

Times

17th Edition

1st JUL - 30th SEPT, 2024



OUR STORY, YOUR VOICE: THE NEW PSO TIMES

Dear Readers,

We promise not to bore you as we embark on this journey to revamp PSO Times! We want to hear your stories, experiences, and perspectives that make our team and company culture shine. Beyond departmental updates, our newsletter will feature fresh sections including:

- **PSO Personas:** Nominate a colleague for their unique persona
- **Celebrating Our Team:** Your personal & professional achievements and milestones
- **Undiscovered Gems:** Recommend food spots, unique initiatives, talented colleagues at PSO or anything that deserves the spotlight!

Email your submissions to brand.comms@psopk.com with the subject "PSO Times Contribution."

Join the conversation, share your stories and shape the narrative of PSO Times!

PSO Times Family



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IN THE HEADLINES

PSO LAUNCHES INNOVATIVE BLUE LPG INITIATIVE TO ENHANCE ENERGY ACCESS IN PAKISTAN

The leading Energy Company, Pakistan State Oil (PSO), in collaboration with the Government of Gilgit-Baltistan, proudly announces the launch of the "Blue LPG Initiative", a pioneering project aimed at transforming the energy landscape in Pakistan.



PSO CONTINUES TO DOMINATE THE ENERGY MARKET, REPORTS PROFIT PKR 15.9 BILLION IN FY24

PSO is the backbone of Pakistan's energy sector, keeping the wheels of the nation's economy in motion. The company achieved a profit after tax of PKR 15.9 billion, reinforcing its status as the country's trusted energy partner. A dividend of PKR 10/- per share, representing a 100% payout for the financial year 2023-24 was also announced.



PSO CELEBRATES PAKISTAN'S 77 YEARS OF INDEPENDENCE

As Pakistan celebrated its 77th Independence Day, PSO, the nation's leading energy company, ignited the spirit of freedom with heartfelt celebrations across Pakistan.

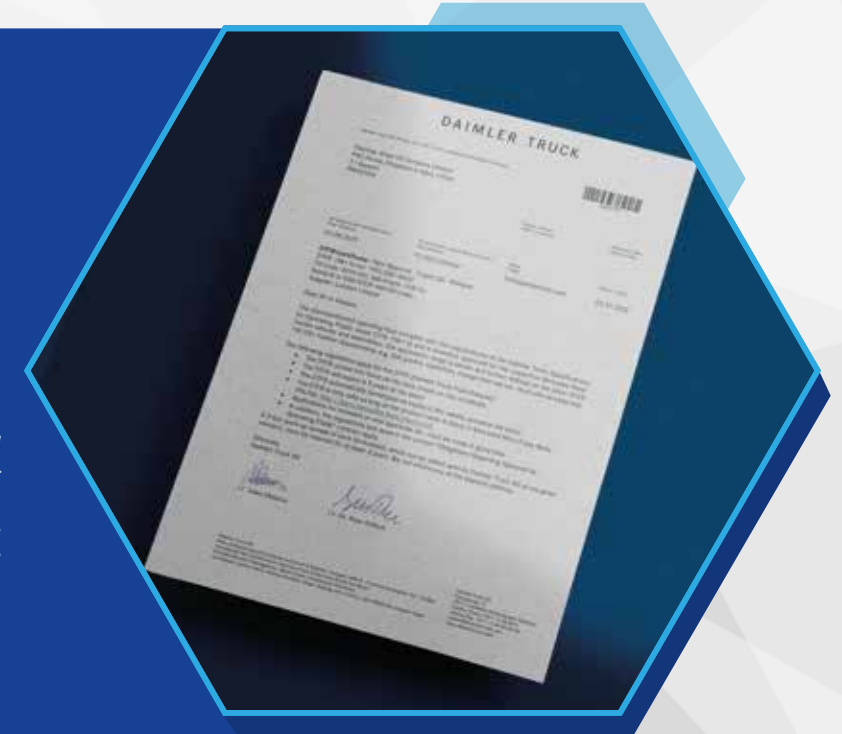




AWARDS & RECOGNITION

PSO SETS NEW BENCHMARK: DEO 8000 EARNS DAIMLER AG'S COVETED APPROVAL

PSO's premium heavy-duty diesel engine oil, DEO 8000 SAE 15W-40, has achieved the esteemed OEM approval from Daimler AG, a global leader in commercial engine manufacturing. This milestone endorsement solidifies PSO's position as the sole Pakistani company meeting the stringent DTFR 15B110 specification.



ISO 9001:2015 CERTIFICATION

PSO achieves ISO 9001 recertification! Our commitment to quality management spans across 10 key departments including, HSE & QA, Procurement & Service (P&S), Supply, Operations, Logistics, Aviation, Marine & Exports (AME), Commercial Sales (Retail), Lubricants, Cards and Gaseous Fuels.

BEYOND THE NORM

EVENTS



PSO Honors Pakistan's Independence

As Pakistan marked 77 years of independence, PSO ignited the spirit of patriotism with a flag-hoisting ceremony and nationwide initiatives that touched the hearts of its customers. By distributing plants, checking oil filters, and promoting HSE awareness, PSO demonstrated its dedication to a greener, safer tomorrow.



Milaad Un Nabi (SAW)

PSO House recently hosted a heartfelt celebration of Milaad Un Nabi (SAW), honoring the birth of the Prophet Muhammad (Peace Be Upon Him).



Thought Leadership

PSO welcomed Dr. Aisha Mian, a leading psychiatrist and mental health advocate. Dr. Mian shared her expertise on mental wellness, inspiring meaningful conversations and sparking positive change.

BEYOND THE NORM

COLLABORATIONS & AGREEMENTS



PSO's Chief Strategy & Technology Officer, Mohsin Mangi, welcomed UAE's Consul General in Karachi, Dr. Bakheet Al Remeithi. They discussed collaboration opportunities, focusing on innovation and technology to boost oil industry investments and growth.



The company has forged a strategic partnership with Coca-Cola, bolstering its retail footprint by offering a diverse portfolio of beverages across its nationwide convenience store network.



PSO has entered into a retail partnership with Red Bull, expanding its product offerings at convenience stores nationwide.



Esquires, a brand well known for its premium coffee, has opened up at the PSO Cliff outlet in Karachi. Alongside its signature coffee blends, Esquires offers a variety of beverages and snacks, making it an ideal refreshment stop.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



Joining forces with PakWheels, PSO is offering its customers exclusive discounts, joint promotions, and car care services to enhance customer benefits.



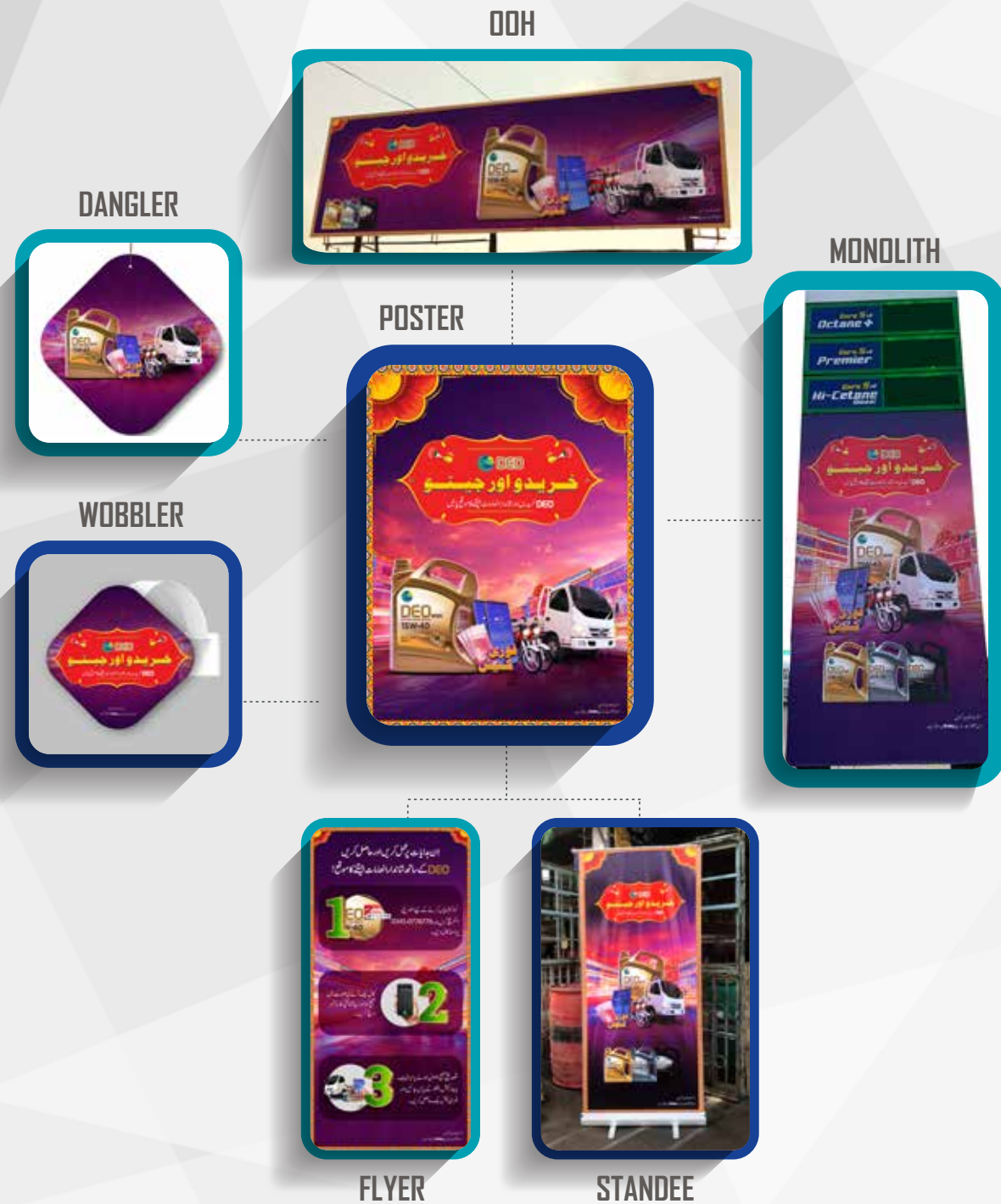
PSO made a ground-breaking leap in its mission to energize Pakistan, launching BLUE LPG in Hunza. This pioneering initiative brings sustainable energy solutions to remote regions, aligning with the company's vision of innovation and community welfare.



PSO proudly celebrated the unstoppable spirit of its Shaheens, where courageous women took the driver's seat, proving their skills with poise and determination. Osamah Nasir and Runway Pakistan masterfully captured the essence of this uplifting journey, highlighting the remarkable triumphs of these incredible Shaheens.

BEYOND THE NORM

KHAREEDO AUR JEETO - 360° LAUNCH



Targeting farmers and truckers, PSO's 'Khareedo aur Jeeto' campaign boosts sales of DEO 8000, DEO 6000, and DEO 3000 during the second largest agricultural season.

Running September-October 2024, the campaign will be promoted through digital channels, radio ads, OOH billboards, and point-of-sale materials.

BEYOND THE NORM

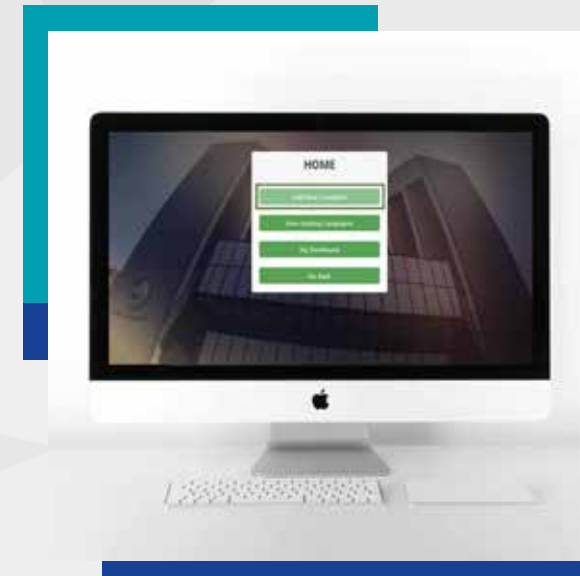
DEPARTMENTAL INITIATIVES



Enhancing Forecourt Aesthetics
 PSO's slogan walls have undergone a dramatic transformation, boasting sleek 3D designs at 30 outlets in KLI, elevating customer experience and visibility of product offerings.



Digital Leap: PSO Introduces Cutting-Edge Data Archiving and Record Management System
 PSO propelled itself into the digital age with a revolutionary record management system, harnessing cloud-based storage and automation to fuel efficiency and growth.



Service Sphere: Revolutionizing Maintenance Management
 Introducing Service Sphere. PSO's innovative web portal revolutionizes pump maintenance management with 24/7 accessibility, streamlined complaint management, and a user-friendly interface.



Safety in Action: PSO, Rescue 1122, and CAA Join Forces
 PSO collaborates with Rescue 1122 and CAA for a simulated airport fire drill at Lahore, enhancing emergency response and inter-agency coordination.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



Safety First: Enhancing HSE Awareness Among Non-Management Staff

The company organized a comprehensive awareness session on Health, Safety, and Environment (HSE) policies and protocols for its non-management staff to educate employees on crucial safety measures.



Emergency Response and Preparedness at Facilities

Through regular drills, training, and continuous improvement, PSO maintains a robust emergency response framework, ready to respond effectively in any situation.



HSE Training Sessions at Pak Railways Site

Pak Railways collaborates with PSO to ensure safe, efficient, and reliable transportation services, prioritizing the well-being of passengers and communities.



HSE Training/Awareness Sessions

PSO invests in employee safety through ongoing HSE training and awareness initiatives, promoting a secure and responsible work culture. These sessions empower staff to identify and manage potential risks.

BEYOND THE NORM

GLIMPSES OF REGIONAL ACTIVITIES



Performer of the Month

Congratulations to Syed Khizer Abbas Shah, Multan's Retail Rockstar of the Month for delivering exceptional customer experiences!



Performer of the Month

Congratulations to Muhammad Asif, Multan's Retail Rockstar of the Month for delivering exceptional customer experiences!



Lube Extravaganza (South)

Lube Gala held at Stadium Service Station, Karachi where 407 premium oil changes were achieved, marking the highest ever oil changes at a forecourt in a single day in the South region.



Lube Extravaganza (North)

Lube Gala held at Bahria IV Filling Station, Rawalpindi where 261 premium oil changes were achieved, marking the highest ever oil changes at a forecourt in a single day in the North region.

BEYOND THE NORM

GLIMPSES OF REGIONAL ACTIVITIES



Muhammad Akhtar Rehman, Divisional Manager, Commercial Sales, Multan, inaugurated M/s. Usman P/S at Khanewal, Multan Division.



PSO conducted a successful lubricant promotion drive at its forecourts in Multan, enhancing customer experience and promoting top-quality lubricants.



Commercial Sales Karachi Division proudly celebrated the achievement of the lubricant annual target for FY 2023-2024.



Partnering with HELP International Welfare Trust, Commercial Sales Karachi Division allocated 45% of fuel and lubricant sales profits to aid thalassemia patient treatment.

BEYOND THE NORM

GLIMPSES OF REGIONAL ACTIVITIES



PSO's Commercial Sales Karachi Division hosted a dealer engagement session to boost collaboration and service quality. The session introduced Service Sphere, a 24/7 online complaint portal, and educated dealers on its effective use.



PSO put its emergency response plan to the test, conducting a simulated evacuation drill to ensure staff safety and preparedness at its head offices.



A productive meeting was held with the EPA Director to tackle smog issues in central Punjab, caused by aged vehicles, industrial emissions, and crop burning.



PSO shared expertise with HBL at their Tower Office, focusing on advanced firefighting technologies & emergency response protocols.

PSO CARES: OUR CSR STORY

PROVIDING QUALITY EDUCATION

Partnering with The Citizens Foundation (TCF), PSO is supporting 6 school campuses, empowering 1,500 underprivileged children with access to education.



ENHANCING MATERNAL CARE

PSO joined hands with Lady Dufferin Hospital to upgrade maternal care, providing a state-of-the-art ambulance for swift and safe transportation. This ensures timely access to critical care during emergencies.



EMPOWERING FUTURE LEADERS

Through the Tehzibul Akhlaq Trust's Outreach program, PSO enabled educational opportunities for 25 students from Sindh, Baluchistan, Gilgit Baltistan, Azad Jammu Kashmir, and Waziristan, providing comprehensive financial support to overcome educational barriers.





PSO PERSONAS

THE HELPER EXTRAORDINAIRE

Meet Saira Arfeen, the ultimate support superstar! With her sleeves always rolled up, she's ready to tackle any challenge, whether it's planning a seamless event or crafting the perfect travel itinerary with a smile. Thank you!!

- IYSHAH FAIZAN (BRAND MARKETING)



THE POSITIVE PULSE

Meet Shaista Sumar, the laughter leader! With a sparkle in her eyes and a heart full of joy, she radiates energy and warmth. This superstar ensures laughter and excitement around every corner, kindness in every interaction and unforgettable moments that leave a lasting impression!

- AREEBA NAVEED (HUMAN RESOURCES)

A PEOPLE'S PERSON

As General Manager, Raja Faisal remains approachable, with a willingness to listen and respect for all individuals. This has created a culture of openness and trust, earning him admiration as a genuine "People's Person".

- HAFSA MUSAB (BRAND MARKETING)



PSO PERSONAS

A LEADER OF ESSENCE

Meet Irteza Hussain Khan! An exemplary model of support and teamwork. Irteza is more than just a leader- he's a mentor, a friend, and a guiding light. His generous spirit, proactive approach, and brilliant problem-solving skills have created a safe and nurturing environment where newcomers and current employees can thrive.

- FARHAN ZAKIR (BRAND MARKETING)



A CHAMPION OF SUCCESS

Farhan Farshori's almost 3 decades of legacy in PSO is marked by honesty, diligence, and exceptional performance. He has been a guiding light for colleagues and a steadfast supporter of retired employees. Here's thanking him for his support!

- NASEEM (BRAND MARKETING)



THE GENTLE SPIRIT

Meet Gulbakht, a truly lovely presence in our company! Her kindness and warm demeanor touch everyone she encounters. Soft-spoken and considerate, she is always ready to lend a helping hand. Gulbakht, people like you are like a breath of fresh air, spreading fragrance of kindness everywhere they go.

- SAMEEA JAMAL (BRAND MARKETING)



PSO PERSONAS

A WELCOMING FACE

Javeria Anees, our receptionist, radiates warmth and hospitality, greeting each visitor with a bright smile and genuine enthusiasm. Her gracious demeanor instantly puts newcomers at ease, making them feel valued and supported.

- MARYUM MUSHTAQ (HUMAN RESOURCES)



A GOOD HEART AND A GREAT MIND

Meet Fahad Jaseem, a trusted ally and treasured companion, whose remarkable work ethic has earned him his colleagues' admiration. Fahad's exceptional diligence, rapid work pace, and meticulous attention to detail synergize to deliver high-quality results, ensuring timely completion while creating a satisfied work environment.

- ZUBAIR KHAN (BRAND MARKETING)

THE ONBOARDING SPECIALIST

Meet Sadaf Zehra, our welcoming and cheerful ambassador. With a bright smile, she ensures new joiners feel instantly at ease. Her patience, friendliness, attention to detail and positive attitude not only makes the onboarding process into a warm and enjoyable experience but makes you love PSO from the get-go!

- AMNA IRFAN (HUMAN RESOURCES)





■ GET TO KNOW ME



FAREES SHAH

Current Designation: CEO – CERISMA

Family: 1 wife, 2 daughters (7 & 4 yrs)

Companies Served: Daraz, K-Electric, iflix, Camb.ai

Fun Fact: Radio Show Host + Own Youtube Channel (@shinysidecricket) + Certified Fitness Trainer

A Super power you wish you had: ZAP! Teleporting anytime I like!

Your biggest Strength: Managing complexity: breaking it down, solving it and overcoming it

Favorite Pastime: Electrifying cricket matches & Intense gym sessions

Most Memorable event of your life: When my first video reached 10k views!

Why PSO: The history, reputation & magnanimity of PSO

PARTNERING FOR SUCCESS

NUST FORMULA STUDENT TEAM MAKES HISTORY AT FORMULA STUDENT UK 2024!

PSO proudly sponsored the NUST Formula Student Team's participation in Formula Student UK 2024 at Silverstone. The team achieved a remarkable milestone as the first Pakistani team to compete with a hybrid vehicle, securing the 2nd place in the Low Voltage Hybrid Category and earning the prestigious 'Learn and Compete' award.



FITNESS WITH A PURPOSE

Believing in unleashing the power of sports to transform lives, PSO sponsored 2 impactful events: the Patients Aid's cycling fundraiser, 'Bike a Cause' for Jinnah Hospital in Karachi and PSO Karakoram Challenge Half Marathon, inspiring individuals to push boundaries, promote sustainable living, athleticism, and sports tourism in the scenic Gilgit-Baltistan region.

FOOTBALL IN THE HIMALAYAS: HUNZA PREMIER LEAGUE

PSO fueled sporting excellence in Hunza through its sponsorship of the prestigious Hunza Premier League (HPL), a launchpad for athletes who have excelled at national and international levels. This flagship event fosters youth development through sports, empowers women through the Hunza Women's Premier League and unites teams from Gilgit-Baltistan, promoting regional unity.





CELEBRATING OUR TEAM

PERSONAL MILESTONES



SHAHZADI ZUBERI
OFFICER, CSR

Shahzadi, the unstoppable force of our Shaheen program, took the wheel and joined our Shaheen program to master bike riding skills. With determination and grit, she's now cruising with confidence.

CONGRATULATIONS, SHAHZADI!



HASEEB A. KHAN
DIVISIONAL MANAGER, KEY ACCOUNTS (NORTH)

Haseeb delivered a guest lecture at Iqra University (Islamabad campus) on "Grooming for the corporate World / Effectively bracing yourself for the corporate world."



ADNAN RASHEED
ASSISTANT MANAGER, LOGISTICS

Adnan Rasheed delivered a guest lecture at ILMA University on "The Transformative Power of Education."

CELEBRATING OUR TEAM

PERSONAL MILESTONES

ZAHID IRFAN
TERRITORY MANAGER, FAISALABAD

Zahid Irfan represented PSO at the world's largest lubricant conference in Düsseldorf, Germany. This premier event brings together 200+ exhibitors, 90+ speakers, and 3000+ visitors from 96 nationalities, offering a platform for knowledge sharing, technology exploration, and strategic collaborations.



SAMRAN BASHIR | **KARAMULLAH SHAIKH** | **WARDA BAIG**
DATA ANALYST, HSE | SR. MANAGER, HSE (CENTRAL) | HSE & QA COORDINATOR

Successfully completed the ISO 45001 Lead Auditor Course Certification, demonstrating their expertise in occupational health and safety management systems.



MUHAMMAD AFTAB
ASSISTANT MANAGER LAB, FAISALABAD DEPOT

Muhammad Aftab was honored as the winner of the "Zero Carbon Challenge", acknowledging his exemplary commitment to minimizing carbon footprint.

CONGRATULATIONS AFTAB!

HAIDER RAZA JAFRI | **WALI M. ASHIR** | **RAJA M. USMAN**
MTD, HSE | MTD, HSE | ASSISTANT MANAGER (QC),
SIALKOT AIRPORT

Successfully completed the IOSH Managing Safely Course Certification.



MUHAMMAD SARFRAZ
TERRITORY MANGER (GASEOUS FUEL), FAISALABAD.

In recognition of his exceptional efforts in promoting environmental sustainability and reducing carbon footprint, Muhammad Sarfraz attained the HSE Award for the "Zero Carbon Challenge."

CONGRATULATIONS SARFRAZI!





UNDISCOVERED GEMS

CONNECTHEAR

ConnectHear empowers the deaf community by bridging the communication gap through innovative solutions: in-person interpretation, video call services, and revolutionary audio-to-sign language software.



KARACHI FARMERS MARKET

Located in Bukhari Commercial, Defence Phase VI, the Karachi Farmers Market brought Islamabad's farm-fresh vibe to the city. Today, it's the go-to spot for health-conscious urbanites seeking organic produce. Cutting out middlemen, farmers sell their own goods, making it a win-win. Fresh produce, happy farmers, and healthier Karachiites - what's not to love?

SHREE RATNESHWAR MAHADEV TEMPLE, KARACHI

Explore Karachi's Hidden Treasure! The 300-year-old Shree Ratneshwar Mahadev Temple, an underground marvel in Clifton, attracts thousands of Hindu pilgrims annually. Witness the magic of Maha Shiva Ratri celebrations!

