



15th EDITION JAN-MAR 2024



PSO ECO STREET

PSO SHAHEEN

TOHFA-E-RAMADAN

LAHORE QALANDARS

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PSO TIMES

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TRANSFORMING THE FUTURE OF RETAIL
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COLLABORATIONS & AGREEMENTS

COLLABORATIONS & AGREEMENTS

STRENGTHENING RELATIONS WITH PARTNERS

PSO & NLC Align for Growth



Syed Taha, the Managing Director & CEO PSO received Major General Farrukh Shahzad Rao and his team from National Logistics Corporation at PSO House for a productive session of strategic deliberations. The meeting centered around harnessing synergies and identifying innovative opportunities for mutual growth and collaboration.

FOSTERING GROWTH & INNOVATION

PSO & Engro



Fuelling growth and innovation in the energy sector, PSO strengthened its relationship with Engro Corporation. Through this partnership, Engro Group can take advantage of the nationwide footprint of PSO's cards and meet all of its fuelling needs. Together the two organizations will embark on a winning strategic journey.

PSO & Pakistan Railways



A historic partnership unfolded as PSO and Pakistan Railways united to energize journeys and fuel national development by signing a long-term agreement for Fuel Management System.

The signing ceremony was held in the presence of the Honorable Federal Minister for Railways Capt. (Retd) Shahid Ashraf Tarar, Syed Mazhar Ali Shah – Secretary/Chairman Ministry of Railways, Syed Muhammad Taha - Managing Director & CEO PSO, Mr. Amir Ali Baloch CEO/SGM Pakistan Railways and other senior officials of both companies.

Under this agreement, PSO will modify, upgrade, and operate the Railway facilities nationwide for the supply of HSD to the locomotives.

Foodpanda & PSO DIGICASH



PSO DIGICASH teamed up with Foodpanda to enhance rider experiences. The cutting-edge fuel management solutions from PSO DIGICASH now empower riders to seamlessly handle deliveries.

TRANSFORMING THE FUTURE OF RETAIL

PSO & Snapp Retail



PSO partnered with SnappRetail for implementing POS solution at its C-stores. This initiative will ensure more transparency in sale and purchase transactions, also enabling the operators to manage inventory digitally. The agreement was signed by Mohsin Ali Mangi - Chief Strategy and Technology Officer, PSO and Moazzam Ali Khan - CEO, SnappRetail.

Revolutionizing C-store operations through nationwide rollout of POS Inventory Solution

PSO introduced a pioneering inventory management solution for deployment at its C-Stores, marking a nationwide first. With 20 outlets presently equipped with this system, this initiative promises streamlined merchandise and operational excellence, featuring real-time sales insights, inventory optimization and enhanced customer experience through the POS system.

NON-FUEL RETAIL ALLIANCES:

PSO & Dunkin Donuts



Dunkin Donuts inaugurated at CORO site Peshawar PSO S/s 71 Golden Arrow by CSTO, Mohsin Mangi along with DCCO (North), Jawad Shah and RHCS (North), Mian Shakeel Ahmad

PSO & Coffee Bean & Tea Leaf



Coffee Bean & Tea Leaf inaugurated at Sunshine FS Lahore

IN THIS SECTION

EMPOWERING THE YOUTH
CAREER FAIR HIGHLIGHTS
THOUGHT LEADERSHIP SESSION
INTERNATIONAL WOMEN'S DAY
WORLD CANCER DAY
CRICKET SHOWDOWN

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EVENTS & CELEBRATIONS

EMPOWERING THE YOUTH

SZABIST



DHA SUFFA



Mr. Mohsin Ali Mangi, Chief Strategy & Technology Officer at PSO, graced the SZABIST career fair as the Chief Guest, commending the platform for its pivotal role in connecting companies with job seekers, thereby nurturing opportunities for young graduates. During his visit, he toured the stalls, expressing appreciation to participating organizations for their contributions.



DHA Suffa University recently hosted Mr. Mohsin Ali Mangi, Chief Strategy & Technology Officer - PSO, for a keynote session with Business Management students. Mr. Mohsin highlighted PSO's successful transformation crediting the dynamic leadership of Syed Taha, MD & CEO. He emphasized the importance of continuous learning and discussed potential opportunities with students.

CAREER FAIR HIGHLIGHTS

Oil, Gas & Mineral Career Expo



GIKI

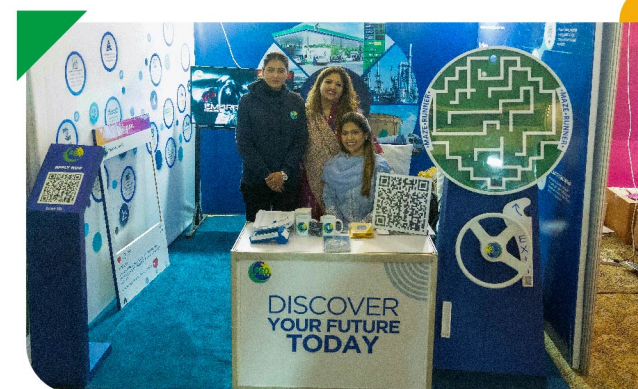


SZABIST



PSO sponsored and participated in the Oil, Gas & Mineral Career Expo held by the Ministry of Energy at the Pakistan China Friendship Center, Islamabad

LUMS



THOUGHT LEADERSHIP SESSION



INTERNATIONAL WOMEN'S DAY



PSO House had the honor of hosting the esteemed Dr. Arfa, a luminary in the realms of education, arts, literature, and human development, with a legacy spanning over half a century.

During her visit, Dr. Arfa delved into the crucial concept of "Ikhlaiyat at work" – the art of aligning personal and work values. She passionately advocated for fostering an open and positive work environment, emphasizing the importance of respect, value, and motivation among colleagues. Her profound insights resonated deeply, igniting a collective spark within us to strive for excellence.



A women's meetup session themed "Rejuvenating Self," was held to celebrate women's day which was not only informational but also facilitated networking and a sense of community among the women at PSO.



PSO commemorated International Women's Day at its regional offices and retail outlets to celebrate the invaluable contributions of its female staff

WORLD CANCER DAY



To ensure wellness of its employees through knowledge, a cancer awareness session was held at PSO House, led by Dr. Mehwish Shahzadi, Consultant Medical Oncologist at AKUH. Participants immersed themselves in a one-hour lecture emphasizing cancer awareness and screening, fostering a proactive approach to health. The session concluded with an engaging Q&A, providing attendees with vital information for their well-being.

FUELING TEAM SPIRIT: PSO CLUB'S CRICKET SHOWDOWN!

In a bid to champion healthy living, PSO Club, recently organized electrifying cricket tournaments in Karachi & Islamabad with fierce teams competing for glory.



KARACHI:



Danish Iqbal – Man of the Match



Hassan Jaffery – Best Bowler



Ameer Pervaiz - Best Fielder



Haqdad Kakar- Best Batsman

Over four weekends of matches involving over 20 teams, spectators were treated to the electrifying performances of four standout teams: ICT Kings, Electro Eagles, Blaze Blasters, and KTB Stallions, as they set the field ablaze during the thrilling semi-finals and final rounds.

In the final showdown between the top contenders, ICT Kings faced off against Electro Eagles in which Eagles achieved the target with outstanding performances by Danish Iqbal, awarded as man of the match, Haqdad of Blaze Blasters as the best batsman, Hasan Jaffery of Electro Eagles as the best bowler and Ameer Pervaiz of ICT Kings as the best fielder of the tournament.

Both the winners and runners up were awarded the trophies and accolades by the Chief Guest, Managing Director & CEO, Syed Muhammad Taha, CFO, Gulzar Khoja and CSTO. Mr. Mohsin Ali Mangi.

ISLAMABAD:



Carient Ultra Stars as winners of the tournament



DEO Max Shaheens as runners-up

Over two action-packed days, ten thrilling matches unfolded, featuring teams like Deo Max Shaheens, Carient Ultra Stars, Blaze 4t Blasters, and Carient S Pro Thunders. The grand finale welcomed DCCO North as the esteemed chief guest. Congratulations to Carient Ultra Stars, led by Mr. Faisal Abbasi, for clinching victory, with Deo Max Shaheens, under Mr. Farooq Asghar's leadership, putting up a commendable fight.

A special shout-out to Mr. Tehseen of Carient Ultra Stars for his outstanding batting prowess, and shared honours go to Mr. Farooq Muhammad Khan and Mr. Mirza Salim Baig for their stellar bowling performances.

IN THIS SECTION

AVIATION, MARINE & EXPORTS
BRAND MARKETING

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DEPARTMENTAL INITIATIVES

AVIATION, MARINE & EXPORTS

Key Highlights:

- **Unmatched Market Dominance:** PSO soared to unparalleled heights, maintaining its leadership position in the fiercely competitive Jet Fuel industry with a market share of 99.4%.
- **Skyrocketing Growth:** The company achieved a monumental gross margin of Rs. 1,777 Mn in Jet Fuel, showcasing a remarkable growth rate of 15.8%.
- **Global Expansion:** PSO welcomed prestigious additions such as Neos S.p.a. from Italy, facilitated by World Fuel Services, and Lion Group Malaysia and Fits Trio Support Services, a Sri Lankan based fuelling agent.
- **Unwavering Commitment:** PSO maintained an unblemished record, ensuring a 100% supply of specialized High-Speed Diesel (HSD) to the esteemed Pakistan Naval fleet.
- **Seamlessly Sailing Forward:** Catering to the HSD requirements of KPT sea crafts, PSO achieved remarkable milestones, selling 10,017 MT and reaping a gross profit of Rs. 175 Mn.

Dubai Air Show



PSO showcased its presence at the 18th Dubai Air Show, led by Syed Khawar A. Jillani, GM – AME. Among 1,400 exhibitors from 98 countries, 90+ start-ups, 350 speakers and 20 pavilions, the event highlighted the vibrant global aviation community.

Elevating Excellence Through Global Collaboration



PSO and Total Energies, embarked on an immersive journey of knowledge and expertise across France and Germany. Through meticulously curated CARB and MECAV training modules, the team delved deep into industry intricacies, with CARB covering core values to market dynamics, insurance agreements, refinery intricacies, and stringent quality control measures. The MECAV sessions focused on Montpellier Airport Depot operations, comprehensive training on vehicle systems, technical components and collaborative sessions with key suppliers.

This immersive experience seamlessly merged theoretical insights with practical applications, empowering our professionals to elevate operational standards and lead the way in the dynamic world of aviation and marine excellence.

BRAND MARKETING

Tohfa-E-Ramadan



Baantney se hi barhti hain rehmatin!

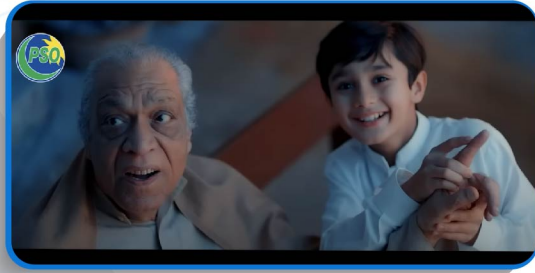
This Ramadan, PSO fostered a culture of compassion and togetherness through its Tohfa-e-Ramadan Campaign. The initiative spanned selected retail outlets in Karachi, Islamabad, and Lahore and involved the distribution of gift boxes to customers stopping to refuel near iftar time.

These boxes weren't just meals; they symbolized empathy, each accompanied by a smaller box, a gift to share with someone else. Such a gesture doubled the delight, mirroring the very spirit of the holy month.

Adding spark to the campaign, renowned influencers known for their impactful Ramadan campaigns joined the initiative enhancing visibility and amplifying the impact of giving. In addition to PSO-owned sites, dealers enthusiastically onboarded the initiative, enhancing the campaign outreach and magnifying the effect tenfold.

PSO kindled the flame of generosity this blessed month, sparking a chain of kindness through numerous small acts that collectively made a positive impact on the community.

DVC



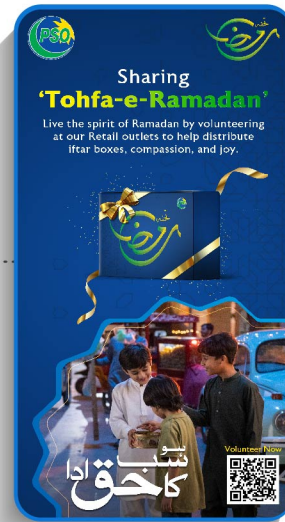
SLOGAN WALL



DANGLER



STANDEE



EMAILER



INSTAGRAM FILTER



ON-GROUND ACTIVATION



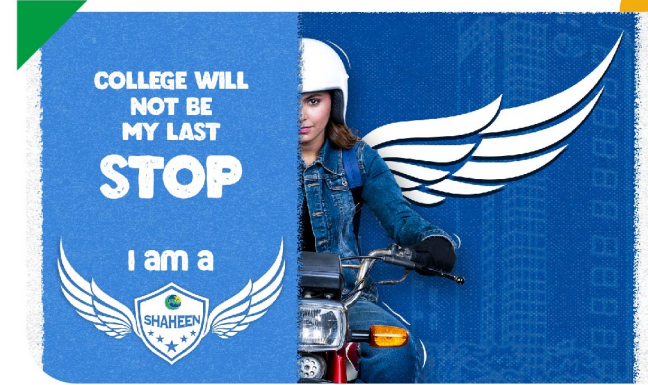
CUT-OUT



POSM



PSO Shaheen Takes Flight



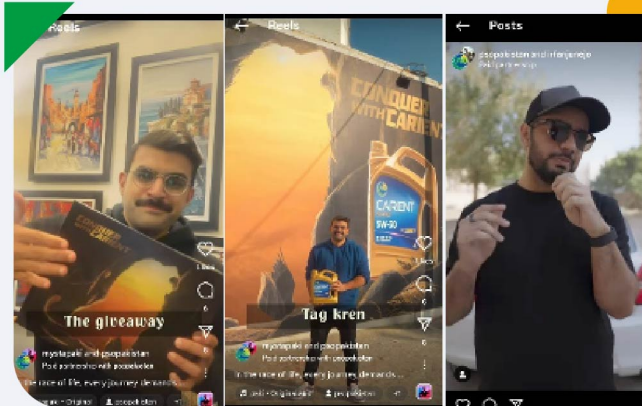
With great excitement, PSO unveiled the Shaheen Program, a transformative endeavor inspired by Allama Iqbal's poetic vision. Named after the majestic Shaheen bird, embodying strength and freedom, this initiative is committed to transforming the lives of women throughout Pakistan. The PSO Shaheen program kicked off with great fanfare at the PSO House, setting the stage for an inspiring journey ahead. Aspiring Shaheens eagerly enrolled on the PSO Shaheen portal, embarking on a path to master bike riding and car driving skills while also sharing their life aspirations on the Shaheen vision board. The event buzzed with energy as attendees immersed themselves in engaging activities such as the Steering Wheel game, capturing moments with the iconic Harley bike, and proudly displaying the Shaheen wings. Partners like Meezan Bank and Oraan added value to the launch with informative kiosks offering insights on vehicle financing and savings programs. Externally, the program made a splash on International Women's Day, leveraging a DVC and lively activations at petrol pumps to encourage women to seize the opportunity and register for the program.

International Women's Day Campaign



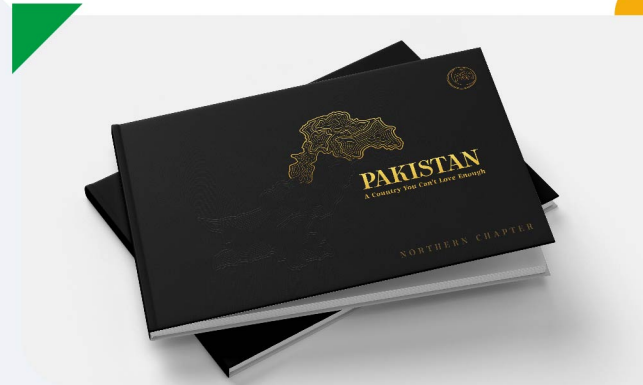
Have you heard about Shamim Bhai? She created history by becoming the first female truck driver in Pakistan. PSO, as a corporate entity, values inclusivity and showcased a DVC on Women's International Day to pay tribute to her and all the women who are courageously crafting their own stories with resilience, determination, and passion.

Carient Predator Campaign



Continuing the saga of conquest, the Carient campaign soared to unprecedented heights, solidifying its dominion over the energy landscape. Macro & Motor Influencers were onboarded who shared their exhilarating journeys and created excitement among their followers through an electrifying giveaway spree, featuring "Predator Boxes," ensuring that the legacy of Carient continues to captivate and inspire. With each influencer's endorsement, the roar of Carient grew louder, echoing its triumph in the vast jungle of consumer preferences.

Coffee Table Book



"The Country You Can't Love Enough" – Produced by PSO, an enchanting Coffee Table Book that beautifully encapsulates the essence of our country in all its magnificence. This Coffee Table Book is more than just a visual delight; it's a celebration of our shared heritage, a tribute to the land that sustains us, and a reminder of the profound connection we share with our surroundings.

PSO On Wheels x Irfan Junejo



Revving up the excitement, PSO on Wheels teamed up with the renowned macro-influencer, Irfan Junejo, for a turbocharged social media collaboration! Bringing the concept of convenient oil change service into the digital realm, the video highlighted PSO's unmatched service offerings, all presented in Irfan's distinctive storytelling style.

This dynamic partnership didn't just captivate—it sparked relatability and virality among consumers, attracting convenience seekers from every corner.

Daraz 1.1 Campaign



Expanding its conquest into the digital realm, PSO embarked on a 10-day flagship event on Daraz, seizing a unique opportunity to elevate the visibility of the PSO Flagship store. Through a strategic collaboration, the 1 Rupee Bike Game was launched which was a mutually beneficial barter deal with Daraz that resonated across online platforms, generating a staggering 10 million impressions and reaching 1.3 million individuals on the flagship page.

Complementing the excitement of the 1 Rupee Bike Game, a cross promotion giveaway was also launched, offering customers purchasing Carient lubricants from Daraz an exhilarating chance to win a bike. This synergistic approach not only bolstered PSO's digital footprint but also fortified its connection with consumers, setting the stage for even greater triumphs on its journey of conquest.

PSO on Wheels x Daraz



Propelling unparalleled convenience to new heights, PSO on Wheels was seamlessly integrated with the Daraz 2.2 Campaign. Customers ordering Carient lubricants from Daraz received a voucher from 'PSO on Wheels' which offered them a complimentary oil change, oil filter, car wash and wax polish.

The collaboration proved to be a roaring success, yielding multiple orders exclusively from the Daraz platform with each order entitling the customer to a complimentary trial of the 'PSO on Wheels' service, amplifying both convenience and satisfaction.

DEO Consumer Promotion – 2nd Phase



To capitalize on the agricultural season, PSO launched the second phase of its consumer promotion campaign, specifically targeting the DEO audience. The aim was to not only attract consumers but also enhance brand equity and boost sales of DEO 8000, DEO 6000, and DEO 3000.

Through mechanics involving scratching codes on select packs, giving a miss call, and entering a lucky draw, participants stood a chance to win exciting prizes such as instant mobile recharge, mobile phones, bikes, umrah tickets, and even a truck!

The campaign spanned across digital platforms including Facebook, Instagram, and TikTok. Additionally, attention-grabbing point-of-sale materials ensured visibility across both hi-street and retail channels.

DEO 360° LAUNCH

BANNER



DANGLER



POSTER



STANDEE



FLYER FRONT



FLYER BACK

SPONSORSHIPS
Lahore Qalandars



Championing the spirit of cricket, PSO proudly sponsored the Lahore Qalandars as the official Titanium partner for PSL 9



PAS -Young Lions Competition



Nurturing Pakistani Talent for International Grounds, PSO sponsored the winning team of the Pakistan Young Lions Competition to participate in the Cannes Lions competition

Pakistan Deaf Cricket Team



PSO was immensely honored to sponsor the Pakistan Deaf Cricket Team and witness them emerge victorious as champions of the T20 Deaf Cricket World Cup

Pakistan Blind Cricket Team



Showcasing dedication to inclusivity, PSO sponsored the Pakistan Blind Cricket Team for the Triangular Blind Cricket Series 2024 held at UAE

Team for Cholistan Desert Rally



Fuelling the spirit of motorsports, PSO proudly backed the Hyper Performance Racing (HPR) Team for the Cholistan Desert Rally in which the team emerged victorious in the truck category and secured an impressive 4th position in the female Pro category

Friends of Burns Centre



To increase awareness for prevention of burn injuries, PSO sponsored the Friends of Burns "Children's Poster Contest"

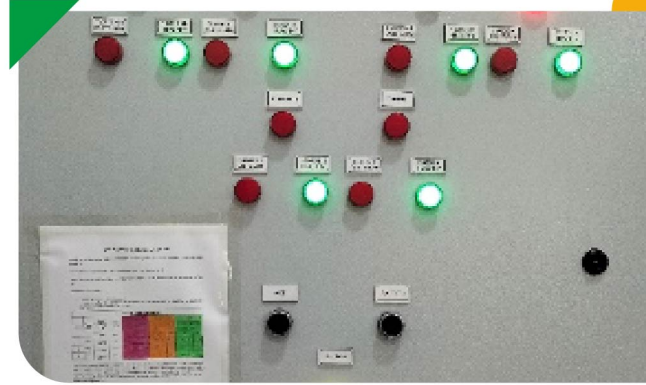
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BRINGING PSD CLOSER TO CUSTOMERS

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INFRASTRUCTURE ENHANCEMENT

COMMISSIONING OF OVERFILL PROTECTION SYSTEM



Overfill protection system successfully installed and commissioned at the PSO aviation facility located in Peshawar airport. The advanced system is designed to prevent fuel spillage by providing audible and visual warnings, followed by an automatic shutdown of the pumping system when necessary and is aimed to protect the well-being of personnel, preserve the integrity of infrastructure, safeguard the environment, and uphold the company's reputation.



M/S Khyber F/s at Mardan Malakand Road inaugurated by DCCO (North), Jawad Shah



M/S NASEEM II P/S at Model Town Road, Multan inaugurated by DCCO (Central), Asif Aslam Khan

BRINGING PSO CLOSER TO CUSTOMERS

Khyber Pakhtunkhuwa



M/s Nadeem F/s at Topi District Swabi near Gadoon Industrial Estate inaugurated by DCCO (North), Jawad Shah



M/S Dawood Taimoor P/S at Multan inaugurated by Divisional Manager CS (Multan), Muhammad Akhtar Rehman

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CSR INITIATIVES

PAVING A PATH TOWARDS SUSTAINABILITY

PSO ECO STREET



The Mayor Karachi, Barrister Murtaza Wahab and MD & CEO, PSO, Syed Muhammad Taha inaugurated the company's latest initiative, PSO ECO STREET. A sustainable plastic road, is part of PSO's ongoing efforts to reduce plastic waste and promote eco-friendly infrastructure. This significant initiative has turned approximately 49,428 square feet of traditional road into a symbol of green living, utilizing 5,000 kg of recycled plastic waste, primarily from lubricant bottles and cans collected from PSO's Lubricant Manufacturing Terminal.

By incorporating plastic waste into road construction, PSO ECO STREET is not only repurposing waste but also enhancing the durability of the road, setting a new standard for environmentally responsible construction.

BUILDING FUTURE GENERATIONS

Family Educational Services Foundation



In pursuit of a more inclusive educational landscape, PSO announced its partnership with Deaf Reach for Family Educational Services Foundation at the Sukkur branch. Together, we are dedicated to forging a brighter and more accessible future for all learners.

GIVING BACK TO THE COMMUNITY

Sindh Institute of Urology and Transplantation (SIUT)



PSO joined hands with the Sindh Institute of Urology and Transplantation (SIUT) to narrow the healthcare divide, ensuring that patients at SIUT receive the life-saving treatment they rightfully deserve. As part of this initiative, PSO provided five dialysis machines to the Marium Bashir Dawood Children & Cardiac Hospital, further enhancing their capacity to provide essential medical care.

Child Aid Association



PSO partnered with the Child Aid Association to guarantee that every child, regardless of financial circumstances, has access to life-saving medical treatment. This commitment is exemplified through PSO's support for 10 children diagnosed with cancer, ensuring they receive the critical care they require.

Patients Behbud Society for Agha Khan University Hospital



PSO provided assistance to the Patients Behbud Society for Agha Khan University Hospital, facilitating the treatment of 20 children from economically disadvantaged backgrounds afflicted with Congenital Heart Disease (CHD).

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EMPLOYEE ENGAGEMENT

EMPLOYEE ENGAGEMENT

CORPORATE TRAININGS

Energy Efficiency & Energy Conservation



Sustainable Business Solutions (SBS) recently led an insightful course on Energy Efficiency & Energy Conservation, shedding light on all facets of energy management. With a focus on energy efficiency and renewable energy, participants gained invaluable insights to drive sustainable practices forward.

Commitment & Drive



Commitment & Drive training session by Learning Minds held at Karachi, Lahore and Islamabad delved into self-discovery, offering participants a profound self-assessment to uncover hidden talents, strengths, and areas for personal growth.

Introduction to Inspection, Maintenance, Alteration, and Reconstruction of Above Ground Storage Tanks based on API-653



Institution of Occupational Safety and Health (IOSH) Managing Safely



Lahore



Conducted by HSEQ Professionals, the Institution of Occupational Safety and Health (IOSH) Managing Safely course was tailored for non-health and safety personnel tasked with managing risk and resources.

Presented by IRS Pakistan and Jotun Paint School, the Introduction to Inspection, Maintenance, Alteration, and Reconstruction of Above Ground Storage Tanks based on API-653 offered crucial technical insights for effective tank management. Participants gained actionable knowledge to assess, address, and rectify issues pertaining to their above ground storage tanks.

Lubricant Training Session on Industrial Grades



The Lubricant Training Session on Industrial Grades, conducted by the Lubricant & Chemicals Department, was designed to offer a comprehensive understanding of various lubricant grades, their properties, and their suitable applications across different industrial settings.

Maintenance at Retail Outlets



The Retail Facilities Department organized in-house sessions on Maintenance at Retail Outlets, aimed at reviewing performance and enhancing operational efficiency within retail establishments.

SAP Training for Non-Management



The SAP Training for Non-Management, conducted by Muhammad Ayaz Baig from PSO was aimed at facilitating and refreshing participants' understanding of the SAP System.

Barracuda XII- Marine Oil Spill And Search & Rescue Exercise



3 PSO Officials from Quality Assurance actively participated in BARRACUDA XII- MARINE OIL SPILL AND SEARCH & RESCUE EXERCISE in North Arabian Sea

Adaptability and Resilience

Training on adaptability and resilience through the LMS equipped participants with the essential knowledge and tools to enhance their ability to thrive in both the workplace and everyday life.

Calculation of Greenhouse Gas (GHG) Emissions

Session on the Calculation of Greenhouse Gas (GHG) Emissions, facilitated by ICAP, centered on the implementation of FRS Sustainability Disclosure Standards established by the Sustainability Standards Board (ISSB), providing participants with vital insights into sustainable reporting practices.

Advanced Asset Integrity & Reliability System

The Advanced Asset Integrity & Reliability System course, hosted by the Petroleum Institute of Pakistan (PIP), delivered a comprehensive and contemporary overview of advanced asset integrity and reliability management systems, equipping participants with invaluable knowledge to optimize asset performance and reliability.

Safety Instrumented System (SIS) and Layers of Protection

The Petroleum Institute of Pakistan (PIP) conducted a virtual course on Safety Instrumented System (SIS) and Layers of Protection, offering participants a comprehensive and current understanding of SIS for ensuring safety in industrial processes.

Process Hazard Analysis (PHA) Techniques

The Petroleum Institute of Pakistan (PIP) organized a virtual course on Process Hazard Analysis (PHA) Techniques, equipping participants with both the knowledge and group leadership skills necessary to lead effective PHA studies and ensure safety in industrial processes.

Design Optimization of Cans

The Design Optimization of Cans course, held by NED University, aimed to deepen participants' comprehension of oil and gas terminal operations, providing essential insights into optimizing design for efficiency and effectiveness.

Advanced Root Cause Analysis

Held by the Petroleum Institute of Pakistan (PIP), the Virtual/Online course on Advanced Root Cause Analysis offered participants an in-depth exploration of advanced RCA methods and leadership techniques.

Awareness Session on Company's Code of Conduct

The HR Department recently hosted an Awareness Session on our Company's Code of Conduct, emphasizing its pivotal role in shaping the organizational culture and values. It is imperative for all employees, particularly newcomers, to comprehend and uphold these guidelines to foster a collaborative and respectful work environment.

HSE AWARENESS & TRAINING SESSIONS



PSO hosted an HSE Learning Session for New Inductees, covering essential topics such as 'Get the Basics Right', 'HSE MS and Cultural Transformation', 'HSE Expectations & Business Integration', and a Case Study on the BP Texas City Refinery



PSO recently organized an extensive training session in collaboration with Rescue 1122 at Sialkot Aviation Station aimed at enhancing First Aid and Fire Safety Response skills among aviation personnel



PSO facilitated a cross-industry meeting with the Shell Central Team at the Machike installation, focusing on discussions pertaining to MAERP Revival, API Separator, Flow Meter Inspections, and the exchange of mutual learning experiences



Session with Contractor Staff for Cleaning Demonstration on Work at Height



Engagement Session with Retail Staff on understanding of 2/3 Wheeler Policy and Fire Safety Protocols



Emergency Response Plan briefing for existing and new employees



Discussion regarding extra precautions and fire fighting measures with KTC FOs at Gantry Operations



Training on the usage of Fire Extinguishers at homes



HSE Talk at BM Office Islamabad



ERP Drill with evacuation at LPG Korangi to ensure preparedness



Discussion on HSE with Sihala Parking Lot Tank Lorry Drivers



PSO and the National Highway & Motorway Police collaborated to conduct an Emergency Response drill to enhance preparedness and coordination in handling potential emergencies and crises on highways and motorways



Awareness Session with Multan Office Staff on LPG Cylinder Safety



Management Visit to JIMCO for Business Partners Meeting on Metered Invoice System

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GLIMPSES OF REGIONAL ACTIVITIES

CUSTOMERS AT THE HEART OF PSO



A targeted lubricant campaign was initiated across 10 retail outlets in Karachi, offering customers the opportunity to participate in special balloting with the purchase of 5 liters of fuel. Lucky winners received motorbikes and the campaign resulted in a notable 10% increase in fuel sales and a considerable uptick in lubricant offtake overall.

Customer care days celebrated with rewards across PSO outlets to reinforce its commitment to exceptional service and strengthen customer relations

ENGAGEMENT SESSIONS



Ramadan campaign offering customers the chance to win bikes and cars through an exciting lucky draw launched at Naseem II P/S, Multan

To enhance customer experience at retail outlets, a grand training event for forecourt staff was held at National Fs, Lahore

DRIVE TO THRIVE
Your Pick, Your Perks

OPTION 1	OPTION 2	OPTION 3
FREE FULL CAR SERVICE	FREE FUEL RS. 500/-	CASH BACK RS. 500/-

پرفارمنس انجن کیلئے
انعام آپ کیلئے

DRIVE TO THRIVE
Your Pick, Your Perks

300 روپے	400 روپے	1000 روپے
کا فیول مفت	کا فیول مفت	کا فیول مفت
3 سال کی گارنٹی پر	4 سال کی گارنٹی پر	10 سال کی گارنٹی پر

پرفارمنس انجن کیلئے
انعام آپ کیلئے

A rewarding lubricant campaign aimed at boosting sales and enhancing customer satisfaction launched at Naseem II P/S, Multan



Business Partners' meeting (lahore) on sales review, credit policy, HSE & QA awareness, general housekeeping and rules and regulations of regulatory authorities



Business Partners Meeting held on Automizer Meter Filling of tank lorries at Machike Installation



A dealers engagement session held at Gothki Sukkur to provide comprehensive updates to the dealers on products, promotion sand company initiatives, discuss market insights and recognize outstanding dealers.



Health Awareness Day at PSO Central Zone Office



Multan Division achieved 1st place in the Peer Review Audit for Retail Facilities highlighting the division's commitment to maintaining top-tier retail facilities, fostering trust among customers, and setting a benchmark for others in the industry



The Divisional Engineers Conference (North) took place at the Islamabad office, featuring refresher trainings on Facilities, VIMS, and Insurance Policies. Outstanding performers were recognized with shields and acknowledgments during the event

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- FAMILY MILESTONES
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EMPLOYEE CORNER

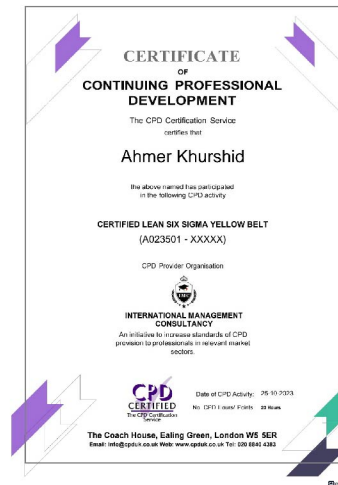
EMPLOYEE CORNER

PERSONAL MILESTONES

Ahmer Khurshid
Divisional Engineer, Faisalabad Division



Ahmer successfully completed training on Mastering 5S & Kaizen: The Toyota Way Program 2023



He also attained a certification for Lean Six Sigma – Yellow Belt by International Management Consultancy (IMC)

FAMILY ACHIEVEMENTS

Daughter & Son of Faisal Aziz
Incharge Admin., SS & IR



Javeria Faisal received Gold Medal in 'CTH Level 2 Diploma in Culinary Skills'– UK
Congratulations Javeria!



Hasnain Raza, 21 successfully passed all his chartered accountancy exams in his first attempt, earning a prestigious Merit certificate.
Congratulations, Hasnain!

Muhammad Sarfraz Nasir
Territory Manager, Gaseous Fuels, Faisalabad



Muhammad Sarfraz Nasir received the Chairman's Efficiency and Innovation Award for his pioneering concept of "Carbon Credit" in the Efficiency category



He also participated in a training session organized by the United Nations in partnership with Toyota, Pakistan

RECREATIONAL ACTIVITIES

Karachi Office Picnic



PSO Club treated its female employees to a wonderful picnic at Solace resort, Hawksbay

Islamabad Office Picnic



To strengthen the bond between colleagues and their families and foster a renewed sense of camaraderie and unity, PSO Club organized a hiking trip to Trail 5 in the Margalla Hills, followed by a family picnic at Dino Valley Monal, exclusively for PSO Club members and their families from the Islamabad office

Khawaja Amer Regional Head Commercial Sales (South)



Khawaja Amer was blessed with the opportunity to visit Saudi Arabia and perform Umrah

Waseem Tahir Incharge Lalpir Laboratory



Waseem Tahir embarked on an unforgettable journey to Kalam & Pallogah Valley to enjoy the winter season and snowfall!

Sufian Ahmed Deputy Manager, Peshawar Aviation Facility



Sufian Ahmad explored Northern areas with his family and enjoyed the snowfall!

Islamabad Office Picnic



The Multan CS Team experienced the electrifying atmosphere firsthand, witnessing the exhilarating PSL 9 matches live at the Multan Stadium