



An Organisational Study Raj Gas Agency

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INTRODUCTION

Indane – Raj Gas Agency is a local franchise of Indian Oil Corporation's LPG distribution network. The agency is responsible for supplying LPG cylinders to domestic and commercial customers in its service area, ensuring timely delivery, safety, and customer satisfaction. Indane is one of India's largest LPG brands and plays a crucial role in meeting the energy needs of households and small businesses.

Indane – Raj Gas Agency is a flagship LPG brand of IOCL and it is a 30 years old proprietorship Firm incorporated on 15-Mar-1995, having its registered office located at 5/738, MBT Road, Bharathi Nagar, Ranipet, Tamil Nadu. The major activity of Raj Gas Agency is trading for availing benefits of priority sector lending Psl only, sub-classified into wholesales trade expect of motor vehicles and motorcycles and is primarily engaged in the wholesales of solid liquid and gaseous fuels and related products.

Indane Gas, a flagship LPG brand IOCL, was launched in 1965 and currently serves over 130 million customers through a network of more than 12,000 distributors across India. Indane has played a vital role in revolutionizing cooking practices and ensuring energy access to both urban and rural households. The company's values revolve around safety, service, and sustainability.

A brand under **Indian Oil Corporation Limited (IOCL)**, in the **Sales Department**. The internship provided a platform to understand real-world sales operations, consumer management, distributors network, and marketing strategies implemented by a leading public sector oil and gas company.

COMPANY PROFILE

Indane is a flagship brand of **Indian Oil Corporation Limited (IOCL)**, one of India's largest and most trusted public sector oil companies. Established to provide a clean and efficient cooking fuel, Indane plays a vital role

in India's energy sector by ensuring timely LPG supply to millions of households and commercial establishments across the country.

Raj Gas Agency is a local franchise of Indane, operating under the guidelines and support of IOCL. The agency is responsible for delivering LPG cylinders to domestic consumers, managing bookings, handling safety protocols, and addressing customer queries. The agency ensures that Indane's commitment to quality, reliability, and safety is maintained at the local level.

Raj Gas Agency plays an important role in implementing these systems at the local level. The agency ensures smooth coordination between customers and the supply chain by providing timely delivery and reliable service. It also offers support services such as installation guidance and safety awareness, which strengthens customer trust.

Vision:

- To provide **safe, reliable, and affordable LPG supply** to households and commercial users across India.
- To contribute to India's energy security and environmental sustainability.

Mission:

- Ensure **efficient distribution** of LPG cylinders to all customers.
- Achieve **high customer satisfaction** through prompt service and grievance handling.
- Expand LPG accessibility to **remote and underserved areas**, promoting clean cooking fuel adoption.
- Promote **safety awareness** and proper usage of LPG among consumers.

Scope of the Report:

- Covers the organizational structure and hierarchy of Raj Gas Agency.
- Provides detailed insights into departmental roles and responsibilities.
- Explains operational workflows including booking, delivery, and complaint handling.
- Conducts SWOT analysis to evaluate strengths, weaknesses, opportunities, and threats.

Objective of the Study:

1. To gain practical insights into the functioning of an LPG distribution agency.
2. To understand financial, marketing, and human resource practices in a real-world setting.
3. To analyze operational workflows and identify areas for process improvement.
4. To study customer interaction, service delivery, and complaint resolution mechanisms.

Source of Information:

- **Primary Sources:** Direct internship experience at Raj Gas Agency, interviews with staff and managers, observation of daily operations.
- **Secondary Sources:** Company website, official reports from Indian Oil Corporation, industry publications, and relevant articles on LPG distribution in India.

Core Values:

1. **Safety:**

- Adherence to strict safety standards in cylinder handling, storage, and delivery.
- Regular training of staff to prevent accidents and ensure secure operations.

2. **Reliability:**

- Ensuring **timely supply** of LPG cylinders to customers.
- Maintaining a strong distribution network and inventory management.

3. **Transparency:**

- Clear pricing, billing, and grievance resolution processes.
- Open communication with customers regarding bookings and deliveries.

4. **Customer Service:**

- Prompt response to complaints, efficient delivery, and courteous staff behavior.
- Focus on building long-term customer trust and loyalty.

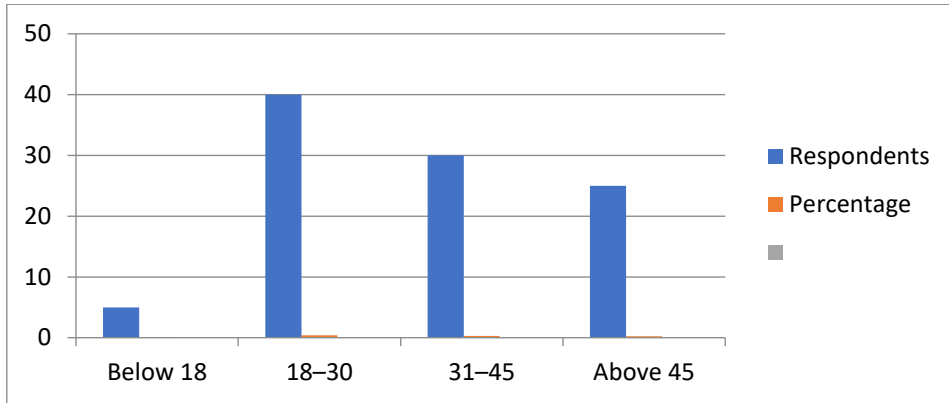
5. **Sustainability:**

- Promoting clean energy use to reduce dependence on firewood and kerosene.
- Supporting government initiatives like **Pradhan Mantri Ujjwala Yojana (PMUY)** for LPG access to underserved populations.

DATA ANALYSIS AND INTERPRETATION

Q : What is the age group of the respondents?

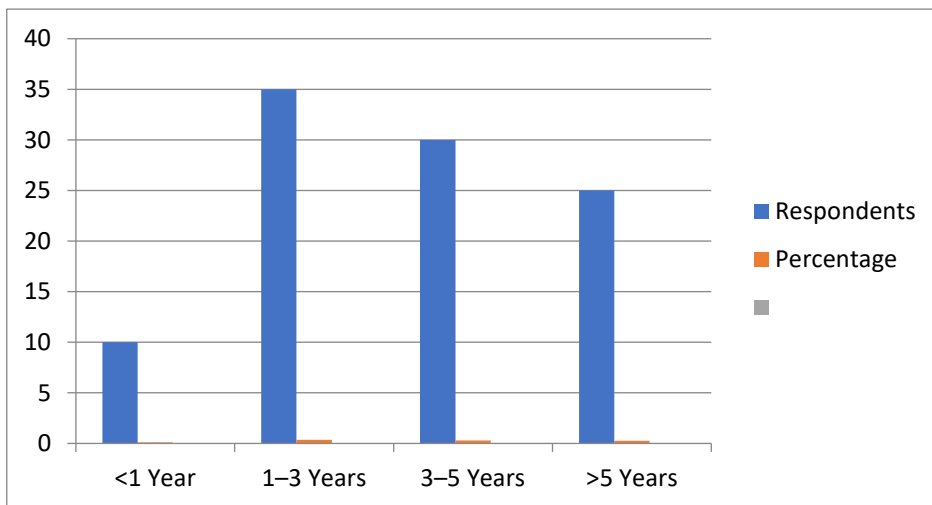
Age Group	Respondents	Percentage
Below 18	5	5%
18-30	40	40%
31-45	30	30%
Above 45	25	25%



INTERPRETATION :

The table shows that 40% of respondents belong to the 18-30 age group, followed by 31-45 years at 30%. This indicates that young and middle-aged customers are the major users of LPG services.

Q : How long have you been using LPG services?

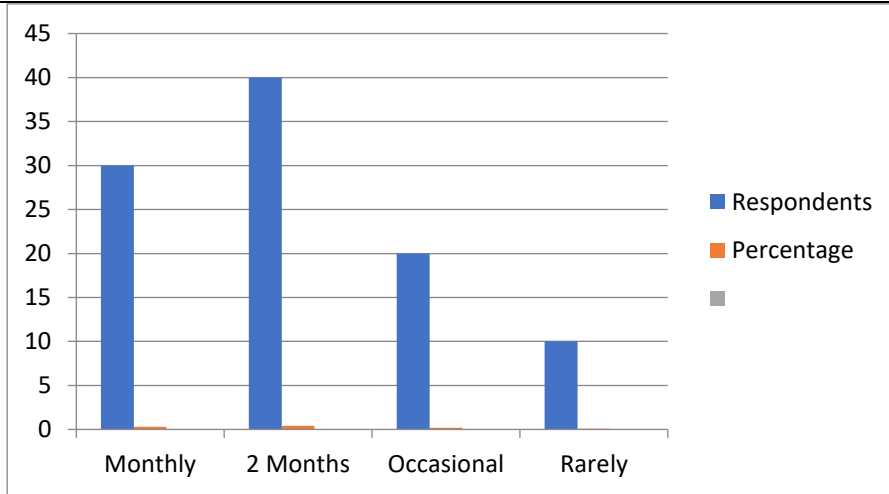


INTERPRETATION :

The data reveals that 35% of respondents have been using LPG for 1-3 years, while 30% have used it for 3-5 years. This indicates a stable and experienced customer base.

Q : How frequently do you book LPG cylinders?

Frequency	Respondents	Percentage
Monthly	30	30%
2 Months	40	40%
Occasional	20	20%
Rarely	10	10%

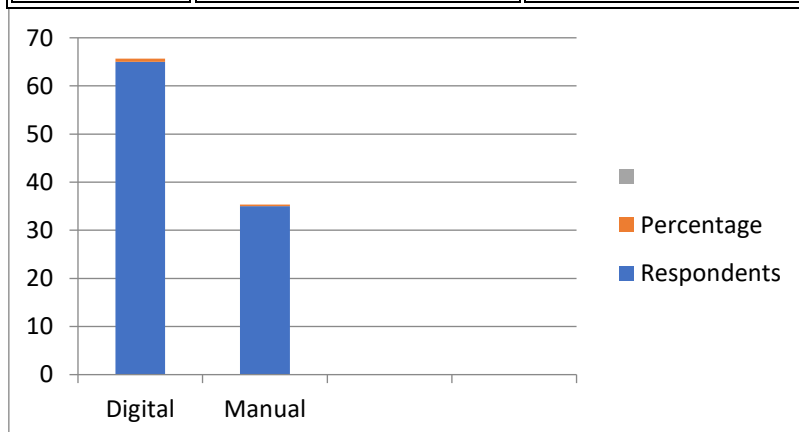


INTERPRETATION :

Most respondents (40%) book LPG once in two months, followed by 30% who book monthly. This reflects regular usage patterns among customers.

Q: Which booking method do you prefer?

Type	Respondents	Percentage
Digital	65	65%
Manual	35	35%

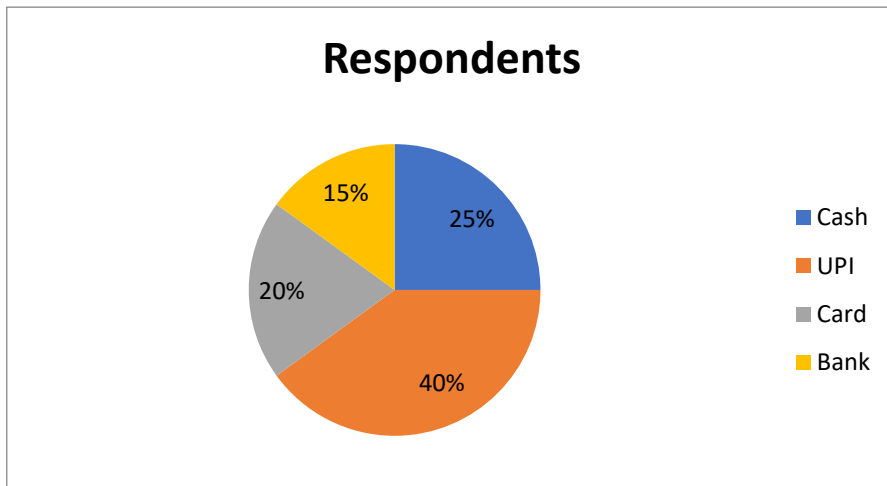


INTERPRETATION :

About 65% of respondents prefer digital booking over manual methods. This shows a shift towards modern and convenient booking systems.

Q: What is your preferred mode of payment?

Method	Respondents	Percentage
Cash	25	25%
UPI	40	40%
Card	20	20%
Bank	15	15%



INTERPRETATION :

UPI is the most preferred payment method with 40%, followed by cash at 25%. This shows increasing adoption of digital payments.

FINDINGS

- Almost The 40% of respondents belong to the 18–30 age group, followed by 31–45 years at 30%. This indicates that young and middle-aged customers are the major users of LPG services.
- 35% of respondents have been using LPG for 1–3 years, while 30% have used it for 3–5 years. This indicates a stable and experienced customer base.
- Most respondents (40%) book LPG once in two months, followed by 30% who book monthly. This reflects regular usage patterns among customers.
- The 65% of respondents prefer digital booking over manual methods. This shows a shift towards modern and convenient booking systems.
- The UPI is the most preferred payment method with 40%, followed by cash at 25%. This shows

increasing adoption of digital payments.

SUGGESTIONS

1. Implement Online Booking and Tracking System:

- Introduce a mobile app or website platform for customers to book cylinders, track deliveries, and make payments.
- Automated notifications for delivery schedules and reminders could improve customer experience.

2. Enhance Marketing Efforts:

- Use social media platforms, local campaigns, and referral programs to increase awareness of the agency's services.
- Promote safety campaigns, government schemes like PMUY, and loyalty programs to retain customers.

3. Regular Training for Staff:

- Conduct periodic training sessions on customer service, safety protocols, and operational efficiency.
- Focus on handling emergencies, effective communication, and process adherence to maintain high service standards.

Conclusion

Raj Gas Agency, as a franchise of Indian Oil Corporation, demonstrates **effective functioning in distribution, customer service, and adherence to safety standards**. The agency benefits from the robust support of its parent organization, including a strong supply chain, brand recognition, and regulatory guidance.

However, there is **significant potential for improvement** in areas such as digitalization, marketing, and process automation. Implementing online booking systems, enhancing staff training, and leveraging social media marketing can increase operational efficiency, customer satisfaction, and overall competitiveness.

With these strategic improvements, Raj Gas Agency can **strengthen its market presence, optimize internal workflows, and provide superior service to its customers**, ensuring sustainable growth and long-term success in the LPG distribution sector.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

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7. Academic notes and reference materials used for theoretical concepts and analysis.
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