

## **Cricketer K.L Rahul Supports Nayara Energy in Nationwide 'Mahabachat Utsav 2024' Promotion**

**Mumbai, April 26, 2024:** Nayara Energy, a leading downstream energy company announced the launch of its annual 'Mahabachat Utsav' 2024 scheme today nationwide. Celebrated Indian cricketer K.L Rahul is collaborating with Nayara Energy for this campaign, aimed at promoting significant consumer savings on petrol purchases at Nayara fuel stations. Customers spending Rs 2000/- or more on petrol will enjoy instant savings of Rs 50/-, while those spending between Rs 1500/- to Rs 1999/- will receive savings of Rs 30/- at all participating stations. This initiative encourages increased digital transactions and is exclusive to digital payments. Nayara Energy maintains a vast network of over 6300 fuel stations, marking it as India's largest private fuel retailer.

Commenting on this new consumer initiative Madhur Taneja, Chief Marketing Officer, Nayara Energy said; ***"At Nayara Energy, we have an "In India, for India" philosophy wherein we want to delight our consumers with real value and benefits throughout the year. As the largest private fuel station operator in India, this promotional campaign is a strong testimony to Nayara Energy's appreciation of our esteemed customers. As the largest private fuel retailer in India, this promotional campaign serves as a testament to Nayara Energy's appreciation of our esteemed customers. Having onboarded celebrated cricketer, K.L Rahul as the face of our campaign we aim to create a strong resonance with our consumers on fueling their dreams and aspirations."***

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. 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.

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### **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 6,300 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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