

Media Release

Maruti Suzuki Rewards strengthens collaboration with Indian Oil Corporation Launches additional benefits and services for Maruti Suzuki Rewards members

- One-of-a-kind loyalty program to offer a bouquet of value-add services to over 8 million **Maruti Suzuki Rewards** members
- The additional benefits will incentivize members every time they refuel their vehicle at any IOCL petrol pumps



L to R: Mr. K Navin Charan, Chief General Manager, Retail Transformation (IOCL), Mr. Ranjan Bhowmick, General Manager, Retail Digital Initiatives (IOCL), Mr. Nobutaka Suzuki, Executive Officer, Marketing & Sales (MSIL), Mr. Shashank Srivastava, Senior Executive Officer, Marketing & Sales (MSIL) and Mr. Ram Suresh Akella, Executive Officer, Marketing (MSIL)

New Delhi, March 27th, 2023: Maruti Suzuki Rewards, a fully digital loyalty program by Maruti Suzuki India Limited, has strengthened its collaboration with Indian Oil Corporation Limited (IOCL) to offer additional benefits and convenience for customers. For the latest initiative with IOCL, the Maruti Suzuki Rewards App has been updated to incorporate various new functionalities after April 1, 2023. The new features will be available to 8 million+ Maruti Suzuki Rewards members, who can easily enrol for the XtraRewards program. The IOCL related section of the Maruti Suzuki Rewards App will also allow customers to view their IOCL XtraRewards points (separate from Maruti Suzuki Rewards program points).

The program incentivizes customer refuelling behaviour by offering 100 XtraRewards* points as a Customer Onboarding Bonus, along with 2 XtraRewards points per INR 100 spent on each fuel transaction at an IOCL station. Indian Oil Corporation will also award 350 XtraRewards points (worth INR 105) as part of milestone-based additional benefits to those customers** who spend INR 25,000 in a quarter.

Speaking about this unique initiative, **Mr. Shashank Srivastava, Senior Executive Officer (Marketing & Sales), Maruti Suzuki India Limited**, said, *“At Maruti Suzuki, we provide our customers with not just the best and reliable products but also a wide range of services and exciting benefits. Maruti Suzuki Rewards is a fully digital loyalty program, offering a bouquet of delightful services to customers by providing a premium, reliable and benefit-driven post-purchase experience. We are confident that the additional features and benefits in this program will help us build a stronger connection with customers and enhance their experiences further.”*

Sharing his thoughts on the partnership, **Mr. Saumitra Srivastava, Executive Director (Retail Transformation), Indian Oil**, said, *“This association with Maruti Suzuki is another major step in the direction of leveraging loyalty programs of both the partners to provide seamless and enhanced experiences to customers. We believe that this partnership will help IndianOil better understand consumer behaviour of car drivers and thus enable us to provide an unparalleled experience, as we strive to consistently enhance our engagement in this segment.”*

In addition to XtraRewards points, the IOCL section of the app will also allow customers to view access to washrooms, convenience stores and air-filling, at the fuel pump of their choice. The earlier functionality of locating and navigating to the IOCL fuel pump of their choice will also be available for customers.

About the Maruti Suzuki Rewards

Maruti Suzuki Rewards program is a fully digital loyalty program, offering an array of delightful services to customers by providing a premium, reliable and benefit-driven post-purchase experience. With a customer base of more than 8 million, Maruti Suzuki Rewards comes with a range of benefits on the purchase of additional Maruti Suzuki - Cars, Insurance, Genuine Accessories, Service etc.

The cardless loyalty program provides a 100% digital experience for customers and is fully integrated in the form of the Maruti Suzuki Rewards mobile app (available for both iOS and Android users) and the Maruti Suzuki Rewards exclusive webpage. These mediums serve as a unified platform to engage and enrol customers.

About Indian Oil Corporation Limited

IndianOil is a diversified, integrated energy major with presence in almost all the streams of oil, gas, petrochemicals, and alternative energy sources. With a 33,500-plus workforce, extensive refining, distribution & marketing infrastructure, and advanced R&D facilities, IndianOil has provided energy access to millions of people across the length and breadth of the country through its ever-expanding network of customer touchpoints, currently numbering over 50,000.

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*1 XtraRewards point is equal to 30 paise

** To earn benefits customer will have to share registered mobile no. while refuelling at IOCL station