



PETROFUEL®

Fuel @ your doorstep®

MARKET

Petrofuel (Tanzania) Limited (PFTL) is an Oil Marketing Company incorporated in the United Republic of Tanzania in 2007. PFTL deals with bulk and retail distribution of petroleum products across Tanzania, East and Central Africa. The company mainly focuses on imports, warehousing, distribution and marketing of premium quality petroleum products. The main goals of PFTL are quality, efficiency and customer satisfaction.

The annual turnover of Petrofuel during the previous fiscal year was US\$ One Hundred Million making it a giant against its direct competitors. PFTL manages to do so by being one of the largest contractual suppliers in Tanzania to mining projects, road projects, construction sites, industries etc. The organisation is catering to more than 850 commercial and 1,500 retail customers across Tanzania. PFTL has been active in the fuel industry for a while and have thus acquired an extensive expertise in fuel marketing, storing, logistics, haulage and related services which are included in its training programme.

Petrofuel was the first company in the region to initiate retail fuel distribution, a first-of-its-kind idea which was an instant success in the market. Since it was incorporated during the period whereby Tanzania was facing a major power crisis, the organisation was able to revive the productivity of various industries by ensuring that an unstable power supply would not hinder their operations.

Petrofuel believes that quality control will bring customer loyalty, so quality of the fuel is ensured at every step and measures are taken to empower the customer to assess the product quality before accepting the product. Every project and all vehicles of PFTL are well equipped with quality assessment tools. The



organisation conforms to their commitment to achieve and maintain quality and reliability for all products and services, through effective implementation, maintenance and continuous improvement of business processes including, where applicable, Quality Management systems conforming to International Standards. This ensures that PFTL continue to strive for operational excellence and consistently meet the requirements of its customers in a competitive and cost effective way.

Petrofuel aspires to triple its turnover within the next five to ten years and hopes to achieve this target by opening state-of-the-art retail stations across the country in the upcoming years. PFTL, being the current market-leader in retail fuel distribution, expects to strengthen its hold on the position for the years to come.

ACHIEVEMENTS

Petrofuel was the first legally licensed retail distributor of petroleum products in Tanzania. PFTL is the only ISO 9001:2008 registered company conducting retail distribution across East and Central Africa which reaffirms its commitment to abide by international standards of quality management while adhering to all laws and norms set up by regulatory and non-regulatory authorities.

PFTL is the first company of its kind to achieve Superbrands stature which puts in perspective the reach of the company.

Women empowerment at the workplace is important to nurture equality within the society and currently Petrofuel employs 50% females in top management and 45% females in middle and lower management.

PFTL strives in empowering local aboriginal employees who have little or no knowledge of the industry and improving their intellectual capital by providing various training activities (over 300 local employees both direct and indirect).

Various CSR activities are conducted by Petrofuel in conjunction with regulatory bodies and otherwise.

PFTL has donated water tanks to many low-income communities across the nation for storage of clean water which is a basic necessity.

Education grants are given to those in need in order to prosper (students who wish to study but cannot afford to do so are given grants).

Petrofuel holds a strong stand against cruelty towards Albinism. The company is combating cruelty against Albinos in Tanzania in conjunction





with the concerned Member of Parliament, holding a special seat exclusively for the welfare of Albinos.

Various orphanages and centres for the less privileged in Tanzania have been adopted by Petrofuel as a commitment towards giving back to society.

HISTORY

Petrofuel was founded in 2007. Satish Kumar is the Managing Partner and CEO and the campaign "Fuel @ Your Doorstep," was his brainchild and creation. He is an expert having vast experience in the petroleum business in the East African market. His rich experience, exemplary customer relations, unbeatable customer care and dedicated after sales services are well known and whole heartedly appreciated by one and all in East African region.

Since Fuel @ Your Doorstep was a new concept, it was a challenge to gain acceptance from customers as well as regulatory bodies. There were many safety and security challenges in relation with the retail distribution as never before had vehicles filled with fuel gone around the city conducting deliveries.

Making timely deliveries within Dar es Salaam was a major challenge due to the traffic and theft and safety of the product was another concern.

Today Petrofuel is the biggest retail distributor in Tanzania and is the most trusted brand to conduct retail distributions among hospitals, schools, banks, NGOs, Government institutions, property managers, super markets, telecommunications companies, real estate developers, manufacturing units and other offices.

PRODUCT

All white petroleum products

- AGO (Automotive Gas Oil - Diesel)
- PMS (Premium Motor Spirit - Petrol)
- IK (Illuminated Kerosene)
- Jet A-1
- HFO (Heavy Fuel Oil)
- IDO (Industrial Diesel Oil)

RECENT DEVELOPMENTS

Petrofuel has constructed a mini depot at Arusha which is scheduled to be operational by the end of the year; in order to service the growing demands of its customers across the nation.

Petrofuel is currently implementing the first phase of the "Station per Region" programme. Whereby, PFTL will construct and operate at least one state-of-the-art fuel service station in each region in Tanzania.

Newly launched "Plug and Play" channel mounted tank in Tanzania is a first-of-its-kind innovation in the market brought to its clients by Petrofuel. The tank and pump is mounted on a single frame which makes it easier to transport. Using it is even simpler because all you will need is a flat surface on which you can place the tank and immediately start dispensing fuel, making it easier for storing and handling products in high-risk, inaccessible areas.

PROMOTION

Retail Trucks

The branded trucks conducting retail and bulk delivery across the nation provides the company with maximum exposure.

Word-of-mouth

Petrofuel's service quality and commitment towards the customers have been whole-heartedly accepted by its client base thereby making references through word-of-mouth their strongest marketing tool.

Print Media

Petrofuel advertises itself on various print Media. Banners, fliers, branded vehicles and various regional, national and international magazines.

Promoting Sports and Arts activities

Petrofuel is an active promoter of various sports and arts activities across the nation.

CSR

Clean-water for communities within Dar es Salaam (provided water tanks for storing drinking water)

Education grants to the needy (students who wish to study but cannot afford to do so are given grants).

Combating cruelty against Albinos in Tanzania in conjunction with the concerned Member of Parliament holding a special seat exclusively for the welfare of Albinos.

Various Orphanages in Tanzania have been adopted by Petrofuel.

BRAND VALUES

"Fuel @ your doorstep." It is a promise by Petrofuel and a commitment to its bulk and retail clients.

Quality, efficiency and customer satisfaction is always ensured.

Petrofuel operates a 24-hour hotline to order fuel. Thereby being able to meet and satisfy most emergency situations.

Daily product testing is done to ensure quality of products delivered. Clients are also trained on this exercise so that they may test the product on delivery.

www.petrofuel.net



Things you didn't know about PETROFUEL

Petrofuel was the first legally licensed company to introduce retail delivery of fuel across the country. An idea that is currently being adopted by its competitors.

Revived operations of many industries during the major power crisis during 2010 by ensuring that no shut-downs occurred due to lack of electricity.

Newly acquired land to build storage and handling facility which will have a capacity of 30 million litres of fuel.

Hoping to change its existing facility to a retail distribution hub which is also a first-of-its-kind idea. This will assist in maximising efficiency as the facility will be solely used for retail operations.

Petrofuel emphasises on women empowerment at the workplace paving way to a brighter future by hindering inequality at the workplace.

Petrofuel gives back 10% of its yearly earnings to the community via various CSR activities as a commitment towards its community.

