

Nayara Energy brings back 'Maha Bachat Utsav', offering instant discounts at retail outlets nationwide on Petrol and Diesel

National, 24th April, 2025: Nayara Energy, India's fastest-growing private fuel station network, has brought back its much-anticipated annual savings campaign, 'Maha Bachat Utsav', from April 1 to June 30, 2025.

Building on the tremendous response from previous editions, this year's campaign brings even more value and exclusive savings for customers across the country. Customers purchasing petrol worth ₹3,000 and above can avail a ₹3 per litre discount, for spends between ₹600 and ₹2,999 gets an instant ₹2 per litre discount. A flat ₹1 per litre saving is applicable for Diesel customers.

Commenting on this consumer initiative Madhur Taneja, Chief Marketing Officer, Nayara Energy said; *"Maha Bachat Utsav has become a key part of our customer engagement efforts, and we are delighted to bring it back this year. The consistent positive response over the years reflects the deep trust and loyalty our customers have in us. Through this initiative, we aim to offer significant savings on fuel for customers nationwide and an opportunity for new consumers to experience the high-quality service that Nayara Energy is known for."*

Timed perfectly with the excitement of the cricketing season and the onset of summer vacations, the campaign is designed to enhance customer delight during travel and leisure. With instant discounts available at Nayara Energy retail outlets nationwide, customers can enjoy meaningful savings on Petrol and Diesel.

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 to enter the petrochemicals sector which will be 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

Media Contact – Adfactors PR

nayaraenergy@adfactorspr.com

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