन करें।	भोजन पकाते समय कोई और अन्य कार्य न करें, बल्कि चूल्हे के पास मौजूद रहें। क्लेशा सूती वस्त्र/एप्रन पहनकर खाना बनाएं।
भोजन पकाते समय चूल्हे पर रखे गर्म बर्तन को पल्लू से नहीं, हमेशा पकड़ से पकड़ें।	रात को सोते समय या बाहर जाते समय रेगुलेटर को अवश्य बंद कर दें।	गैस की गंध आने पर बिजली का स्विच, लाइट, माथिस न जलाएं। सभी खिड़की-दरवाजे खोल दें।
गैस की दुर्गंध महसूस करने पर तुरन्त करने वाली गतिविधियाँ		
सिलेंडर से रिसाव महसूस होने पर रेगुलेटर को इम्मेडिएटली बंद करें। लपेटें और खुले में रखकर डिस्ट्रिब्यूटर को सूचित करें।	किसी भी एलपीजी रिसाव समस्या हेतु अपने एलपीजी डिस्ट्रिब्यूटर से या हेल्पलाइन नंबर 1906 पर संपर्क करें।	प्रत्येक 5 वर्ष में अपना सुरक्षा होज अवश्य बदलें। गैस सिलेंडर/चूल्हे में किसी भी मरम्मत की कोशिश आम न करें।

सभी एलपीजी संबंधित शिकायतों के लिए कृपया हमारे टोल फ्री नंबर 1800 2333 555 पर कॉल करें।
एलपीजी के सुरक्षित प्रयोग से ही हम इसका पूरा लाभ उठा सकते हैं।





Artwork inside the showroom

Graphic 4

Placement: Stock

Board Information

Media : Vinyl Graphic

Provided with the
furniture

DEALER NAME		DATE
DEALER CODE :		<input type="text"/>
CHARGES FOR NC/DBC	Amount	
Stamp Duty	<input type="text"/>	
Installation Charges	<input type="text"/>	
Mech. Inspection Charges <small>(Increase Gas Stove not purchased from Distributor)</small>	<input type="text"/>	
Cost of L.P.G Stove	<input type="text"/>	
Suraksha Hose	<input type="text"/>	
DGCC Book	<input type="text"/>	
Mandatory Biannual Mechanic Inspection	<input type="text"/>	
Working Hours :	<input type="text"/>	
Next Holiday:	<input type="text"/>	
HP anytime 24*7	<input type="text"/>	
Agency Telephone No	<input type="text"/>	

Dealer Name		DATE			
DEALER CODE :		<input type="text"/>			
EQUIPMENT DEPOSIT, REFILL COST & STOCK					
Security Deposit	5. Kg.	14.2. Kg.	19.0. Kg.	35. Kg.	47.5. Kg.
Cylinder	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Regulator	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
STOCK	5. Kg.	14.2. Kg.	19.0. Kg.	35. Kg.	47.5. Kg.
Full	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Empty	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Refill Cost	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Regulator Stock	<input type="text"/>				
Emergency Service No	<input type="text"/>				
Consumer Service Centre No	<input type="text"/>				
Proprietor Name and Contact No	<input type="text"/>				
Sales Officer Name and Contact No	<input type="text"/>				

Artwork inside the showroom

Graphic 5 - MRTPC Board

Placement: Near Accessory Unit

Media : Vinyl Graphic Pasted on Sunboard and attached to Wall

MRTPC NOTIFICATION

"While you are welcome to purchase a stove / cooking range and other products, from the range available with us, we would like to make it clear that it is not obligatory for you to purchase the same from us. You are at liberty to buy the stove / cooking range from any source so long as it bears ISI mark or is of an approved quality / make."



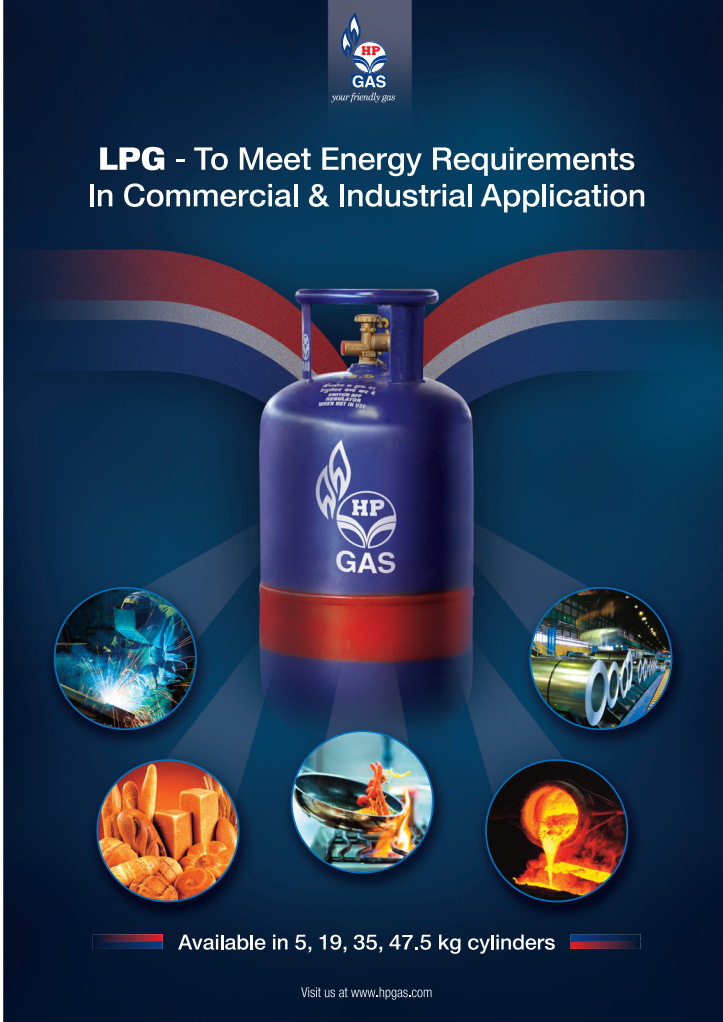
Respecting your right to choose

Optional Branding in showroom

Branding for Non Domestic Packed Category

Media : TBC

Size: TBC



HP
GAS
your friendly gas

**LPG - To Meet Energy Requirements
In Commercial & Industrial Application**

Available in 5, 19, 35, 47.5 kg cylinders

Visit us at www.hpgas.com

The advertisement features a central blue HP GAS cylinder with a red band. Surrounding the cylinder are five circular images illustrating various industrial and commercial uses of LPG: welding, cooling, metal casting, cooking, and industrial processing. The background is dark blue with red and white curved lines.

Other Branding inside showroom

Other optional branding in showroom

Media : TBC

Size: TBC

HP GAS
In the service of Industries

Faster metal cutting,
easy handling and safer operations.
HP Gas Razor, now even better!


POWERLIFT
brings out the best
in your forklift.




Efficiency, safety and savings
take a giant leap.



The 450 kg SUHO is here.





**SMALL,
HANDY,
HASSLE-FREE.**




THE NEW
5 KG
HP GAS **APPU**
AVAILABLE HERE

Assured delivery of LPG cylinder
now in your hands



EZY GAS CARD



Digitization is touching and improving our lives in more ways than we can imagine. Experience it first-hand with your EZYGAS Card. A customer-centric initiative from HP Gas, EZYGAS Card ensures that your LPG cylinder reaches you directly and promptly every time.



Showroom

Exterior

o o m

o r



Showroom Exterior : Facade and Shutter

Showroom Main Facade: Graphic 1

The showroom exterior main facade graphic

Media : One way vision Graphic

Size: Variable - will depend on the facade at the showroom



Showroom Exterior : Facade and Shutter

Showroom Main Facade: Graphic 2

If there are 2 distinctive facade at the showroom,
a second graphic option can be added.

Media : One way vision Graphic

Size : Variable - will depend on the facade at the showroom



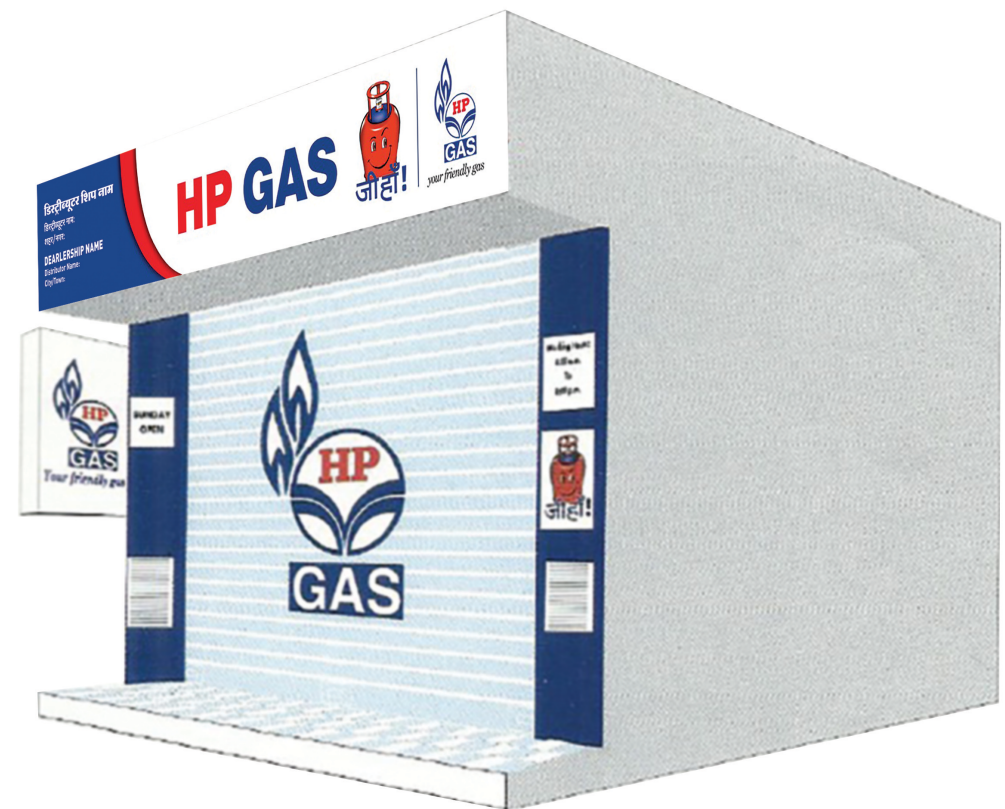
Showroom Exterior : Facade and Shutter

Shutter Down Image

The showroom exterior shutter to have painted HP logo

Material Specifications : TBC

Dimensions: TBC



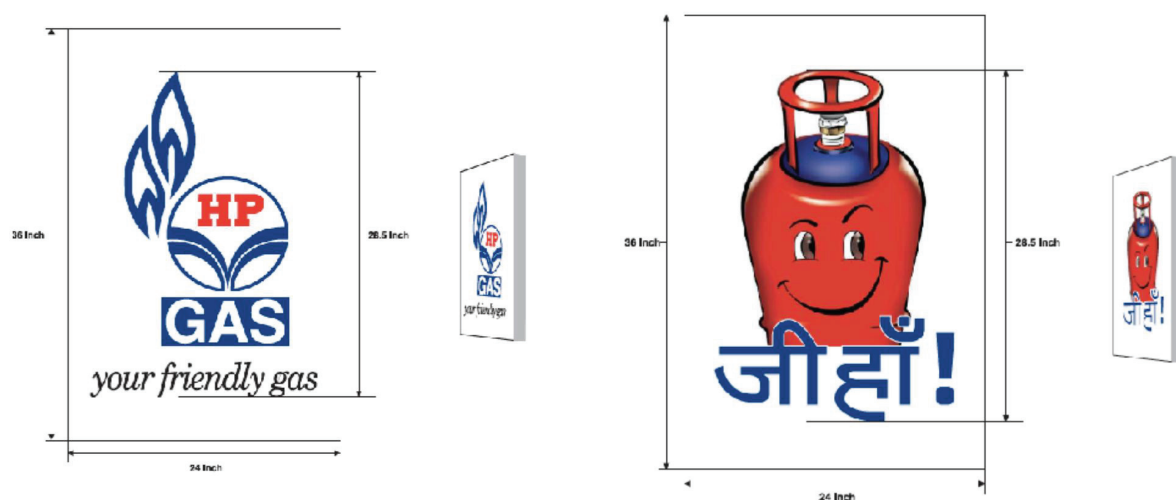
Showroom Exterior : Double Sided Glow Sign

Showroom Main Facade: Graphic 2

If there are 2 distinctive facade at the showroom, a second graphic option can be added.

Media : One way vision Graphic

Size : Variable - will depend on the facade at the showroom



THE MATERIAL SPECIFICATION SHALL BE AS FOLLOWS:

Material	- LG Lucky Flex/3M P2 Flex
Print	- Digital colour print on flex
Protective Coating	- Protection against UV rays to be provided
Resolution	- 360 dpi
Electrical Fittings	- Philips / Crompton / Bajaj
Box - With backlit arrangement	- 24 gauge pre-coated galvanized sheet

Illumination for backlit boards

Structure	- 5 nos tubelights per 20 sq ft
Frame	- 3/4" 14 gauge MS square pipe coated with 2 coats of primer and 2 coats of enamel paint
Drip cap	- 3/4" medium size Aluminium angle support is to be provided between the flex and the square pipe to avoid direct contact of flex with the frame
	- 1" size drip cap to be provided

Showroom Exterior : Showroom Signage



Frame Size - 1" x 1" Ms Frame Box - Covered with GI sheet at the back.

ACP Colour: White ACP Alu Decor

Red ACP Alu Decor

Blue ACP Alu Decor

(codes to be finalised)

Font Specifications

Agency name in 3.0mm acrylic cut letters

Dealer code and Address - 3m Vinyl cut letters

Main HP Gas Logo - Front 040, 3M Red & Blue vinyl pasted on it.

Sides will be 2" raised. Lit with LT LEDs

HP Gas & Jee haan Logo - Direct UV flat bed print on acrylic &
cut as per shape

Dealership name in Hindi (at top) & in English (at bottom)

Showroom Exterior : Double Sided Glow Sign



Frame Size - 1" x 1" Ms Frame Box - Covered with GI sheet at the back.

ACP Colour: White ACP Alu Decor

Red ACP Alu Decor

Blue ACP Alu Decor

(codes to be finalised)

Font Specifications

Agency name in 3.0mm acrylic cut letters

Dealer code and Address - 3m Vinyl cut letters

Main HP Gas Logo - Front 040, 3M Red & Blue vinyl pasted on it.

Sides will be 2" raised. Lit with LT LEDs

HP Gas & Jee haan Logo - Direct UV flat bed print on acrylic & cut as per shape

Dealership name in Hindi (at top) & in English (at bottom)

Showroom Exterior : Mandatory Showroom Information

Mandatory Information regarding showroom information needs to be placed outside the showroom so as to inform the customers regarding important showroom related information such as - Open - Close hours / holidays / phone numbers etc.

DEALER NAME

**24X7 LPG
EMERGENCY
HELPLINE:
1906**

**EMERGENCY SERVICE
CELL NUMBER OF THE
DISTRIBUTOR:
0000000000**



DEALER NAME

WORKING HOURS:

WORKING DAYS:

CLOSED ON:



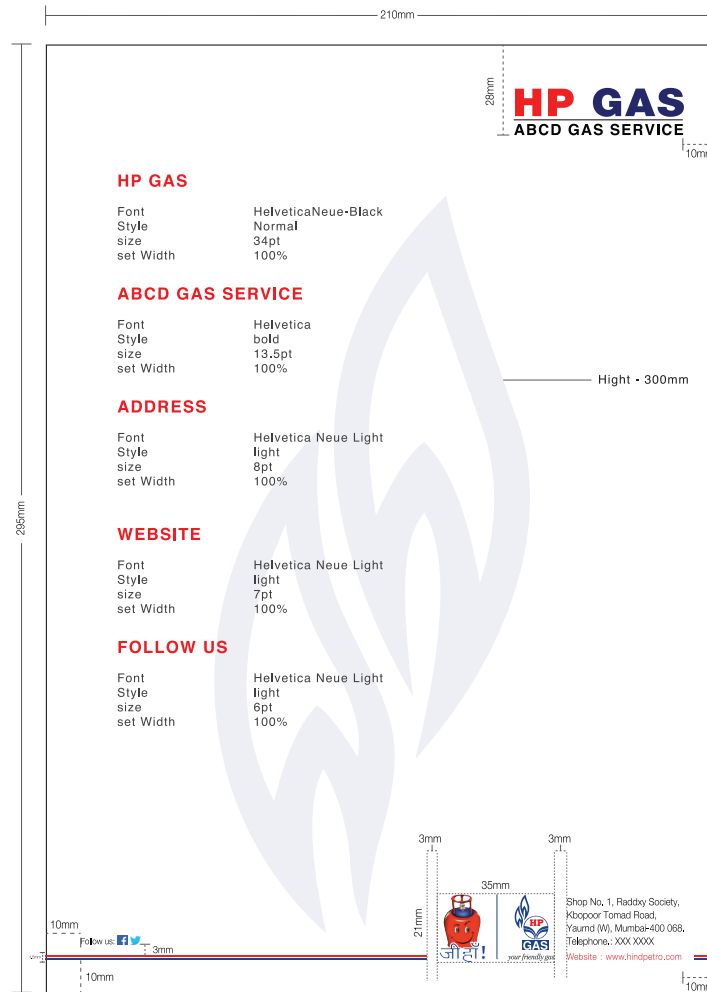


V I S U A L
R E P R E S E

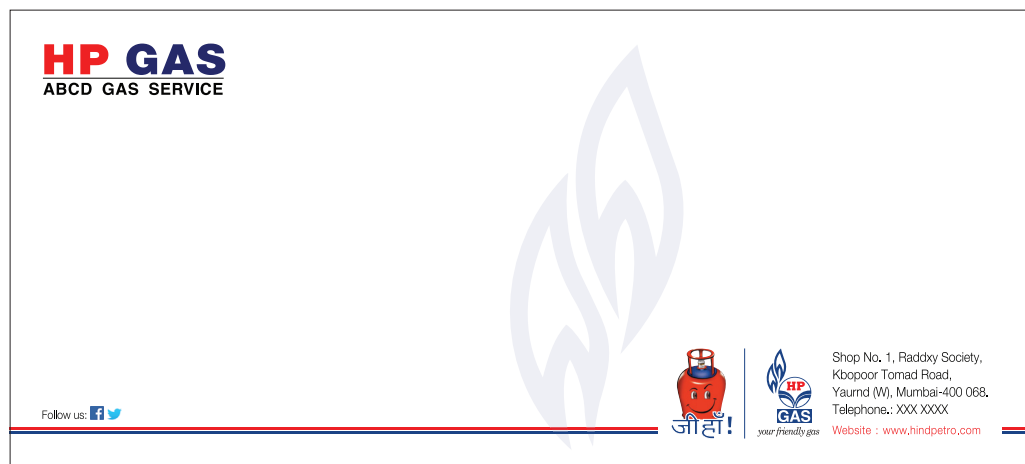
A stylized, light blue flame graphic is positioned in the background, centered vertically and slightly to the right of the text. It consists of several overlapping, teardrop-like shapes that create a sense of movement and heat.

NTATION

Distributor Letter Head & Letter Head Grid



Distributor Envelope & Envelope Grid



HP GAS

Font HelveticaNeue-Black
Style Normal
size 28pt
set Width 100%

ABCD GAS SERVICE

Font Helvetica
Style bold
size 11pt
set Width 100%

ADDRESS

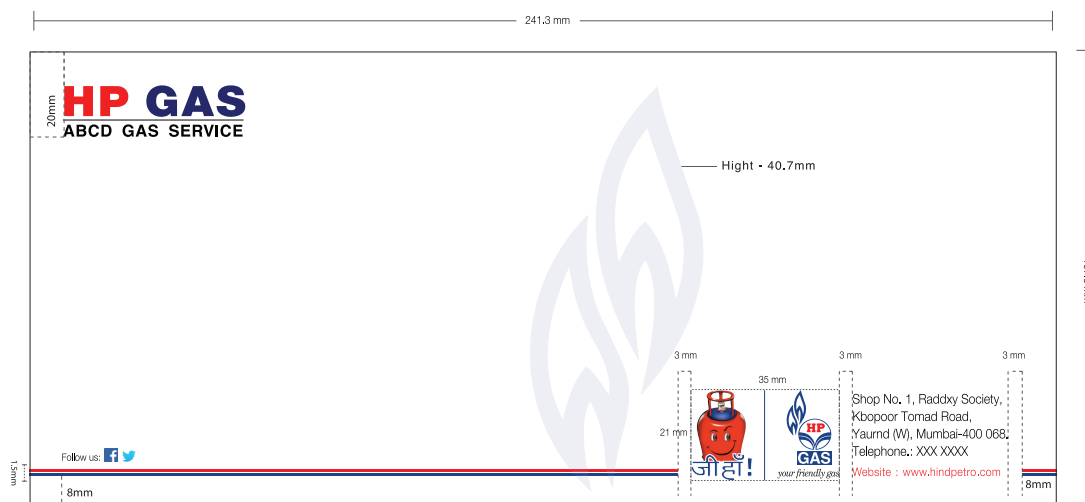
Font Helvetica Neue Light
Style light
size 8pt
set Width 100%

WEBSITE

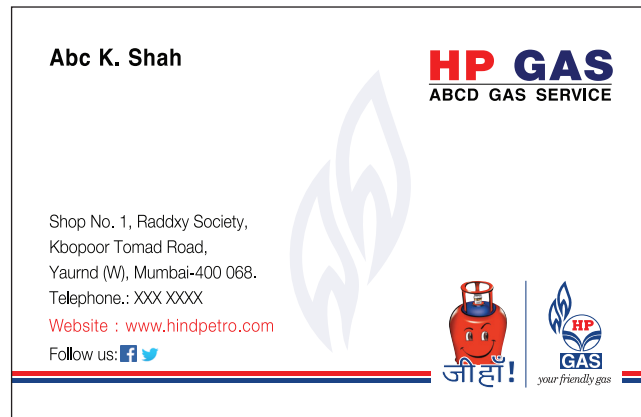
Font Helvetica Neue Light
Style light
size 7pt
set Width 100%

FOLLOW US

Font Helvetica Neue Light
Style light
size 6pt
set Width 100%



Distributor Visiting Card & Grid



HP GAS

Font HelveticaNeue-Black
Style Normal
size 15.75pt
set Width 100%

ABCD GAS SERVICE

Font Helvetica
Style bold
size 6.3pt
set Width 100%

PERSONS NAMES

Font Helvetica
Style bold
size 8pt
set Width 100%

ADDRESS

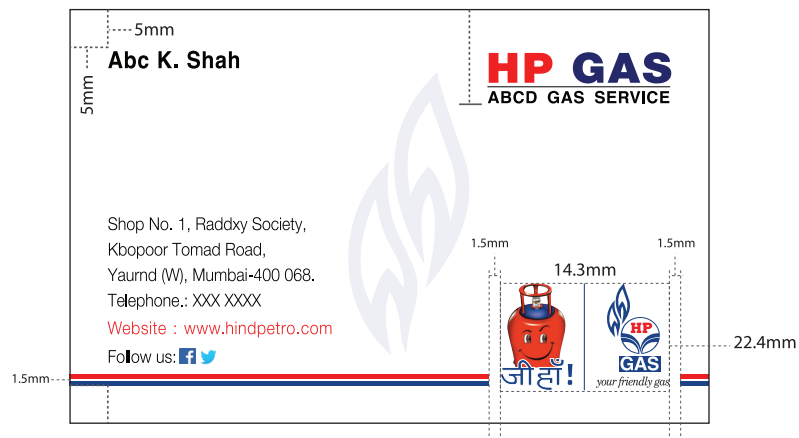
Font Helvetica Neue Light
Style light
size 6pt
set Width 100%

WEBSITE





Font Helvetica Neue Light
Style light
size 6pt
set Width 100%


FOLLOW US

Font Helvetica Neue Light
Style light
size 6pt
set Width 100%



Cash Memo

HP GAS XYZ. GAS SERVICE		HP ANYTIME - 88888 23456 24 Hr Refill Booking	For Emergency : xxxxxxxxxxxx For Complaint : 1800 233 3555 LPG Emergency Helpline Number
			
			
Address - Shop No. 9, Zarine Mantion, S.V.Road, Mazagoan, Mumbai-400 010. Tel.: 022-12345678, Mob.: 9000000000			
HP GAS XYZ. GAS SERVICE		HP ANYTIME - 88888 23456 24 Hr Refill Booking	For Emergency : xxxxxxxxxxxx For Complaint : 1800 233 3555 LPG Emergency Helpline Number
			
DEALER COPY		RECEIVER'S SENGATURE	

HP GAS		WE PLEDGE	
☉ To provide friendly and courteous service at all times. ☉ To provide refills within 48 hrs. ☉ 8 a.m to 8 p.m. refill delivery all 7 days a week.			
NOTICE 1. Kindly check cylinder for correct weight and leakage at the time of delivery. 2. For Gas leaks after office hours and on Holidays, contact Emergency Service Cell. Refer details in the front. 3. For any further assistance please contact the HP Gas Customer Service Cell on Tel:_____/_____. Mobile:_____ 4. Ensure entry of refill delivery in DGCC Book. 5. It is mandatory to get your installation checked once in 2 years by authorised mechanic carrying our ID-Card. 6. Extinguish all open flames while changing the cylinder or servicing the appliance and Suraksha LPG Hose. 7. Switch off the regulator when not in use. In case the cylinder is not in use for long, replace the safety cap. 8. We have taken 3rd party insurance for loss life/property damage arising out of LPG accident. Is such an eventuality, Please contact us.			
HP GAS			
1. House was locked 2. Address was wrong 3. Not staying 4. Out of station		5. No money 6. Incorrect booking 7. No empty cylinder 8. Other company's cylinder 9. Mechanic service required 10. DGCC Book not available	
Date _____		Customer's Sign _____ Delivery man's Sign _____	

DGCC Book

आप के सुझाव और शिकायत दर्ज करने के लिए कृपया डायल करें
For any suggestions / feed back / Complaints Please Dial
18002333555



घरेलू गैस उपभोक्ता कार्ड
DOMESTIC GAS CONSUMER CARD

घरेलू गैस उपभोक्ता कार्ड के लिए प्रशासकीय प्रभार (उपभोक्ता कार्ड की कीमत सहित) / For Domestic LPG Customers Administration charges (alongwith cost of Consumer Card)	
10 लाख से कम जनसंख्या वाले शहर / Towns with population less than 10 lacs	₹ 40
10 लाख या उससे ज्यादा तथा 20 लाख से कम जनसंख्या वाले शहर / Towns with population more than 10 lacs & less than 20 lacs	₹ 45
20 लाख या उससे ज्यादा जनसंख्या वाले शहर / Towns with population more than 20 lacs	₹ 50

उपरोक्त में ही वर्ष जनसंख्या 2001 की जनगणना के अनुसार है।
 Above population are as per 2001 census



जी हाँ!



www.hindustanpetroleum.com

आदरणीय ग्राहक
 कृपया हमें प्राप्त दिशा निर्देशों के अनुसार भविष्य में सिलेण्डर की अग्रे संख्या रेड बुक में दर्ज की जाएगी तथा भविष्य में सिलेण्डर की खाली सिलेण्डर ही वापस लिया जाएगा।
 प्रबंधक
 Dear customer:
 According to instruction received from the company hence forth the serial number of cylinder will be entered in the red book and at the time of refill delivery the empty cylinder of the same number will be taken back.
 Manager

आप कल्पना कर सकते हैं कि उस मां की तबियत का क्या हाल होगा और उस घर में छोटे-छोटे बच्चे उस धूप के अंदर कैसे गुजारा करते होंगे। इसी एक बात ने मुझे बड़ी पीड़ा दी और मैंने तय किया कि गरीबों के घर में गैस का सिलिंडर क्यों न हो।

- नरेन्द्र मोदी



घरेलू गैस ग्राहक कार्ड

आप के सुझाव और शिकायत दर्ज करने के लिए कृपया डायल करें
18002333555



पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय
 भारत सरकार





महिलाओं को मिला सम्मान



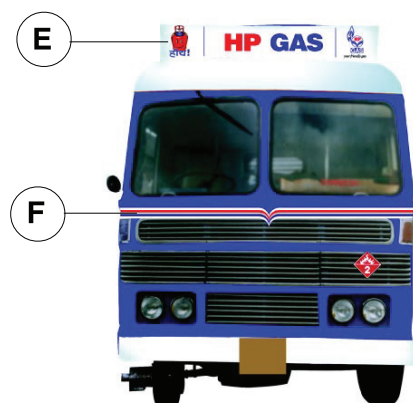
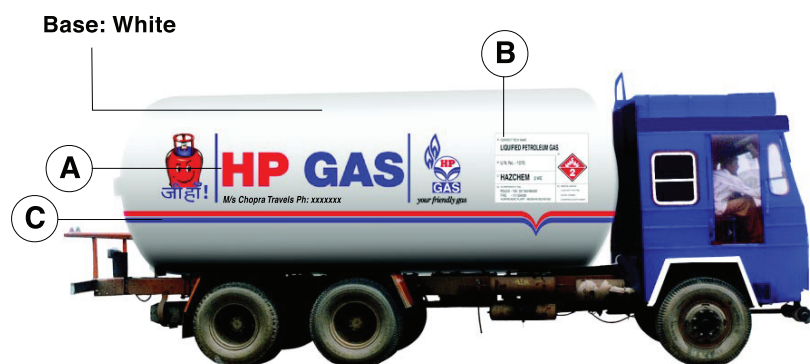


T a n k e r
G r a p h i

C S



Bulk Tanker upto 13 Tons



Vinyl for unit (E)

The material specifications shall be as follows

Material : LG Lucky Flex/3M P2 Flex

Print : Digital colour print on flex

Protective Coating : Protection against UV rays to be provided

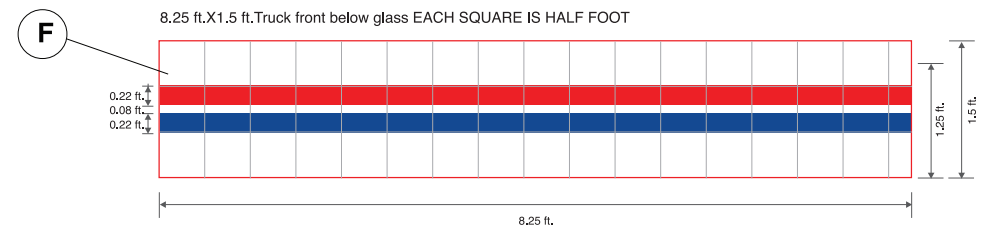
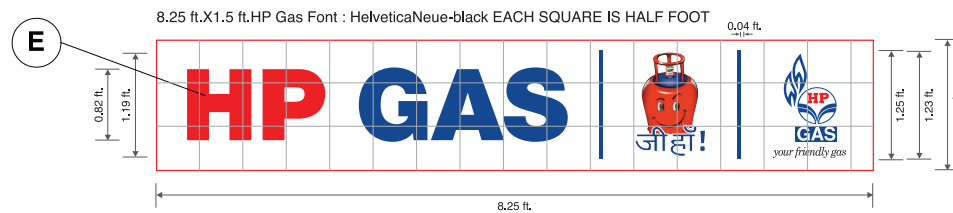
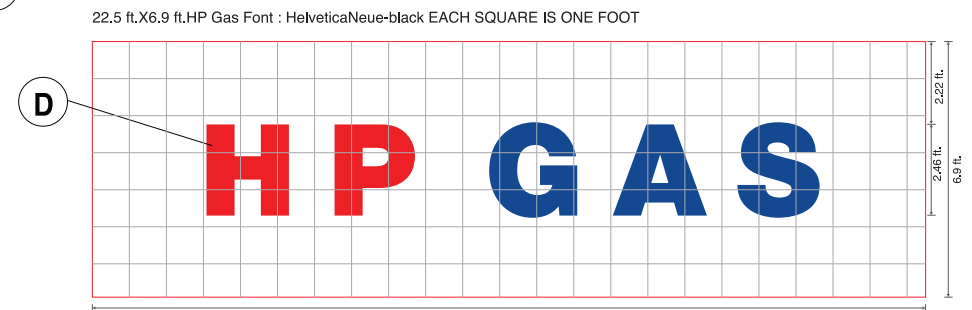
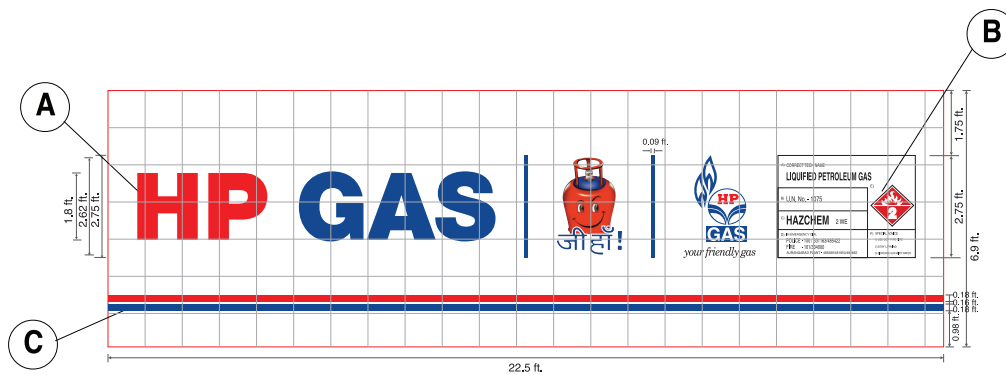
Resolution : 360 dpi

Units (A) (B) (C) (D) & (F) should be hand painted

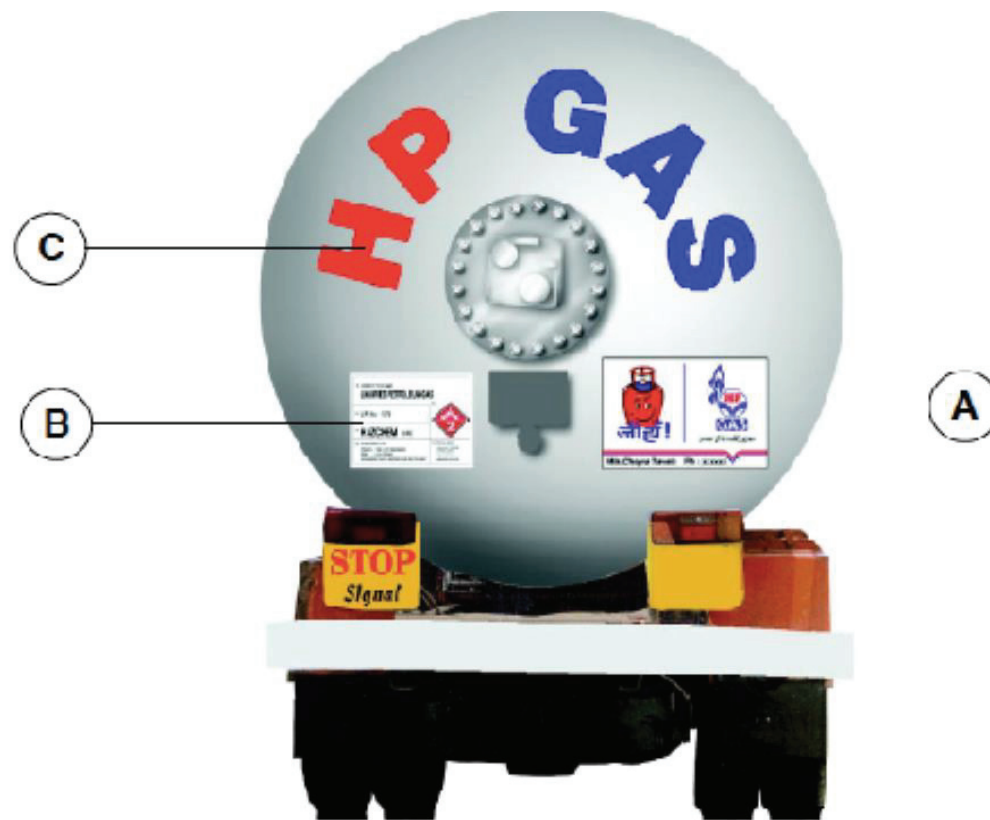
NOTE : In case of non-availability of Vinyl the same shall be hand painted as per specifications

These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.

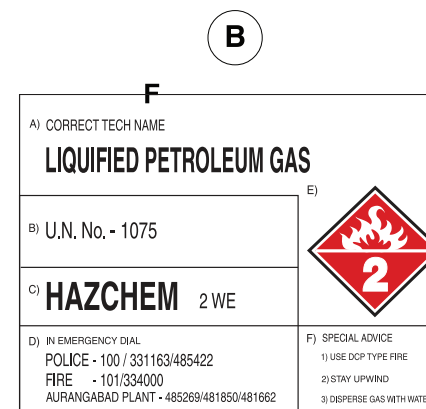
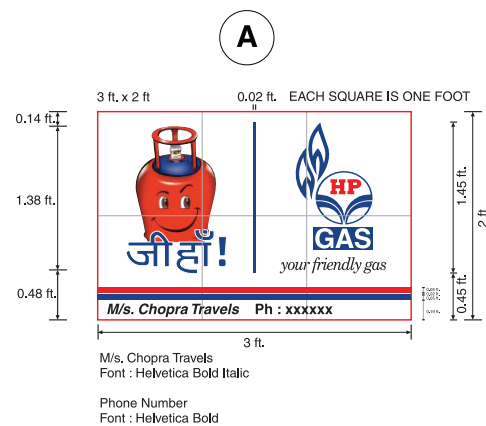
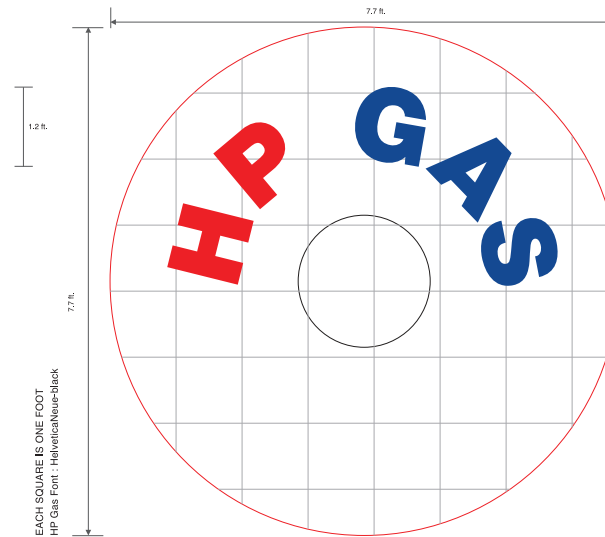
Bulk Tanker upto 13 Tons



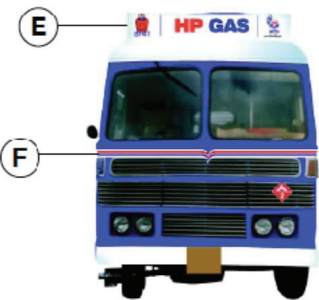
Bulk Tanker upto 13 Tons



Bulk Tanker upto 13 Tons

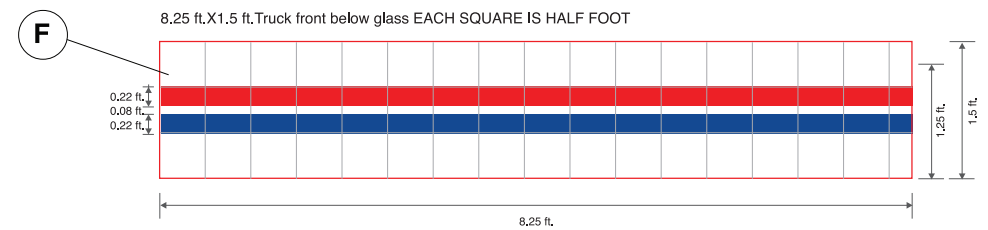
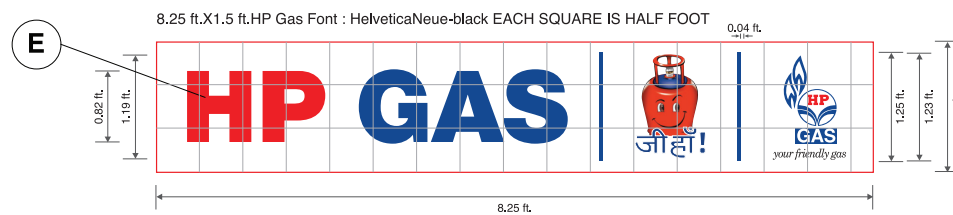
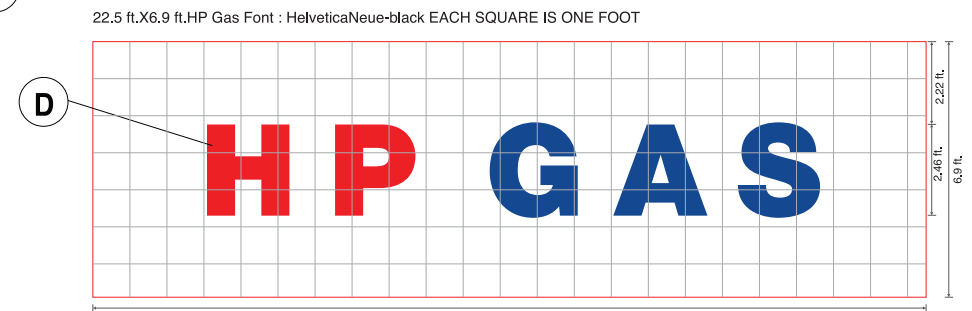
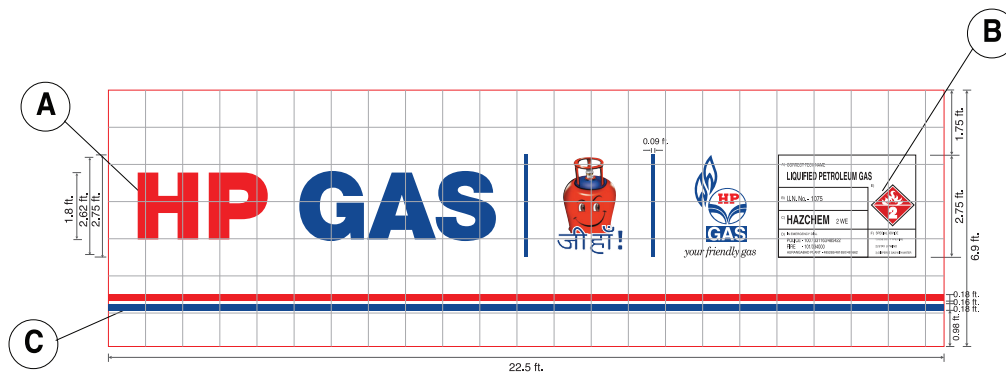


100

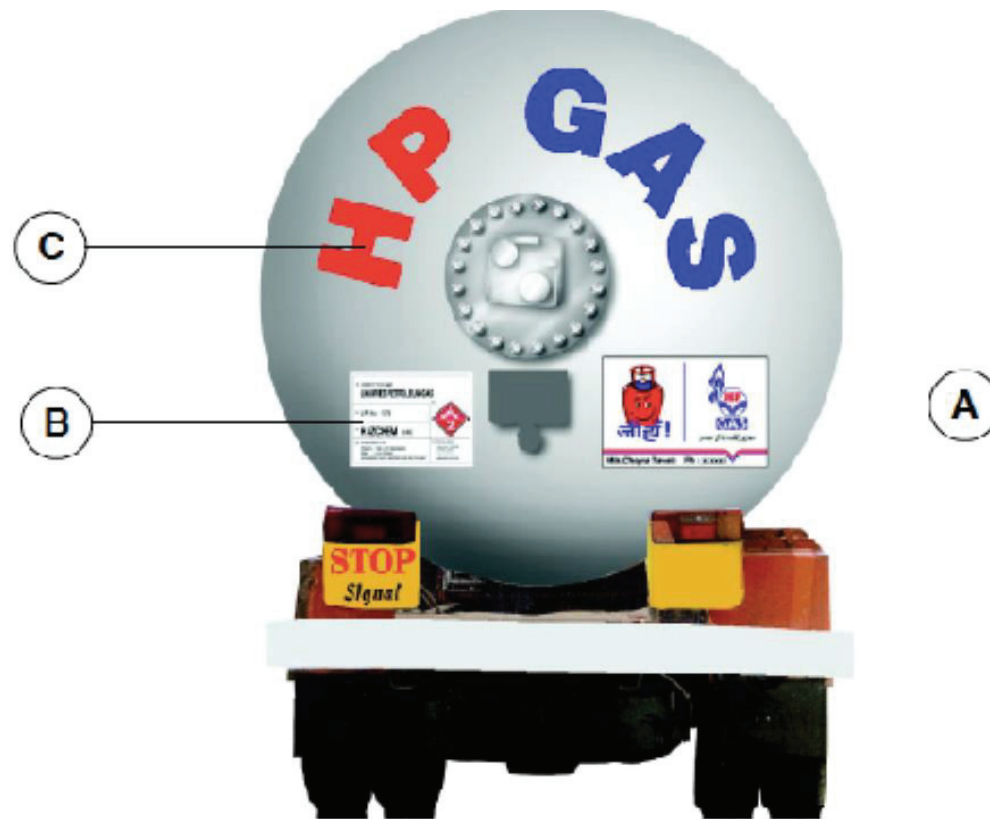


These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.

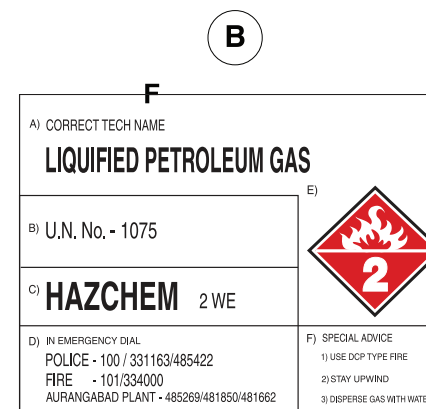
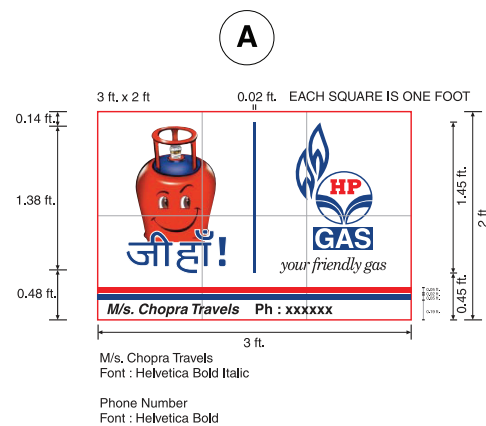
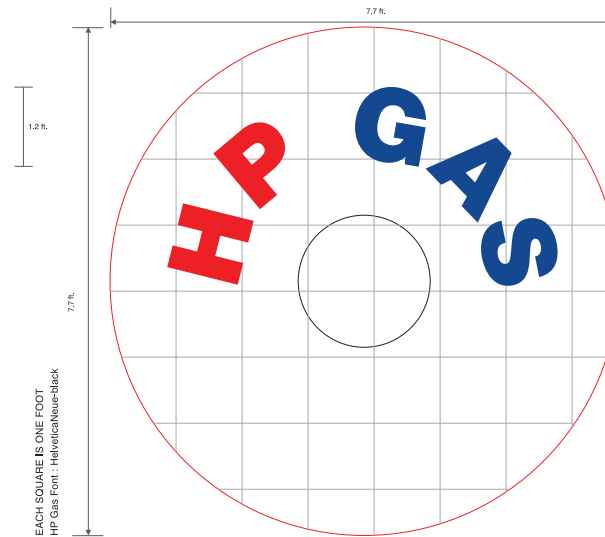
Bulk Tanker upto 17 Tons



Bulk Tanker upto 17 Tons



Bulk Tanker upto 17 Tons



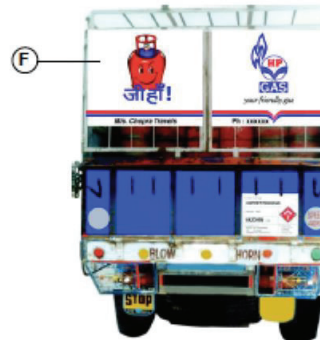
Packed Truck



FOR BOTH SIDES

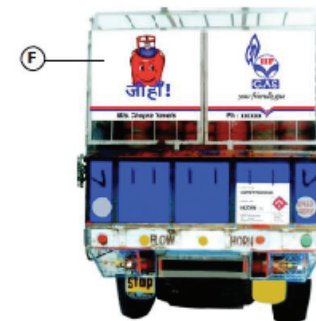


FOR BOTH SIDES



Vinyl for units (A) & (D)
The material specifications shall be as follows
Material : LG Lucky Flex/3M P2 Flex
Print : Digital colour print on flex
Protective Coating : Protection against UV rays to be provided
Resolution : 360 dpi

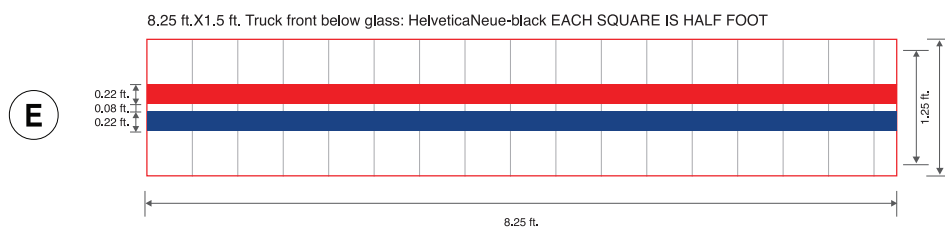
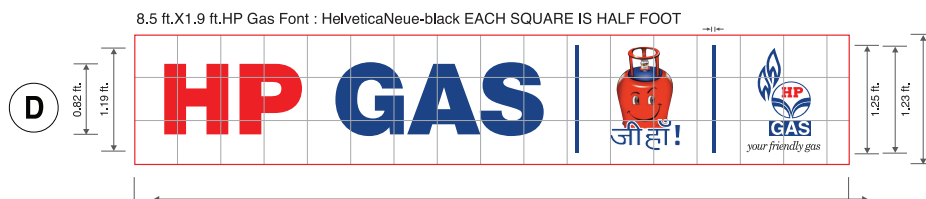
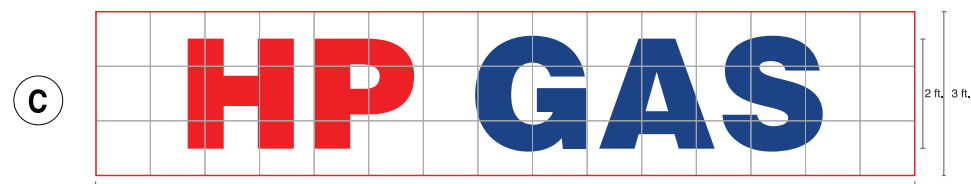
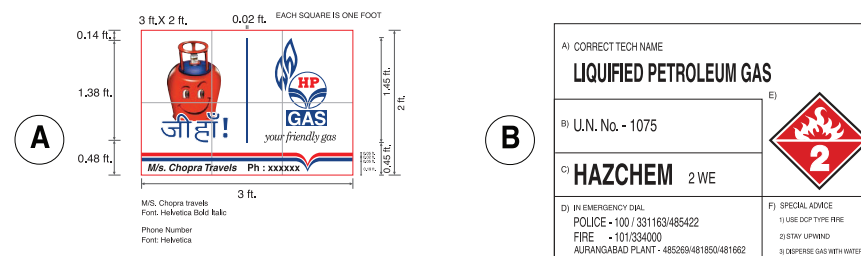
Units (B) (C) (E) & (F) should be hand painted
NOTE : In case of non-availability of Vinyl same shall be hand painted as per specification
These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.



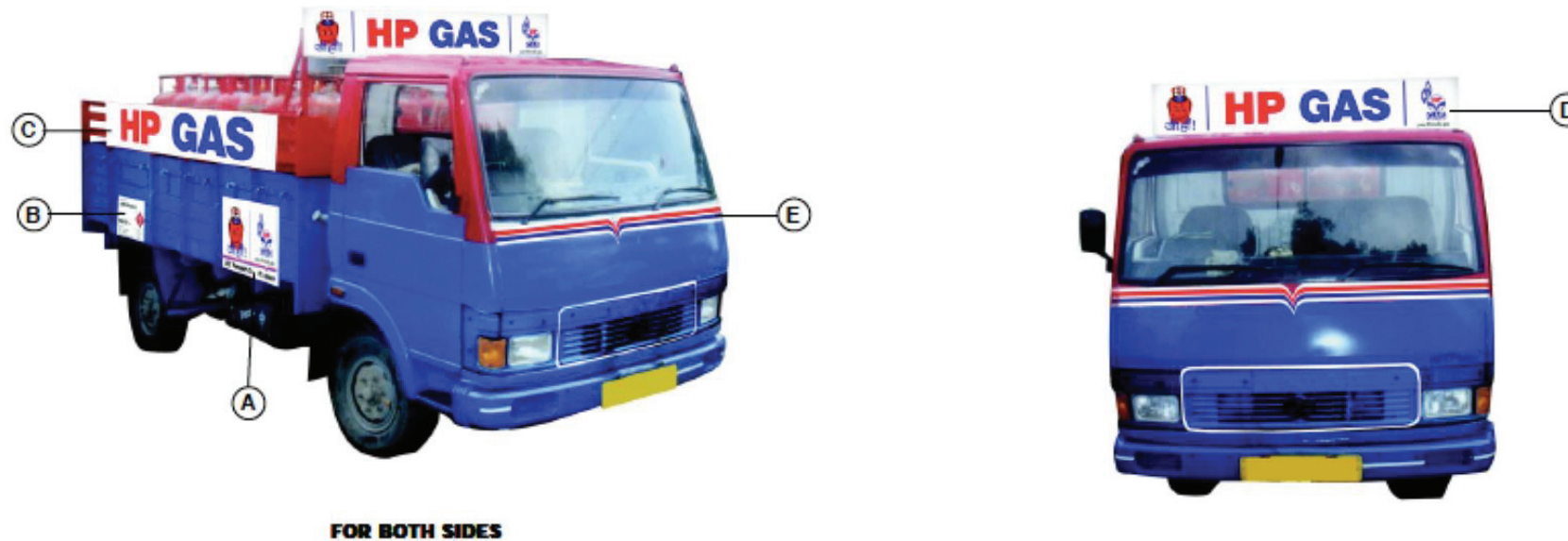
Vinyl for units (A) & (D)
The material specifications shall be as follows
Material : LG Lucky Flex/3M P2 Flex
Print : Digital colour print on flex
Protective Coating : Protection against UV rays to be provided
Resolution : 360 dpi

Units (B) (C) & (F) should be hand painted
NOTE : In case of non-availability of Vinyl the same shall be hand painted as per specifications
These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.

Packed Truck



Delivery Vehicle Tata - 407



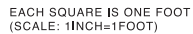
Vinyl for units (A) & (D)
The material specifications shall be as follows
Material : LG Lucky Flex/3M P2 Flex
Print : Digital colour print on flex
Protective Coating : Protection against UV rays to be provided
Resolution : 360 dpi

Units (B) (C) & (E) should be hand painted

NOTE : In case of non-availability of Vinyl the same shall be hand painted as per specifications

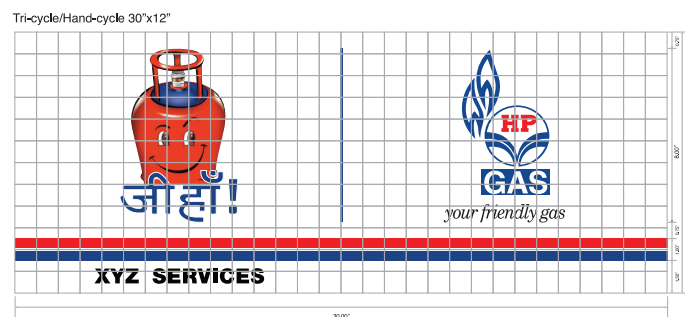
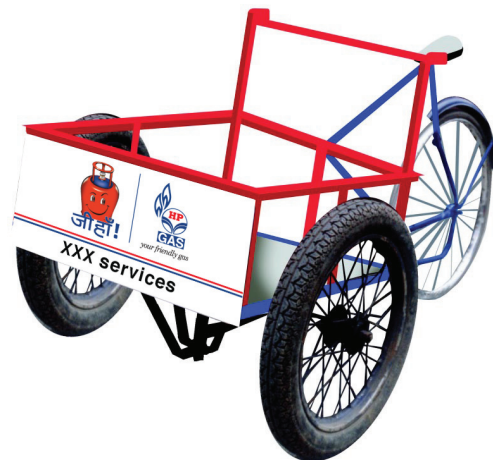
These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.

100



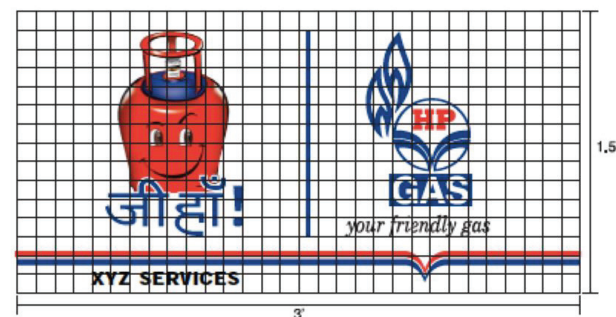
These guidelines are only indicative of basic design, in the case of varying sizes, the design should be proportionately adjusted to fit the complete body

Tri-Cycle



Screen printing or painting on galvanized tin sheet as per specification

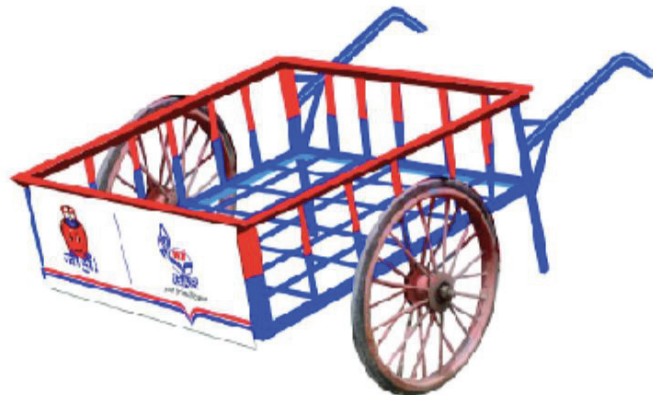
These guidelines are only indicative of basic design. in the case of varying sizes, the design should be proportionately adjusted.



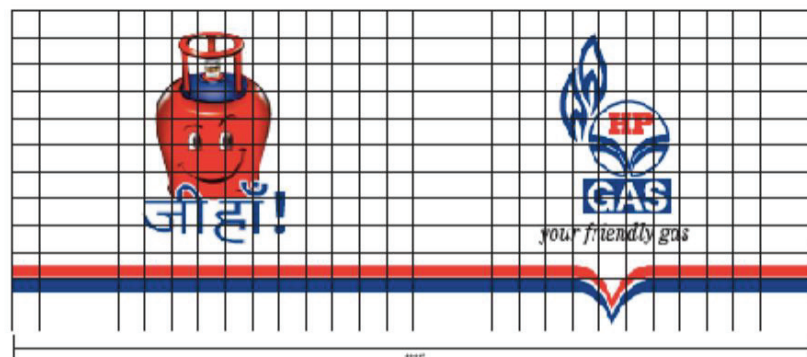
Screen printing or painting on galvanized tin sheet as per specification

These guidelines are only indicative of basic design. in the case of varying sizes, the design should be proportionately adjusted.

Hand Cart

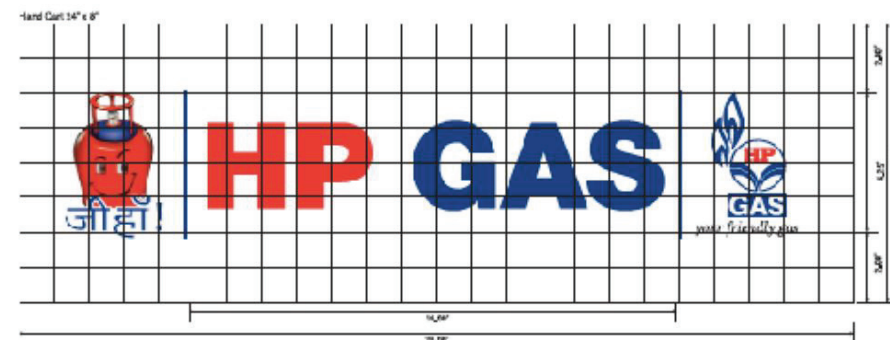


FOR BOTH SIDES



Screen printing or painting on galvanized tin sheet as per specification

These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.



Screen printing or painting on galvanized tin sheet as per specification

These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.



Prachar Vahan



X : Y = 1 : 5

HP Gas : To be written in english
Prachar Vahan : To be written in local language
Message in the box : To be written in local language

Vinyl or Painting as per specification

These guidelines are only indicative of basic design. In the case of varying sizes, the design should be proportionately adjusted.



UNIFORM

RM S



Office Attendants - Female



OFFICE ATTENDANTS



S. Kumars Shade
204 LT is only
indicative for colour



S. Kumars Shade
206 LT is only
indicative for colour

Office Attendants- Male



OFFICE ATTENDANTS



S. Kumars Shade
204 LT is only
indicative for Shirt



S. Kumars Shade
237 is only
indicative for Pant

Delivery Man



S. Kumars Shade
282 LT is only
indicative for
Delivery Man Uniform



Mechanic



S. Kumars Shade
206 is only indicative
for Mechanic Uniform

PullOver

PULLOVER FOR MECHANIC



FRONT SIDE



BACK SIDE

PullOver

PULLOVER FOR DELIVERY MAN



FRONT SIDE

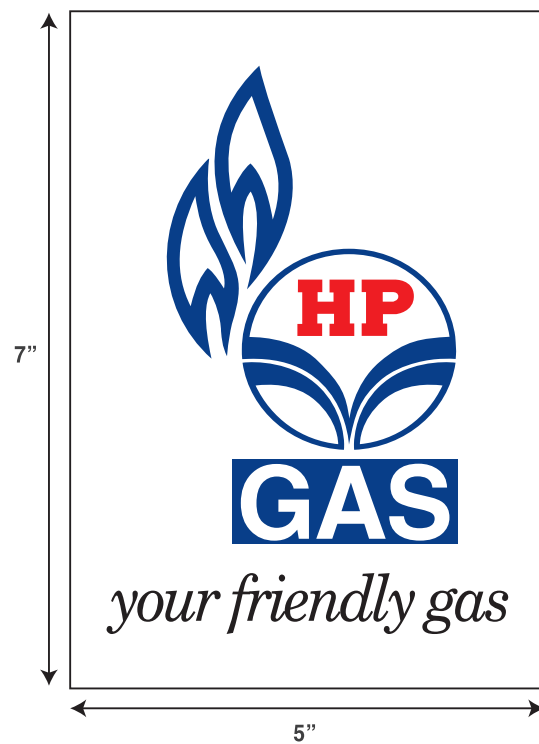


BACK SIDE

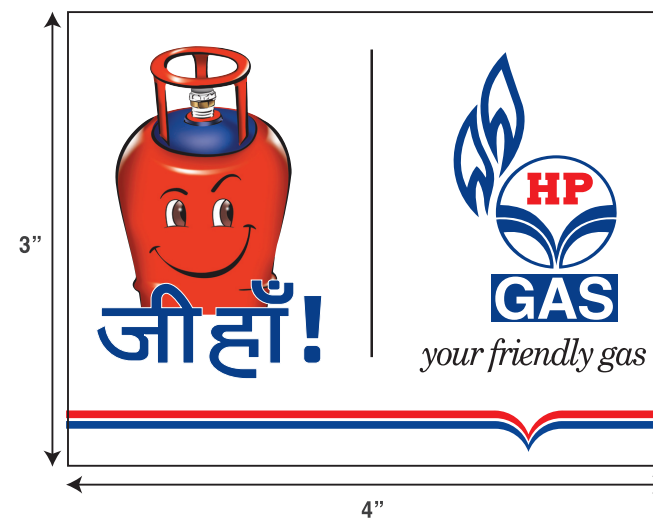
For the pull over use the same shades as that of the delivery man and office attendant

Badges

BACKSIDE OF UNIFORM

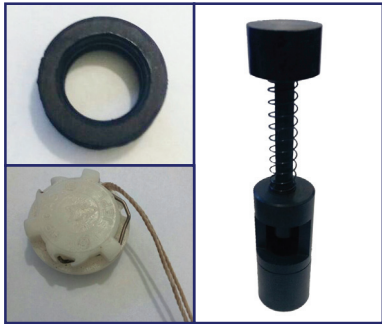


FRONTSIDE BADGE FOR UNIFORM



Computerised weaving as per given specimen

Items to be carried by deliverymen



Tool Kit- 'O' rings, inserter, caps



Weighing Scale
(as per W&M Rules)



Leak Detector Set
(to check valve leak and 'O' ring leak)



Fire Extinguisher
(in vehicle)







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