

Rahal E-Gas Simplified

Lubna Al Muhairi On Abu Dhabi's New LPG Regulation



Lubna Al Muhairi, Customer Interactions Department Manager at ADNOC Distribution

Residents of Abu Dhabi can now purchase subsidized Liquid Propane Gas (LPG) cylinders only using their Rahal e-Gas cards – a system launched by ADNOC Distribution in an effort to regulate supply and combat the illegal use of subsidized LPG.

Here to tell us more is Lubna Al Muhairi, Customer Interactions Department Manager at ADNOC Distribution's Marketing & Corporate

Communications Division, and an MBA student at the Abu Dhabi School of Management.

Q: Can you please explain what Rahal E-Gas is in a nutshell?

Rahal e-Gas is a pre-paid card that allows Abu Dhabi residents to purchase subsidized LPG cylinders across ADNOC Distribution's network of service stations according to set monthly quotas.

Q: What was the motivation behind the launch of this scheme?

Regulating the sale of subsidized LPG cylinders through Rahal e-Gas cards is in line with the UAE's vision to migrate all functions to smart platforms to ensure safety and greater convenience to customers in the emirate of Abu Dhabi. This will eventually provide exceptional benefits to end users, such as reduced waiting time and the highest levels of service, which is part of

ADNOC Distribution's service delivery mandate.

Q: It was recently reported that residents are upset because they will now have to drive to a petrol station to buy a cylinder or order one from a limited number of outlets instead of calling their nearest grocery store. Are their concerns valid?

Outlets and distributors are considered commercial customers for ADNOC Distribution. The Company aims to regulate the sale of LPG cylinders for commercial customers through its Commercial Sales Division, at a later stage. Rahal e-Gas Card will allow these businesses to buy LPG cylinders through licensed distributors in Abu Dhabi only. This does not mean limiting the number of outlets.

Q: Some residents have also cited risks associated with carrying empty LPG containers to petrol stations for replacement. How is ADNOC Distribution addressing these concerns?

We are keen to communicate best practices for the safe handling of LPG cylinders to the public, as well as share information on the preventive measures that must be implemented without fail to ensure consumer safety.

Therefore, ADNOC Distribution directs public awareness drives and efforts on a regular basis to promote safe usage, handling and transportation of LPG cylinders and regulators across its network of service stations in the emirate of Abu Dhabi, including Al Ain and the Western Region, as well as Northern Emirates.

The awareness campaign utilizes various communication channels and tools including distributing leaflets to motorists and broadcasting messages

to promote safe use of LPG cylinders and regulators through selected local radio stations.

Q: It was recently reported that residents would have to pay more if they choose to buy LPG cylinders without the Rahal e-Gas Card. Can you please elaborate?

For Abu Dhabi residents, Rahal e-Gas cards is the only way to get LPG cylinders at subsidized prices. However, individuals or families in the emirate of Abu Dhabi can also continue to buy LPG cylinders by paying in cash, or by using credit cards at non-subsidized rates.

The unsubsidized prices for LPG will be as follows for the month of October and will change on the 10th of each month:

25 LPS = 40 Dhs
50 LPS= 80 Dhs

Q: What about commercial and industrial users? Can they register for the same cards or does a different system apply to them?

Industrial consumers buy LPG in bulk, so if there is any new rule applying to them it will be included at a later stage.

Q: On the long-term how is this scheme expected to benefit the emirate of Abu Dhabi?

By regulating the sale of LPG cylinders in the emirate of Abu Dhabi through Rahal e-Gas cards, ADNOC Distribution aims to enhance the accessibility and credibility of services and further align its offerings with the

UAE's vision of migrating all functions to smart platforms, a move that will eventually benefit our end-users.

Q: Let's talk about your personal ambitions as an MBA student with Abu Dhabi School of Management (ADSM). What do you hope to gain by having this postgraduate degree?

I joined the MBA program to increase my knowledge, have better opportunities in my career path and develop my leadership and managerial skills. I am currently working in ADNOC distribution as a Customer Interactions Department Manager.

Q: You are also undertaking the Signature Learning Experience (SLE), which is embedded into ADSM's MBA curriculum to develop entrepreneurial leaders. How are you benefitting from this experience?

The Signature Learning Experience is an excellent program within Abu Dhabi School of Management's MBA, as it provides an ideal opportunity for students to apply all the knowledge gained from the entire MBA course in a real entrepreneurial business model.

Q: Finally, what are your ultimate professional aspirations? Do you plan to start up a business of your own someday?

My ambition is to make the best use of my professional skills to advance to higher level in my career path. As for setting up my own business, I really just started to think about that after my first Signature Learning Experience session.

- Heba Hashem