

Maha Bachat Utsav (MBU) Scheme – Detailed FAQs

(April 2025 – June 2025)

General Information

1. What is the Maha Bachat Utsav Scheme?

The Maha Bachat Utsav (MBU) Scheme is a promotional initiative by Nayara Energy designed to offer discounts on fuel purchases at select retail outlets. The scheme aims to provide savings on petrol purchases through instant discounts, encouraging customers to fuel more.

2. What is the duration of the scheme?

The scheme is valid from April 1, 2025, to June 30, 2025. Transactions made after midnight on July 1, 2025, will not be eligible for the scheme.

Eligibility & Participation

3. Who is eligible to participate in the Maha Bachat Utsav Scheme?

- The scheme is open to Indian citizens aged 18 years and above.
- By participating in the scheme, customer confirms that they fulfil the age criteria.
- Participants must make payments using digital payment methods (UPI, credit card, or debit card).
- The scheme is valid only at select Nayara Energy retail outlets with integrated Fiserv mPOS (Point of Sale) devices.

4. How can I enroll in the Maha Bachat Utsav Scheme?

There is no formal registration required. Customers can avail of the discount by:

- Purchasing a minimum of ₹600 worth of petrol at a participating Nayara Energy retail outlet.
- Paying digitally using UPI, credit card, or debit card on the Fiserv mPOS device.

Discount & Benefits

5. What is the offer under this scheme?

- ₹2 per liter discount on petrol purchases between ₹600 to ₹2,999.99.
- ₹3 per liter discount on petrol purchases of ₹3000 or more.
The maximum discount per transaction is ₹150.

6. How will the discount be applied?

The discount is applied instantly at the time of payment. The net payable amount will reflect the discount.

7. Are there any limitations on savings?

Yes, the maximum discount per transaction is ₹150.

8. Is there a limit on the number of times I can avail the discount?

There is no limit on the number of transactions, but each UPI ID can avail the discount only twice per day.

9. Can I use cash to avail of the discount?

No. The scheme is applicable only for digital payments (UPI, credit card, or debit card).

10. Can I combine this discount with other offers or promotions?

No, the Maha Bachat Utsav discount cannot be combined with any other promotions, offers, or discounts.

11. When will the customer receive the discount?

The discount is instant, and the final payable amount will be adjusted at the time of billing.

Scheme Validity & Applicability

12. Is the scheme valid on diesel purchases?

No, the scheme is applicable only on petrol.

13. Is the scheme applicable to two-wheelers?

Yes, the scheme is valid for all vehicles, including two-wheelers, provided the minimum fuel purchase is ₹600.

14. Are fuel vouchers available under this scheme?

No, there are no fuel vouchers. The discount is applied directly at the time of payment.

Retail Outlet Participation

15. Where can I avail of this offer?

The scheme is available only at select Nayara Energy retail outlets equipped with Fiserv mPOS devices. Customers are advised to check the list of participating outlets on Nayara Energy's official website.

16. What are the requirements for a retail outlet to participate?

Retail outlet must meet the following criteria:

- Fully automated and operational.
- Stable network connectivity for seamless transactions.
- Equipped with Fiserv mPOS devices.

17. Can an outlet run other promotions alongside this scheme?

No, retail outlets onboarded for this scheme cannot run any other dealer-funded campaigns simultaneously. Nayara HO approval is required for other promotions during this scheme.

Technical & Support Queries

18. What happens if I face technical issues and cannot avail the discount?

If there are technical issues preventing the application of the discount, Nayara Energy will not be held liable. Customers are encouraged to:

- Ensure they are transacting at a participating Nayara Energy outlet.
- Use an eligible digital payment method.
- Contact customer support if issues persist.

19. Who should I contact for issues related to the scheme?

For support, customers can reach out to Nayara Energy Customer Care at 1800-1200-330.

Terms & Conditions Compliance

20. What happens if a customer provides false or fraudulent information?

Submission of false, misleading, or fraudulent documentation may result in disqualification from the scheme. Such individuals may also be barred from future Nayara Energy promotions. Legal action (civil or criminal) may be taken against offenders.

21. Can Nayara Energy modify or terminate the scheme?

Yes. Nayara Energy reserves the right to alter, amend, or withdraw any aspect of the scheme without prior notice. Any changes will be effective immediately upon publication on Nayara Energy's official communication channels.

22. Will Nayara Energy be responsible for force majeure events?

No. Nayara Energy will not be liable for any loss or damage due to natural disasters, pandemics, strikes, riots, or government actions that may affect the scheme.

23. Will Nayara Energy entertain disputes or claims regarding the scheme?

No, the decision of Nayara Energy is final and binding. No correspondence or explanation will be entertained.

Legal & Data Privacy

24. Will my personal data be shared if I participate in the scheme?

No. Nayara Energy handles personal data in accordance with its privacy policies and does not share it with third parties without customer consent.

25. Can Nayara Energy use customer data for promotional purposes?

Yes, by participating in the scheme, customers agree to allow Nayara Energy to use their data for:

- Marketing and promotional activities.
- Photography and publicity surrounding the scheme.

26. Which jurisdiction applies for disputes?

Any disputes arising from the scheme will fall under the exclusive jurisdiction of the courts in Mumbai, India, and will be governed by Indian laws.

Final Notes:

Nayara Energy reserves the right to terminate, modify, or extend the scheme at any time. Customers should always check the official Nayara Energy website or contact customer support for the latest updates.