

**Bharat Petroleum (BPCL)**

**Parent Company** BPCL

**Category**

Oil & Gas

**Sector**

Energy

**Tagline/ Slogan**

Energising Lives; Pure for Sure

**USP**

BPCL is one of India's most trusted oil brands

**BPCL STP**

**Segment**

Corporates, countries, individuals looking to fulfill energy needs

**Target Group**

Enterprises looking for energy for production, people for petrol diesel for vehicles and domestic uses

**Positioning**

BPCL is there for providing energy to the people of India

**BPCL SWOT Analysis**

**Strengths**

1. BPCL is one of India's largest state owned oil and gas company
2. Bharat Petroleum has a strong brand presence along with Bharatgas, Mak lubricants etc
3. Strong expertise in refining and retailing of petroleum

4. More than 13000+ people are employed with BPCL

5. Being a government company, strong backing in terms of finance and operations

6. Good advertising and branding of the company through marketing campaigns

7. More investments in upstream and downstream activities to boost the business of BPCL

8. Bharatgas from BPCL provides LPG cylinders for millions of Indian households

### **Weaknesses**

1. Being a government company, there are operational delays due to red tapism

2. Intense competition means limited market share growth for BPCL

### **Opportunities**

1. Increasing fuel/oil prices means higher margins for BPCL and other companies

2. Increasing natural gas market for industries is a huge opportunity

3. More oil well discoveries across the world

4. Expand export market and tie-up with international companies can increase business for BPCL

**Threats**

1. Government regulations and restrictions can affect business

2. High Competition means reduction in BPCL's market share

3. Strict environmental laws can affect business operations

**Competition**

**Competitors**

1. IOCL

2. Hindustan Petroleum

3. ONGC

4. Reliance Industries Limited