

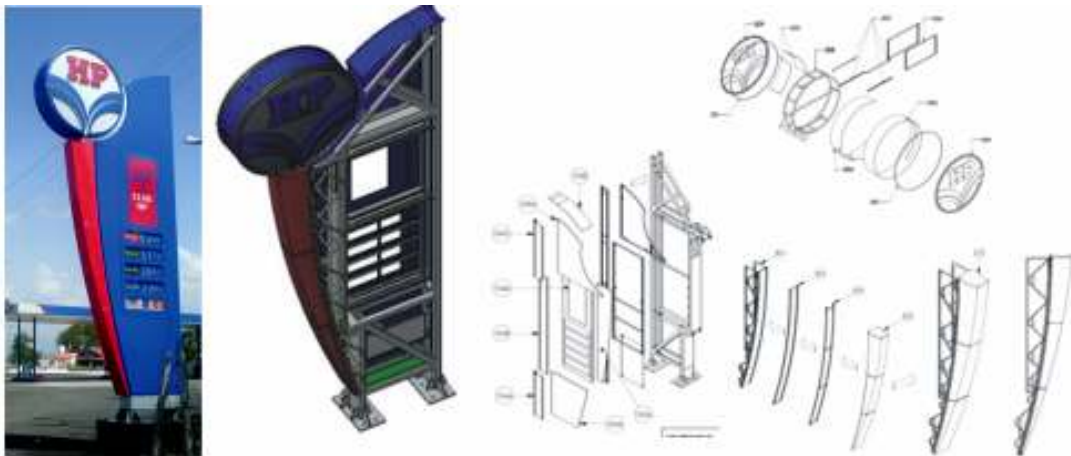


Saving millions through good design for HPCL - Onio

Background

HPCL (Hindustan Petroleum), one of the government owned petro major of India, had the pylon design (the main signage at the retail outlet), which used to cost a cool Rs. 5L (USD 10500). HPCL installs, nearly 1000 retail outlets a year. The badly engineered product used to be a nightmare for manufacturers and the maintenance staff (for changing the digits and pricing information etc.).

HPCL approached Onio with a sole brief of bringing the cost down SIGNIFICANTLY, without compromising the functionality.



The Solution

Onio re-engineered the design for-

- a) Cleaning structural design for optimum wind-loads and modular assembly
- b) Made the transportation of pylon blocks easy
- c) Easy maintenance of internal display units
- d) Cost came down to Rs. 3L (USD 6250) per pylon, while the look remained the same (corporate identity untouched)
- e) Design principles set here were later used in used in variants of this pylon (i.e. shorter mast versions).

Resultant saving was Rs. 20 cr (USD 4.2 MN) directly, not including the savings due to productivity improvements.