



16th EDITION APR-JUN 2024



INAMAAT KE RANG
DEO KE SANG

PSO & PAKISTAN
RAILWAYS

PAKISTAN ENERGY
CONFERENCE

BLUE LPG



TURNING THE TIMES!

Dear Readers,

Do you know a superhero? Not the ones in movies, but a real-life friend with a heart of gold? A colleague who's been there for you through thick and thin? An extremely talented individual or a philanthropist?

Let's give them the recognition they deserve!

We're building a community filled with positivity, appreciation, and togetherness, and we need your help. PSO Times is undergoing some exciting changes, and we want YOU to be a part of this journey!

Let's uplift each other and highlight the positives that can brighten someone's day.

We can't wait to see what we create together!

PSO Times Family



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PSO TIMES

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AWARDS & ACHIEVEMENTS

AWARDS & ACHIEVEMENTS

CELEBRATING EXCELLENCE

CERISMA Secures EMI Approval



CERISMA (Pvt) Ltd, PSO's Fintech arm, has accomplished a major milestone by securing in-principle approval for Electronic Money Institution (EMI) from the State Bank of Pakistan (SBP).

ISO 45001 Certification



HSE operations and manual received the ISO 45001 Certification from M/s. TUV Austria reinforcing its commitment to excellence in OH&S practices.

United Nations Environment Programme (UNEP)



PSO received recognition from UNEP for its dedication to environmental conservation, including tree planting and raising awareness about environmental issues & steps to protect land.

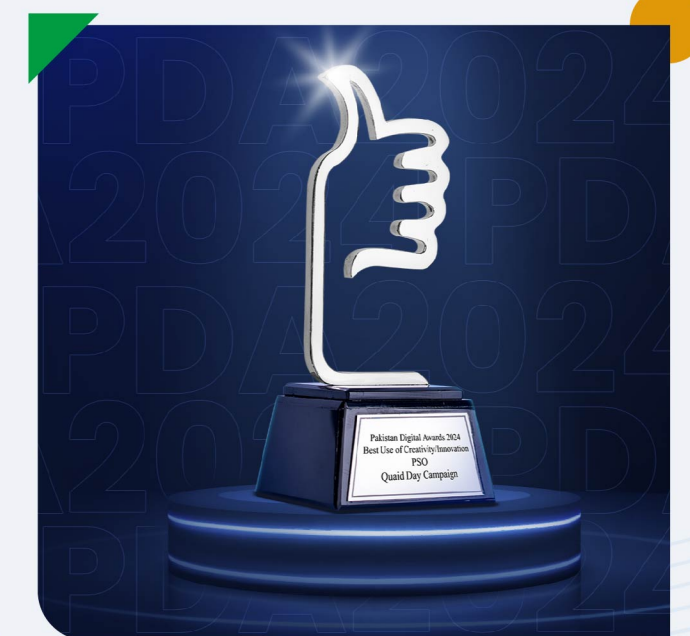
PSO TIMES 16TH EDITION

HR Pinnacle Awards



PSO was recognized as a champion of Workplace Wellness winning the award for the "Best in Health & Wellbeing" at the HR Pinnacle Awards

Pakistan Digital Award (PDA)



PSO rose victorious with its Quaid Day Campaign winning the award for the "Best Use of Creativity and Innovation" at the Pakistan Digital Awards

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COLLABORATIONS & AGREEMENTS

COLLABORATIONS & AGREEMENTS

FOSTERING GROWTH & INNOVATION

PSO & Pakistan Railways



As part of PSO's state-of-the-art Fuel Management System solution, the national flag bearers - PSO and Pakistan Railways (PR) inaugurated the recently upgraded Filling and Storage Facilities at Karachi and Lahore. The project represents a significant step in bringing in operational efficiencies while further strengthening over 4 decades of relationship between the two entities.

STRENGTHENING RELATIONS WITH PARTNERS

Shangrilla Foods



PSO has entered into a strategic partnership with Shangrila Foods to place their dips and sauces in convenience stores nationwide, enhancing revenue streams for both PSO and its operators.

Lush Crush



PSO welcomed Lush Crush to its Cliff outlet, ensuring a delightful experience for visitors. Customers can now enjoy refreshing cold desserts to beat the scorching heat, transforming their visit into a cool and enjoyable escape.

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EVENTS & CELEBRATIONS

ENGAGEMENT WITH STAKEHOLDERS

Corporate Briefing Session



The Corporate Briefing Session at PSO House offered investors and analysts deep insights into the company's business operations, financial performance, and future prospects. Senior Management engaged directly with attendees, fostering an open exchange of information and addressing queries comprehensively during an extensive Q&A session.

EMPOWERING MINDS

Thought Leadership session



A Thought Leadership session at PSO House featured Mr. Mushtaq Chhapra, a renowned figure in Pakistan's business and philanthropic sectors. Mushtaq Kassim Chhapra, a distinguished industrialist, philanthropist, and diplomat, is celebrated for his visionary leadership and significant contributions to society. Awarded the prestigious Sitara-e-Imtiaz in 2017 for his outstanding public service, Mr. Chhapra currently chairs various companies under the Chhapra Group, embodying a commitment to excellence and social responsibility. His transformative words, rooted in decades of dedication, left an indelible mark on our journey toward impactful change.

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DEPARTMENTAL INITIATIVES

DEPARTMENTAL INITIATIVES

NEW VENTURES

PSO Launches BLUE LPG: Eco-Friendly Cylinder Delivery in Hunza



PSO successfully launched its new pilot project, BLUE LPG, in Hunza, targeting 1,000 households with a convenient online ordering system. This safe, lightweight composite cylinder delivery service is designed to enhance convenience and sustainability. PSO's robust on-ground and digital campaigns leveraged local influencers and community events to promote the eco-friendly and reliable LPG delivery service. The launch included market activations and house branding, effectively engaging potential customers and encouraging trial. This initiative represents a significant stride in PSO's commitment to sustainability and delivering exceptional service.

BRAND MARKETING

A Rewarding Finale: Celebrating Winners of 'Inamaat ke Rang Deo Ke Sang'



PSO'S Inamaat ke Rang Deo Ke Sang concluded with an exclusive in-house event which culminated with the grand prize presentation—a truck awarded to the fortunate winner from Shohdad Kot and a bike to the winner from Karachi.

Onboarding The Shaheens



PSO Shaheen onboarding program launched with great enthusiasm, drawing over 100 women to an inspiring session. The event featured empowering talks from PSO's female leaders, Rabia Mughni, founder of Fuschia Magazine, and Jamila Adam, a pioneering female mechanic and provided a valuable opportunity for participants to connect and build a supportive community. The PSO Shaheen program goes beyond training, offering job opportunities and financial support to help women break barriers and achieve new heights.

Expanding Brand Presence with M/S Daewoo



PSO has successfully secured the Hi-Speed Diesel (HSD) business of M/S Daewoo, Pakistan's leading transport company with a vast nationwide infrastructure. This partnership has led PSO and M/S Daewoo to collaborate on comprehensive marketing, advertising, and promotional campaigns utilizing Daewoo's media platforms. The branding opportunities encompass prime locations across 14 bus terminals nationwide, totaling approximately 4,000 sq. ft, along with 10 backlit pole signs at Rawalpindi Terminal. PSO will also advertise on 75 intra-city buses and place branding on 2 shuttle service buses—one in Karachi and one in Lahore. Additionally, digital screens will feature prominently in Karachi, Lahore, Multan, and Rawalpindi to further amplify PSO's brand presence.



Enhancing Forecourt Aesthetics



To enhance the forecourt aesthetics and ensure constant visibility of product offerings, 3D slogan walls have been installed at strategic locations in Karachi.



PSO Lubricants Make Their Mark at Key Terminals

Zulfiqarabad Oil Terminal (ZOT)



Lubricant Manufacturing Terminal (LMT)



Two strategic locations, the Zulfiqarabad Oil Terminal (ZOT) and the Lubricant Manufacturing Terminal (LMT), were branded with PSO Lubricants to enhance market presence and visibility.

Unveiling the Striking Identity of the Lubricant Quality Testing Unit (LQTU)



PSO unveiled its new Lubricant Quality Testing Unit (LQTU), dedicated to ensuring top-notch lubricant quality for its valued customers.

**Riding the Influencer Wave:
Cariant Wraps Up Predator Campaign**



Continuing the influencer momentum, Cariant concluded its Predator campaign for the year by partnering with motor influencer Haseeb Habibian. He shared his journey to success and delighted followers with Cariant-branded "Predator Box" giveaways.

Communicating PSO's API Certification



To proudly showcase PSO lubricants' certification by the American Petroleum Institute (API) standards, a digital communication was drafted to educate customers about API standards and highlight that the company's lubricants not only met but exceeded the service classifications denoted by the API service symbol 'Donut' displayed on product packs.

PAKGAS Amps up with Bilal Hassan



Building on the success of the PAKGAS campaign, PSO partnered with Bilal Hassan to promote its safe, reliable, and hassle-free doorstep delivery service in DHA and Clifton.

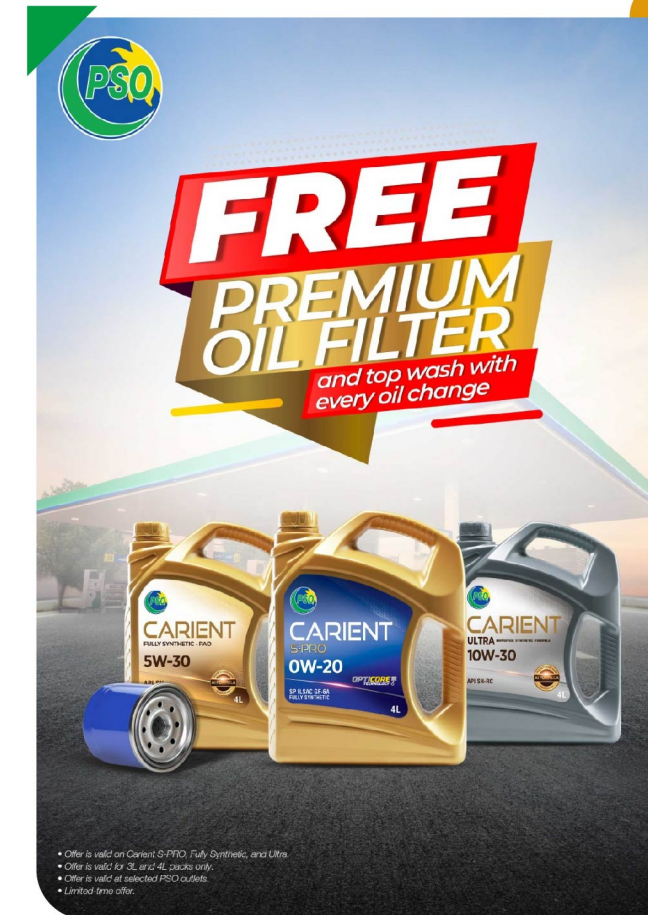
DEO MAX Drives to Success



PSO reached a noteworthy milestone with DEO Max, endorsed by M/S Shahzada Enterprises, who successfully conducted a 36,000 KM field trial of the lubricant. This achievement serves as a strong endorsement in the transport sector, enhancing awareness of DEO Max and highlighting its concrete benefits for vehicle performance and overall business excellence in terms of quality and superior performance.

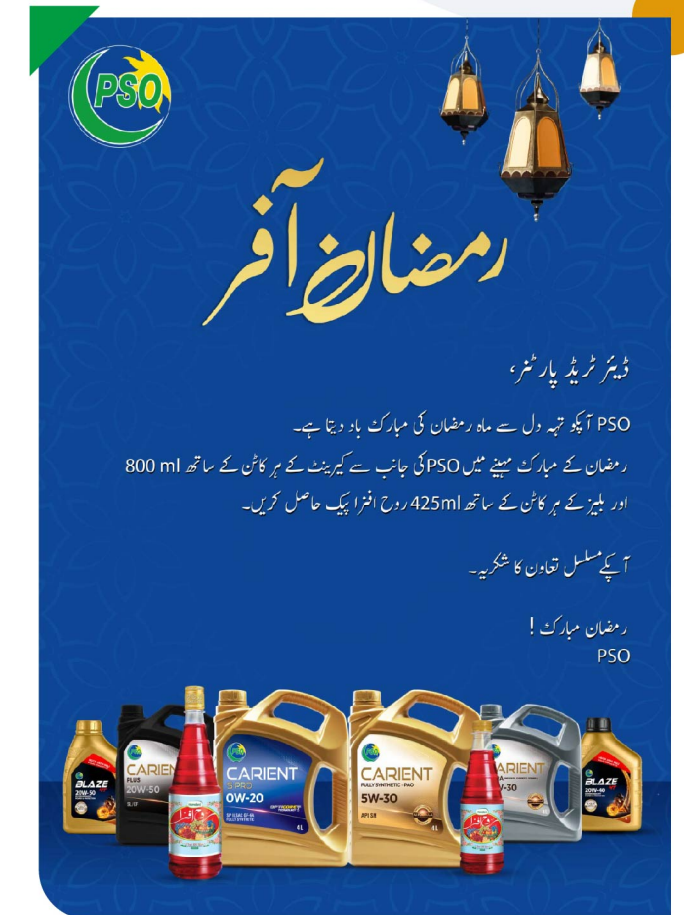
TRADE MARKETING

**Promoting Lubricants At Forecourts:
PCMO Oil Filter Campaign**



In its continuous effort to enhance customer satisfaction and loyalty, PSO launched its PCMO Oil Filter Campaign offering customers with a free top wash and oil filter with the purchase of CARIANT motor oil. The campaign aimed to attract more customers for oil changes, promote premium products, and increase customer satisfaction and long-term loyalty.

**Rewarding Partners:
Ramadan Joint Trade Promotion**



During the auspicious month of Ramadan, PSO rewarded its trade partners with a special promotion in collaboration with Hamdard. With every purchase of a PSO Carient carton, hi-street retailers and wholesalers received a complimentary 800ml pack of Rooh Afza and a 425ml pack with a Blaze carton. This initiative aimed to enhance the Ramzan experience for the company's valued partners

Strengthening the Sub-distributor Business: Trade Gatherings



PSO, in collaboration with M&P, organized trade gatherings in Khanewal, Chichawatni, and Peshawar. These small, localized cluster-based events, attended by 40-50 people, were designed to engage retailers, wholesalers, and mechanics during the wheat harvesting season. The focus of the initiative was on strengthening the sub-distributor business in these clusters by ensuring the availability of PSO grades, creating brand awareness, and providing assurance of uninterrupted product supplies under the supervision of M&P. Additionally, the team shared ongoing sales plans to foster enhanced engagement and satisfaction among participants.

SPONSORSHIPS

Pakistan Energy Conference



PSO as a sponsor at the Pakistan Energy Conference by Petroleum Institute of Pakistan (PIP) held at Serena Hotel, Islamabad

Pakistan Hindu Council Job fair



PSO sponsored and participated in the Pakistan Hindu Council Job fair & Education Expo held at Karachi

HSE & QA

World Health & Safety Day



World Health & Safety Day, themed 'Impacts of Climate Change on Occupational Safety and Health,' was celebrated across PSO facilities. The event highlighted the company's commitment to addressing climate change impacts such as extreme weather, heat stress, and vector-borne diseases. Emphasizing retail safety, the event focused on critical aspects like 2/3 wheelers, residual products, and initiatives tackling environmental challenges.



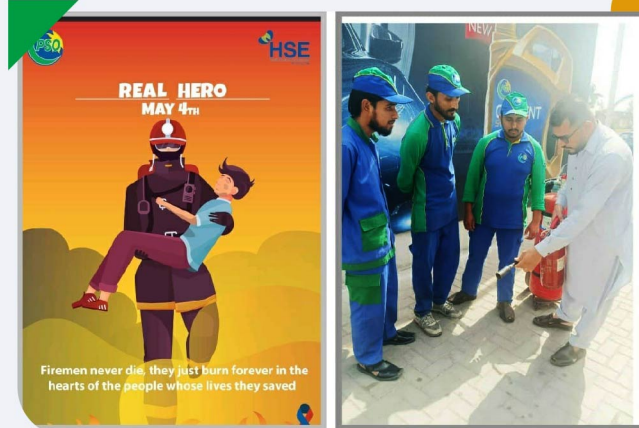
PSO teamed up with K-Electric and PTCL for cross-industry HSE collaborations and best practice sharing. During this period, the PTCL team participated in PSO's World Health & Safety Day celebration, while PSO joined a PTCL-led beach cleaning drive. Additionally, PSO served as a panelist speaker on electric vehicle safety during K-Electric's Safety Week.

World Environment Day



PSO orchestrated World Environment Day celebrations at three key locations across Pakistan under the theme 'Land Restoration, Desertification, and Drought Resilience.' The event brought together nearby OMCs, law enforcement agencies, emergency responders, and PSO's senior management. Each facility participated by planting trees and raising awareness about environmental issues and sustainable land management practices.

World Fire Fighters Day



World Firefighters Day celebrated across PSO facilities with engaging activities including, hands-on training sessions on fire trolleys, extinguishers, and emergency protocols.

Fire Tender Training of ERT Teams in collaboration with PRL



PSO, in collaboration with PRL, organized a comprehensive training session for firefighters deployed with the new Fire Tender at KTC. This initiative aimed to enhance capabilities and refine operational emergency response protocols. Topics covered included operating techniques, firefighting methods, preventive maintenance, AFFF foam storage and testing, and introduction to SCBA. Following the classroom session, a practical demonstration of the fire tender's operation was conducted at PSO's Keamari Terminal-C.

Building Skills: Certifications for HSE Engineers



"Ultrasonic Testing Level II" certification for engineers was facilitated by SGS Pakistan. 3 HSE engineers were nominated and successfully completed ISO45001 Lead Auditor certification to lead their departments in maintaining the standard for their respective functions.

Educating Students on Fuel Safety



PSO conducted awareness session at its Karachi outlet for Grade 6 students of Civitas covering essential topics such as fuel operations, retail safety, hazards associated with tank and forecourt areas, firefighting arrangements and timely responses, live demonstrations with the MQTU Van showcasing quality testing of fuel, non-fuel operations, and the business model of retail outlets. Students gained valuable insights into these aspects, enhancing their understanding of safety measures and operations within PSO's forecourts.

NON-FUEL RETAIL

Elevating in-store experience



To elevate the in-store experience and ensure consistency in offerings, PSO launched comprehensive training for C-store operators. Conducted by a master trainer in the South and North regions, the sessions focused on strategic product placement, planogram design, and data analysis. This training led to immediate improvements in store layout and product visibility.

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INFRASTRUCTURE ENHANCEMENT

INFRASTRUCTURE ENHANCEMENT

INFRASTRUCTURE EXPANSION HIGHLIGHTS



Development of 100 New Vision Retail Outlets (NVROs) nationwide



Completion of construction activities for firefighting upgradation projects at 07 locations: Keamari Terminals A & C, Daulatpur, Tarujabba, Habibabad, Faisalabad and Faqirabad depots



Construction of 7 new tanks at Faisalabad (1 new tank with a total capacity of 20 KMT), Faqirabad (2 new tanks) and Mehmoodkot (4 new tanks with a total capacity of 46 KMT)



Installation of advanced radar gauging system with smart wireless technology on storage tanks at Keamari Terminal B (KTB), Faisalabad, Mehmoodkot and Sihala.



Commissioning of three-way valve system on the 20" Diameter Tank discharge line (TDL) at Keamari, Karachi

Development of a dedicated pipeline connection for PMG between PSO Booster Station and White Oil terminal station PARCO

BRINGING PSD CLOSER TO CUSTOMERS

Lahore



M/S Premier F/s at Gulberg, Lahore inaugurated by the Managing Director & CEO, Syed Muhammad Taha

Lahore-Sialkot Motorway



M/s Boissons Gasoline South at Ravi Service (Lahore-Sialkot Motorway) inaugurated by the Managing Director & CEO, Syed Muhammad Taha

Peshawar



Hayat FS at Chakdara, Peshawar inaugurated by Regional Manager Facilities, North, Rabia Yasir Afridi.

Faisalabad



M/S M.H Petroleum at Faisalabad inaugurated by DMCS Faisalabad, Gul Hassan



M/S Nisar and Sons Petroleum site in Gojra, Tehsil HQ of Toba Tek Singh, inaugurated by DMCS Faisalabad, Gul Hassan

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CSR INITIATIVES

PAVING A PATH TOWARDS SUSTAINABILITY

Capital Development Authority (CDA)



PSO & Capital Development Authority (CDA) signed an MOU for the plantation of 65000 trees along Iran avenue in Islamabad

Ida Rieu Welfare Association



PSO joined hands with Ida Rieu Welfare Association to support visually impaired individuals, empowering them to achieve their dreams and overcome challenges. As part of this collaboration, PSO has provided a vehicle to transport blind students to and from the Rashidabad campus. This initiative aims to facilitate access to education and improve mobility for these students, ensuring they have the resources needed to succeed.

BUILDING FUTURE GENERATIONS

Karachi Vocational Training Centre (KVTC)



In pursuit of a more inclusive educational landscape, PSO partnered with KVTC to support ten intellectually challenged students. This initiative aims to empower these individuals by equipping them with the skills and opportunities needed to become competitive and active members of the society, enabling them to contribute meaningfully despite their disabilities.

GIVING BACK TO THE COMMUNITY

Bait UI Sukoon Cancer Hospital



PSO provided assistance to patients of Bait UI Sukoon Cancer Hospital, enabling 83 individuals with breast and ovarian cancer to undergo vital surgeries.

Indus Hospital & Health Network



PSO partnered with Indus Hospital & Health Network to enhance its Surgical Tower, a pivotal facility within modern operating rooms. This initiative will support a wide range of surgical procedures, such as gall bladder surgeries, hernia repairs, appendectomies, and gynecological surgeries, among others.

Ration Distribution Drive



PSO made a difference, one bag at a time. This year, the company initiated a nationwide ration distribution drive to uplift underprivileged communities across Pakistan.

In collaboration with Saylani Welfare International Trust, this initiative aimed to provide essential food supplies to those in need through a monumental Rs.100 million ration drive symbolizing hope, unity, and collective generosity.

Muhammadi Blood Bank & Thalassemia Centre



Recognizing the need for blood bank refrigerators in preserving the integrity of blood and blood products for transfusions, surgeries, and other medical procedures, PSO provided a Sanyo Refrigerator to the Muhammadi Blood Bank & Thalassemia Centre, Tando Muhammad Khan Branch, Karachi.

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GLIMPSSES OF REGIONAL ACTIVITIES

GLIMPSSES OF REGIONAL ACTIVITIES

CUSTOMERS AT THE HEART OF PSO

Customer care days



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

Performer of the Month Initiative



Building a culture of encouragement and motivation for its retail staff, PSO launched a Performer of the Month initiative at its CORO sites in Multan.

Empowering PSO's Female Attendants



In appreciation of their commitment and efforts, PSO's female attendants were recognized and awarded free sewing machines by the Labour Welfare Organization of the government.

Father's Day



Honoring Fathers, PSO distributed small tokens of appreciation and heartfelt messages to fathers visiting its outlets, adding a special touch to their day.

Mother's Day



This Mother's Day, PSO celebrated the women who have given us life, nurtured us, and shaped us into who we are today.

Earth Day



In its quest to give back to the planet and make the world a greener place, PSO celebrated Earth day by distributing plants to customers visiting its forecourts

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EMPLOYEE CORNER

PERSONAL MILESTONES

Rimsha Akbar
CORO Incharge & Territory Manager, CS, (Multan)



*Rimsha completed her MBA from Lahore School of Economics with a prestigious Silver Medal
Congratulations Rimsha!
PSO wishes you the best for your future.*

Haseeb Alam Khan
Divisional Manager, Fuel Cards (Central)



Haseeb as a guest speaker on " B2B Sales and Influence of Digital Marketing on B2B Sales" at the Punjab University, Lahore.

Usman A Qadri
Divisional Manager, Industrial Consumer (Central)

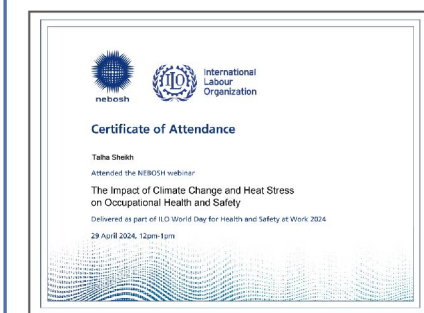


Usman successfully completed an online course titled "Managing Teams" by LinkedIn Learning USA.

Talha Sheikh
ERT Supervisor (HSE Department)



Talha participated in the Fire Safety Management Training to enhance his knowledge and skills in handling fire emergencies effectively.



Talha attended the NEBOSH webinar on The Impact of Climate Change and Heat Stress on Occupational Health and Safety.

Abubakar Mahmood & Amjad Latif – HSE



Abubakar Mahmood & Amjad Latif were awarded the NEBOSH International General Certificate in Occupational Health and Safety.

FAMILY ACHIEVEMENTS

Son of Sajid Ali Channa Senior Manager, Fleet Contractors (South)



Bilal Sajid Channa was selected as a speaker in "The First Indus Valley School of Art and Architecture (IVS) Undergraduate Research Conference 2024 for his research on "Why Chai?" The Storm of a Teacup! An Exploration of Discourse Around Tea "Chai" in South Asian Post-Colonial Nation States. **Keep making us proud Bilal!**