



## **Nayara Energy Extends Mahabachat Utsav 2024 Due to Overwhelming Response until September 15, 2024**

**Mumbai, September 1, 2024:** Nayara Energy has extended its annual Mahabachat Utsav scheme until September 15, 2024, nationwide, post an overwhelming response received by customers across India. This highly popular scheme delivers high value to customers who spend Rs 2000/- or more on petrol enjoy instant savings of Rs 50/-, while those who spend between Rs 1500/- and Rs 1999/- receive savings of Rs 30/- at all participating stations. This initiative encourages digital transactions and is exclusive to digital payments. Nayara Energy maintains a vast network of over 6500 fuel stations, making it India's largest private fuel retailer. National cricketer K.L. Rahul is the face of the campaign.

Commenting on this new consumer initiative Madhur Taneja, Chief Marketing Officer, Nayara Energy said; ***"The success of this initiative reflects Nayara Energy's deep appreciation for the unwavering loyalty and support demonstrated by its customers. Nayara Energy's Retail Outlets offer unique benefits to both franchisees and customers and has created a strong presence across the country on highways, cities, rural areas, and remote regions and playing a pivotal role in enhancing mobility and connectivity within India."***

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. 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 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.

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