



## Nayara Energy Expands Retail Network by adding a Fuel Station per Day

- India's largest private fuel network is strengthening its retail presence across India
- Nayara Energy is adding a retail outlet a day and is on track to add 400 fuel stations to its network this year
- Nayara Energy offers a profitable business model for franchises that can enable dealers to get a quick return on their investment
- A customer friendly 360 degree value proposition such as Lube Change, Tyre change station, CNG, EV Charging, Citizen Service Centre, etc

**National, 5<sup>th</sup> January, 2025** – Nayara Energy, one of the leading downstream players and India's largest private fuel retailer is strategically expanding its presence across various states. With 6500+ retail outlets across India, Nayara Energy has been adding new retail outlets to its network and has been growing steadily across various states such as Gujarat, Maharashtra, Tamil Nadu and Rajasthan and is well on track to add 400 Retail Outlets this year. In line with its plans to aggressively grow in India, Nayara Energy has also revamped its Dealer Programme to onboard new dealers and give a boost to local entrepreneurship.

Being one of the youngest petroleum brands in India, Nayara Energy is reinventing the fuel retailing category to ensure consumer delight. Customers are always assured of the right quality and quantity of fuel at Nayara Energy's Retail Outlets. Setting new benchmarks in the category, Nayara Energy's fuel stations offer a variety of products and services designed to meet the needs of customers, including high-quality fuels, lubricants, and convenience offerings.

With a strategic presence on National Highways and in urban clusters, Nayara Energy's fuel stations are vital links to marketplaces fuelling the aspirations of the rising India well beyond the metros. Commenting on the strategic expansion, Alessandro des Dorides, CEO Nayara Energy said; ***"Nayara Energy has steadily grown in India and as new age India prospers, we believe that bolstering our fuel retail network in upcoming towns is integral to the growth of this thriving economy. Our uniquely designed dealer program believes in creating more avenues for entrepreneurship and will enable in growing our network, by enabling mobility and enhancing connectivity within the underserved markets."***

In an endeavour to promote transparency in customer loyalty programs, Nayara Energy is leveraging technology through chatbots and artificial intelligence tools to enhance the quality of its interactions with consumers. Reaffirming its commitment to be India's trusted energy partner and to further aggressively expand its reach, Nayara Energy is now inviting new Dealerships across India to open fuel stations. As Nayara Energy grows its network, every new fuel station is an affirmative step contributing towards nation building by enabling mobility and enhancing connectivity within the underserved markets.

Nayara Energy strives to create a delightful experience at its retail outlets and is at the forefront of innovation and customer-driven initiatives in the energy sector. The company continually strives to enhance the customer experience with innovative programs and offerings.



### **About Nayara Energy**

Nayara Energy is a new-age downstream energy and petrochemicals company with a formidable presence spanning across the entire hydrocarbon value chain, from Refining to Retail. Nayara Energy operates in India for India driven by a relentless commitment to fuel the nation's energy aspirations. At the heart of our operations lies the Vadinar refinery, India's second-largest single-site refinery with a capacity of 20MMTPA. With over 6,500 Retail Outlets, we cater to the need for reliable and safe mobility across the length and breadth of the country. We have adopted a phase wise asset development strategy and have recently forayed into petrochemicals sector with a 450 KTPA Polypropylene plant which is a significant step in our crude to chemicals journey. Through sustainable development projects in Health and Nutrition, Education and Skill Development, and Sustainable Livelihoods, Nayara Energy enhances the quality of life in the communities it operates in. Delivering value for all our stakeholders is at the very core of our beliefs and we are committed to providing the energy that fuels the dreams of our employees, customers, partners and communities.

For any queries please write to:

Nayara Energy

[communications@nayaraenergy.com](mailto:communications@nayaraenergy.com)

Media Contact – Adfactors PR

[nayaraenergy@adfactorspr.com](mailto:nayaraenergy@adfactorspr.com)