

Press Release

16 May, 2023, Mumbai



Jio-bp launches new diesel that offers saving of INR 1.1 lakh* per truck annually

-High performance fuel at base price for the first time in India-

Jio-bp today announced the launch of its diesel with ACTIVE technology, set to elevate diesel standards for Indian consumers. The newly launched additivised diesel, available across the company's network will yield annual savings of up to INR 1.1 lakh* per vehicle to truckers owing to (upto) 4.3%* improved fuel economy. This new high performance diesel offering will be available at all Jio-bp outlets and will be offered at regular prices with no additional cost for the first time ever in the Indian market.

Diesel at Jio-bp outlets with ACTIVE technology helps reduce the risk of unscheduled maintenance caused by dirt build up and removes existing dirt from critical engine parts and protects against its build up with ongoing use. It is designed to work across a range of commercial vehicles, and with ongoing use it offers a variety of benefits to drivers and fleet owners. It helps restore and maintain the power of the engine with ongoing use while also reducing the risk of unscheduled vehicle maintenance

Jio-bp CEO, Harish C Mehta said *“Logistics and transport are the lifelines of India’s economy. This sector consumes more fuel than any other industry – about 70% of all diesel sales. With fuel representing more than half of the operating costs for fleet operators, we understand the challenges facing fleet operators and drivers in India and what it takes to operate in a difficult environment. One of those key challenges which Jio-bp is addressing is access to good quality, performance fuels; fuels that are specifically aimed at engines that have to cope with the demands of driving in India.”*

Consumer problem

Dirt can form and build up over time on critical engine parts, particularly fuel injectors which are quite sensitive to it. Modern trucks with sophisticated fuel injection systems are more susceptible to dirt build up due to their reduced injector hole size. With standard diesel, harmful dirt can build up over time and restrict the holes, which can lead to reduced pick-up, increased fuel consumption and can even lead to higher maintenance cost.

The solution

Diesel at Jio-bp with ACTIVE technology is specially designed for Indian vehicles and driving conditions to fight harmful engine dirt and clean the engine as you drive, starting from the very first fill. Our exclusive, internationally developed ACTIVE technology fights dirt in two clever ways:

- ACTIVE molecules attach to existing dirt and drag it away from critical engine parts. The dirt mixes with the fuel and is then safely burnt in the engine
- ACTIVE molecules also attach to clean metal surfaces in engines, forming a protective layer which helps stop dirt binding onto the metal.

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Key benefits for consumers

- Diesel at Jio-bp with ACTIVE technology offers up to INR 1.1 lakh* savings per truck per year and a fuel economy benefit of up to 4.3 %*.
- It helps restore and maintain the power or pick up of your engine with ongoing use, helping engine run as the manufacturer intended.
- It helps reduce the risk of unscheduled maintenance with ongoing use, keeping trucks running on the road.
- It helps reduce the risk of expensive critical engine component failures caused by dirt build up.
- It removes existing dirt from critical engine parts and protects against its build up.
- It contains an anti-foam agent that helps deliver cleaner, faster, and safer refuelling, so your trucks can spend more time on the road and less time at the pump.

With over 100 years in fuel research, bp's dedicated team of scientists and engineers have a deep understanding of the interactions between fuels and vehicle technology and collaborate closely with the world's leading vehicle manufacturers. Rigorous testing for the new diesel has been carried out by an accredited and renowned independent global automotive testing agency, Millbrook UTAC in the UK. The product is especially designed for Indian vehicles and Indian driving and operating conditions.

About Jio-bp:

Reliance BP Mobility Limited (RBML) operating under the name 'Jio-bp', is an Indian fuels and mobility joint venture between Reliance Industries Limited (RIL) and bp.. The joint venture leverages Reliance's presence across the country and its millions of consumers through the Jio digital platform. bp brings its extensive global experience in high-quality differentiated fuels, lubricants, retail, and advanced low carbon mobility solutions. In addition to marketing conventional fuels, RBML provides advanced mobility solutions and alternate fueling options to its customers such as Electric Vehicle (EV) charging points, and Battery Swapping Stations (BSS). RBML is the service provider of RIL's aviation fuel business at various airports across India under the 'air bp-Jio' brand name. The brand 'Jio-bp Fuel4U' caters to on-demand doorstep delivery of diesel and is a market leader in the segment.

Learn more about Jio-bp on www.jiobp.com / Twitter and Facebook: @Jiobpofficial/ For latest updates check out <https://www.jiobp.com/news-room>

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**Claim calculated from a fuel economy benefit for Diesel at Jio-bp with ACTIVE technology of up to 4.3%; 62,000 km per year fully laden; 92.16 INR per litre for standard diesel (median pump price, 13/03/23). Testing by an accredited independent global automotive testing agency in a range of trucks (>12 te GTW). Fuel economy measured starting with the vehicle engine in a dirty condition and then after use of Diesel at Jio-bp with ACTIVE technology. Benefits achieved with continuous use over time. Actual results will vary according to factors including the type and configuration of vehicle, on-road duty cycle and payload.*