

WE ARE  **THINK GAS**

PNG Stove



Efforts made by THINK Gas to promote the adoption of PNG stoves

- 1 In March 2023, THINK Gas collaborated with Suryaflame and signed an MOU to promote PNG stoves in our geographic areas.
- 2 Promotional messages sent via WhatsApp by Suryaflame to all existing customers, highlighting the advantages of using PNG stoves.
- 3 Special promotional discount for customers on new purchases when using the coupon code THINK150.
- 4 Social media campaigns conducted by Suryaflame's profile, targeting customers based on their postal codes shared by THINK Gas.
- 5 Communicating the advantages to consumers during AMC visits, after-sales service inquiries, and other customer service initiatives.
- 6 THINK Gas offers complimentary free installation for customers who choose a PNG stove.
- 7 Distribution of co-branded leaflets by THINK Gas team showcasing different models and potential savings.
- 8 THINK Gas team conducts dedicated customer visits to promote PNG stoves and generate leads.

Leaflet design and Whatsapp Message

Surya Flame
THE PRIDE OF EVERY KITCHEN

Introducing India's First **ISI** PNG gas stove.
Saving up to 35% on your Gas Bills!

PNG stoves specially crafted for
THINK GAS customers

ISI MARKED
Door-step Warranty

65% Efficiency
Blue Flame
*24+ Months Warranty

EARLY BIRD
For additional discount of Rs 150 use coupon code **THINK150**

SHOPIFY STORE

Customer Support: 18001022141 | support@suryaflame.in | Follow Us: [Social Media Icons]



🔥 Upgrade to a **SAFER** cooking experience with India's first **ISI-MARKED PNG GAS STOVE** from the house of Surya Flame, serving quality since 1984! 🔥

- ✅ Easy to install with 2 years of warranty at your doorstep.
- ✅ Sleek and Stylish: Powder-coated MS body with aluminum mixing tube and anti-skid rubber legs.
- ✅ Suitable for heavy utensils.
- ✅ Blue Flame High thermal efficiency with 65%.
- ✅ 🐦 SAVINGS UP TO 35% ON YOUR GAS BILLS!!!! 🐦

Surya Flame PNG Gas Stoves Specially Curated for THINK Gas Customers.

Use Coupon Code **THINK150** for Early Bird Discount.

☎ Contact Us on 18001022141 or Visit us at <https://shop.suryaflame.com>

Other PNG Stove suppliers

Other than Suryaflame, THINK Gas is also in discussion with other PNG stove providers to reach out to more customers.

Why choose PNG stoves ?

- **EFFICIENCY**
PNG BURNERS GIVES MORE THERMAL EFFICIENCY THAN LPG BURNERS
- **REDUCES CO2 EMISSIONS**
- **MEETS BIS STANDARDS IS 17152:2019**
- **SAVES OPTION IN COMPARISON WITH TRADITIONAL GAS**
- **PREVENT LOSS OF UNBURNED FUEL**

Realflame™
Your partner in cooking

Introduces
Fuel Efficient PNG Burner

**GAS KI BACHAT
YANI CASH KI BACHAT**



Fuel Efficient PNG Burner

Switching to PNG stoves while using PNG for cooking can save and add crores of Rs to Indian economy

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MADE IN INDIA

#PNGBurner



Still using LPG stoves
for your PNG connection?

Switch to the new
PNG BURNER



Developed by IIP Dehradun in collaboration with PCRA

Status of PNG stove adoption across the TG GAs

Ludhiana	Jalandhar	Bhopal & Rajgarh	Shivpuri	Baghpat	Begusarai
82	38	8	10	0	6

A total of 1775 leads were visited, resulting in 144 customers choosing to adopt PNG Stoves.

Our efforts include ongoing PNG stove awareness campaigns aimed at educating potential customers about the benefits and advantages of using PNG stoves.

Additionally, we conduct proactive customer visits where our team interacts directly with individuals to address queries, provide demonstrations, and facilitate the decision-making process.

These interactions are crucial in building trust and confidence among consumers, thereby encouraging them to opt for PNG stoves over alternatives.

These efforts are part of our commitment to promoting energy-efficient, environmentally friendly and safer solutions within our Geographic areas.

Challenges/reluctance faced by consumers in adopting PNG stoves



Many customers already own LPG stoves and cost effectiveness of upgrading to PNG stove isn't always clear.



PNG prices have reduced the economic advantage of using PNG as against reduced LPG Prices, making additional investment less appealing.



Customers in new geographic areas prefer to first experience converted LPG stoves before committing to PNG stoves, to better understand their benefits.



With the recent technological advancements, customers in cities prefer automatic and hob-based stoves whereas all current PNG stoves are manual.

Support required to further this initiative

Best chance to sell the PNG Stove is at the time of Conversion

Following 3 things are proposed to increase use of PNG stove

1. Availability of the PNG Stove at Right Time
2. Making the PNG Stove Attractive by way of economic subsidies
3. Making Customer aware with all the information right at the point

While 3rd activity can be joint effort of CGD & PNGRB, first two activities need to led by PNGRB

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