

PSO TIMES

KASHMIR SOLIDARITY DAY

**PAKISTAN'S
72ND INDEPENDENCE DAY**

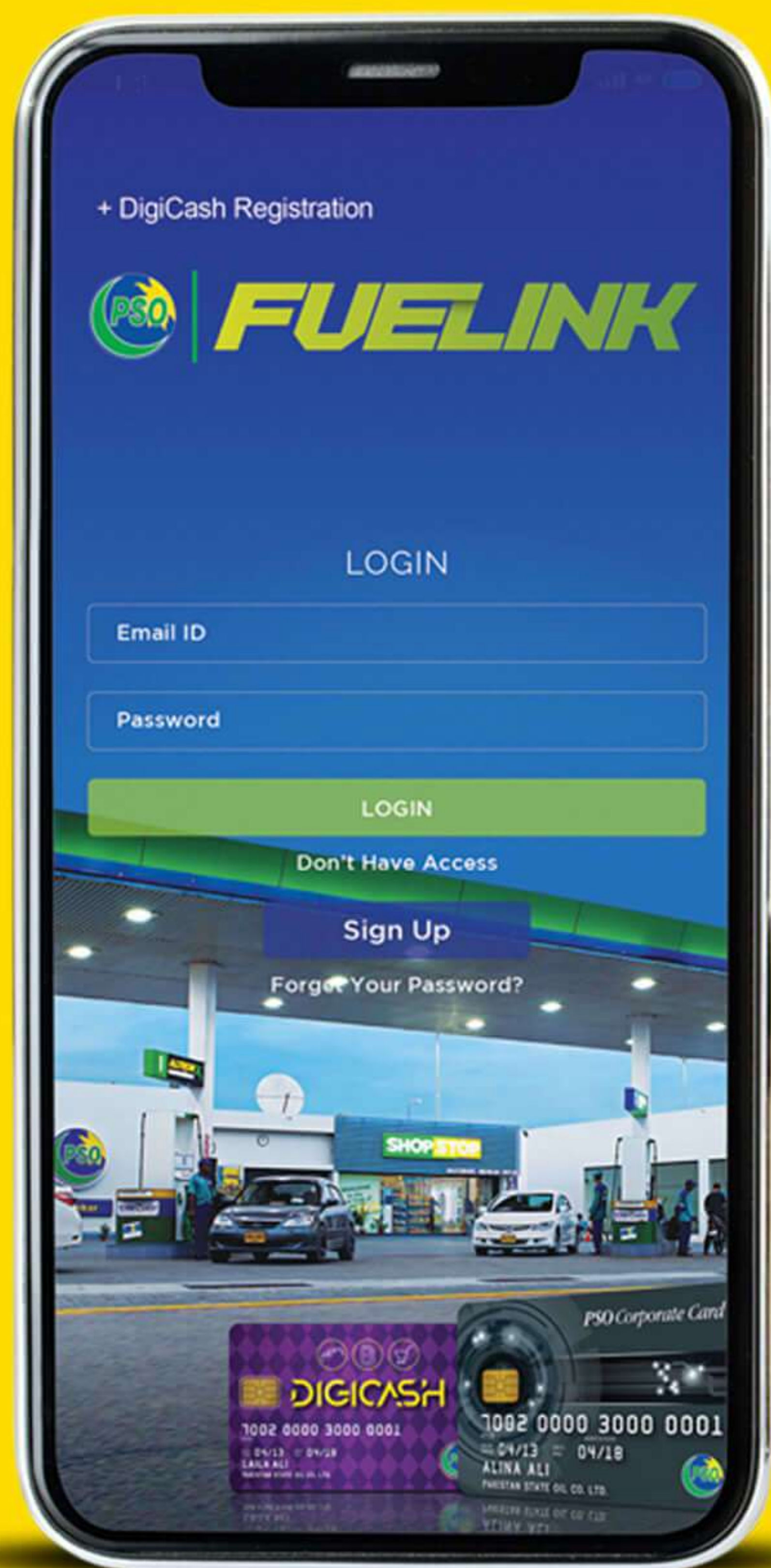
**PSO CORPORATE
CAMPAIGNS**

**INTERNATIONAL
WOMEN'S DAY**

Every Journey Begins Here



PSO brings a smart way to fuel up



Your Journey Just Got Easier Load. Pay. Drive.

PSO's DigiCash reloadable card compliments all your fueling needs with unbeatable fuel management solution.

- Fast card issuance
- Easy to Load
(PSO Retail Outlets / Fuelink App Payment Powered by UBL / Deposit at UBL / Online Banking)
- Track your Fuel Expenses
- Secure Purchases
- Loyalty Points, **Deals & Discounts**
- Powered by Fuelink
- Supplementary Cards

Get your DigiCash card TODAY and start enjoying rewards and convenience
Download Fuelink App from App Store and Google Play



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* THE CONTENTS INCLUDE FY 19, Q3 & Q4 AND FY 20, Q1.

MESSAGE FROM MANAGING EDITOR

It is indeed a great honour to be the Managing Editor for the PSO Mega Issue that has a team of talented writers and contributors. It is an immense pleasure to launch this latest edition and I extend my felicitation to all the team members who helped and contributed in bringing forward all the happenings in different business units of the company.

The FY2019 will be remembered in history of the company as an important year. This year generally witnessed the economic correction at the broader level in Pakistan. It created some bigger challenges for the company which the management and employees of the company have dealt with through strategic efforts.

PSO while focusing on the success through growth in its sales, the company was really able to bounce back in particular the H2FY2019. At the same time, PSO never forgot the bigger picture and continued to play its role in building of the society.

When it comes to discuss major success stories of previous months, there are a lot and you will find interesting information in this edition about how PSO has become first OMC to commission the first-ever LPG Industrial Consumer Facility in Pakistan, and not only this but PSO is the pioneer in Fuel Cards Business as it introduces an innovative chip-based card that can be topped up very conveniently at any participating PSO station or online via customer's debit or credit card or through an Easy paisa mobile account.

PSO has also continued its mission to bring the positive changes within the society to help create a lasting impact. The Clean and Green mission led by the Prime minister of Pakistan remained one of the focus areas of the company. Also, through its Corporate Social Responsibility (CSR) Trust, PSO has generously donated funds to benefit needy segments of the society in education, healthcare, and community building across Pakistan.

Inside PSO Times, you will find a mixture of content related to Clean & Green Programme, Retail Expansion, Customers Oriented Initiatives like DIGICASH and CSR. Over and above, you will also see some interesting stories from our colleagues about topics that fascinates them.

All these goals were achieved due to the tireless work of our internal and external teams and here I invite all the members of PSO Family to leave suggestions and contribute through creative and useful news stories, articles and pictures to further improve their very, very own PSO TIMES.

I wish PSO all the success and happy reading.

Imran Rana
Managing Editor

Contributors

- Administration
- Brand Management
- Cards
- Corporate Communications
- Gaseous Fuel
- Health Safety and Environment
- Human Resource
- Non Fuel Retail
- PSO Club
- Retail Business
- Security Services
- Talent Management

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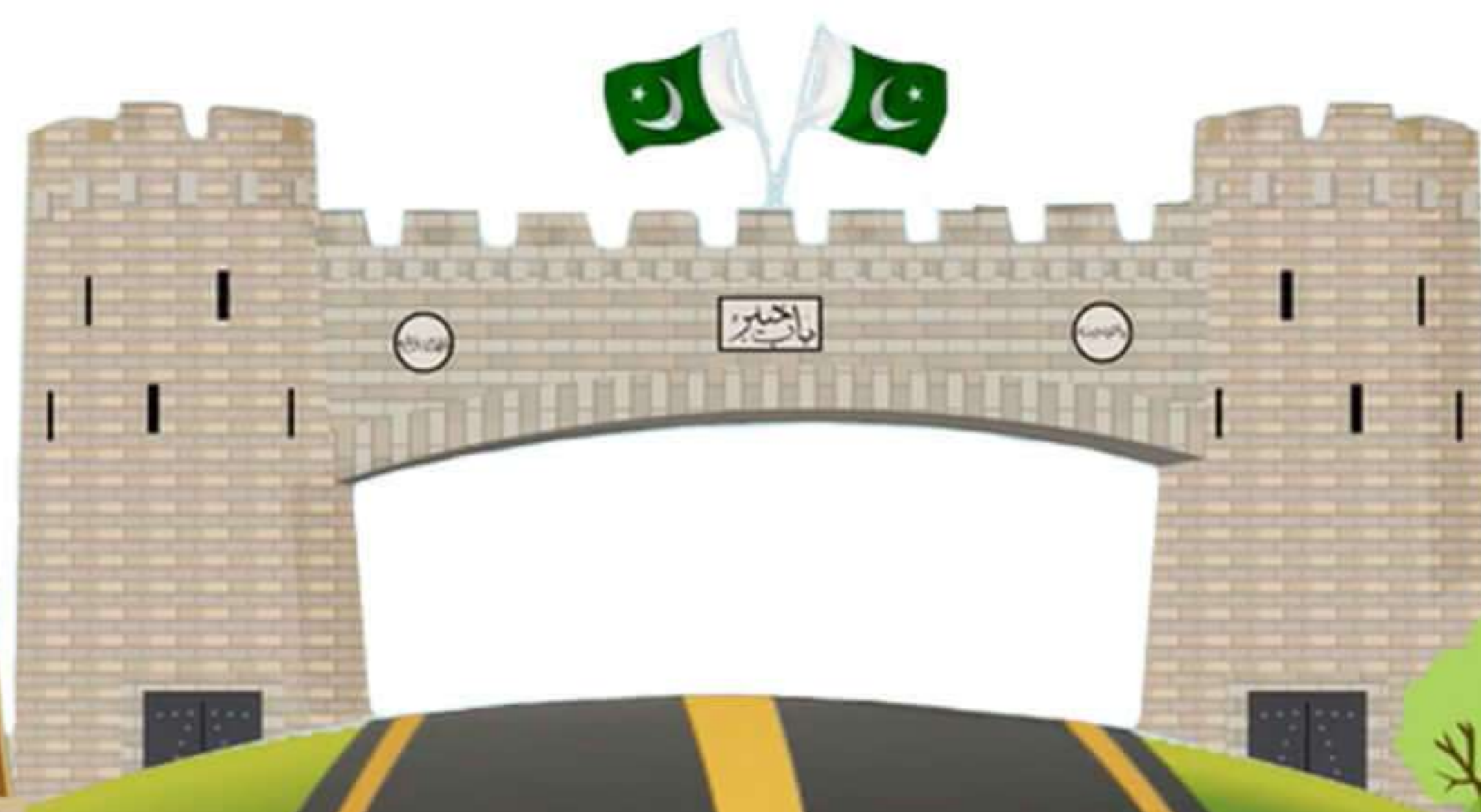
GREEN INITIATIVES



PSO is actively participating in Prime Minister's Clean & Green Pakistan mission.

Tree plantation events were held at different locations of the company across the country throughout the year. In August, 2019, MD & CEO, PSO, Mr. Jehangir Ali Shah inaugurated the tree plantation drive on 'Plant for Pakistan' day.

Furthermore, senior management of the company along with other PSO officials also participated in this campaign by planting trees across Retail Divisional offices, Company Installations, Depots and Retail outlets on nationwide basis.



COMMISSIONING OF FIRST EVER LPG INDUSTRIAL CONSUMER FACILITY



PSO has been marketing LPG under brand name of PAKGAS since 1983 focusing mainly on domestic and commercial segment, however; Industrial Segment was completely dominated by the competition. As part of aggressive marketing strategy and exemplary growth in the domestic / commercial segment with more than 260% growth and highest ever sales volumes during last 2 years, PSO's Gaseous Fuel Department planned to step into Industrial Segment through developing LPG Storage Facility with exclusive Sales Purchase Agreement with the Industrial Client.

In line with PSO's vision, a major breakthrough is achieved by PSO's Gaseous Fuel Department with the commissioning of First Ever LPG Consumer Facility in Lahore at M/s. Dynatis Pakistan Pvt. Ltd (Indus Pharma) where PSO installed 2 storage tanks of 5 MT each.

This newly developed manufacturing unit was inaugurated by Mr. Chaudhry Muhammad Sarwar, Governor Punjab and Mr. Aamer Mehmood Kiani, Federal Minister National Health Services, Regulation & Coordination and Mr. Imran Ismail, Governor Sindh also the graced the occasion.

We believe this achievement as first step towards making a mark in the Industrial Segment of LPG with many more Industrial Consumers and Commercial Customers to be on board in near future.



DIGICASH

THE BIG IDEA

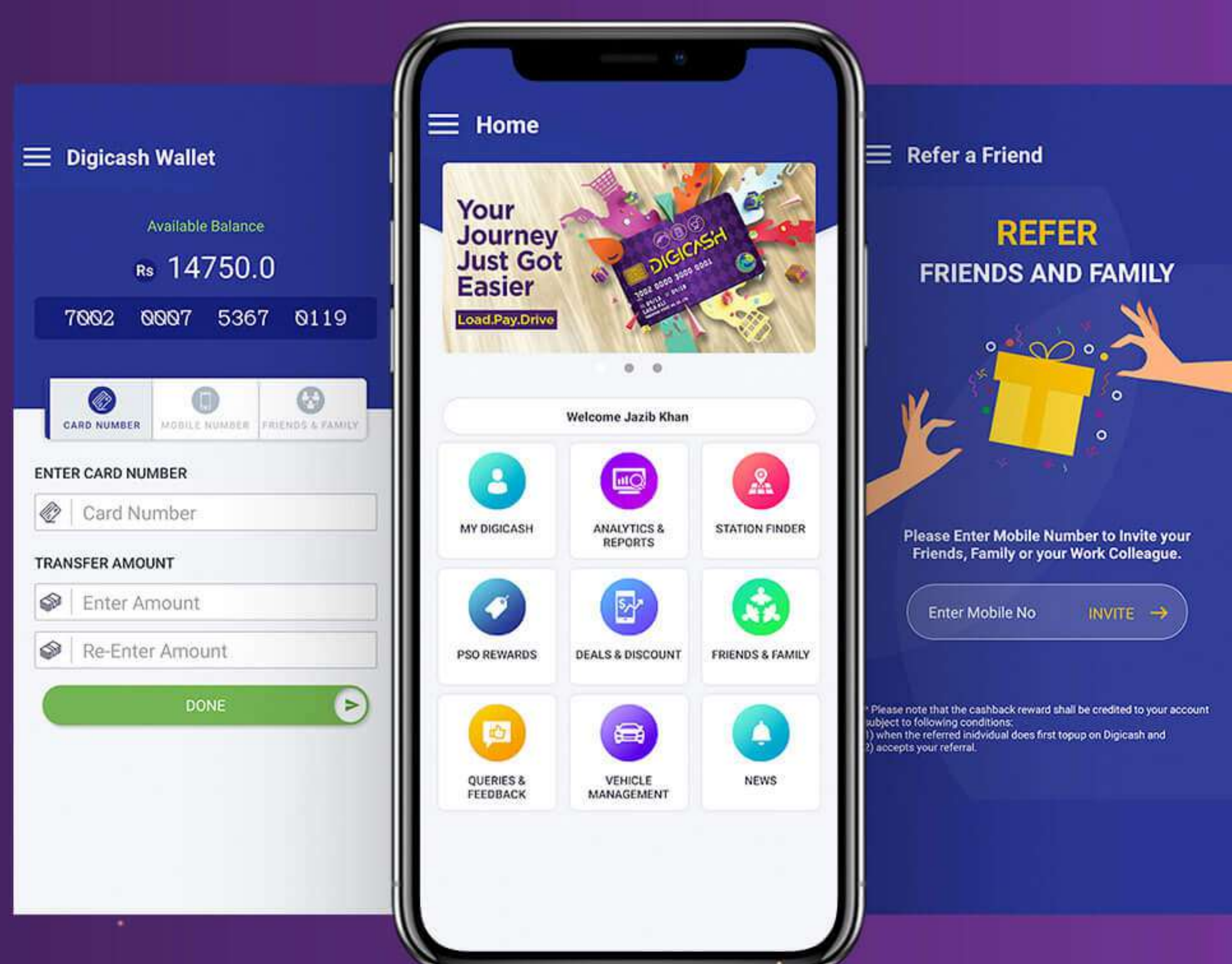
To disrupt the traditional fuelling system in Pakistan by creating & introducing a card product that does not only offer a medium to purchase PSO products but go miles ahead to provide attractive & complete fuel management solution.

THE JOURNEY

A country where the banked population is less than 20% and the population which uses Bank Cards are even lesser, the idea of Fuel Card seemed farfetched. The journey started with an extensive research which validated the idea of Fuel card and highlighted a gap in the market. PSO Cards Division started with a basic yet first of its kind Fuel card product idea for Pakistan - A reloadable card; precisely designed for motorists to manage their fuelling budget efficiently like never before. Maximizing the experience of being the market leader in B2B segment, PSO Cards Division incorporated contemporary features to DIGICASH Card which includes maximum security through EMV (Europay, MasterCard and Visa) compliant chip, instant fast issuance, loyalty programs and optional PIN Feature - A feature that is not even offered by many banks in Pakistan. These features equipped the Card side of the product. Now the task was to take the Fuel management game a step further, therefore, a mobile app was developed with the name of **FUELINK**. Fuelink is a modern, chic and user friendly app that is coupled with whole new array of novel features like Navigator, Vehicle Management, Rewards, Deals and Discounts etc. Every feature is carefully crafted with customer convenience & value addition at its core. All these features funnelled down to an attractive product which is giving PSO a competitive edge and head start in the consumer market.

The Results

PSO has disrupted the oil industry with first of its kind fuel card product. A product which is well received now. Since the launch in June, **47,000** DIGICASH Cards have been sold. More than Rs. **635 Million** have been reloaded onto DIGICASH Card and same is being consumed at PSO Retail Outlets with current consumption of more than Rs. **580 Million** through DIGICASH and we are still counting...



KASHMIR SOLIDARITY DAY



PSO employees at PSO House and PSO locations all across Pakistan observed Kashmir Solidarity Day in line with the directives from the Government of Pakistan. MD & CEO, PSO and other members from senior management of the company were also present with employees on this occasion at PSO house as well as respective PSO locations.

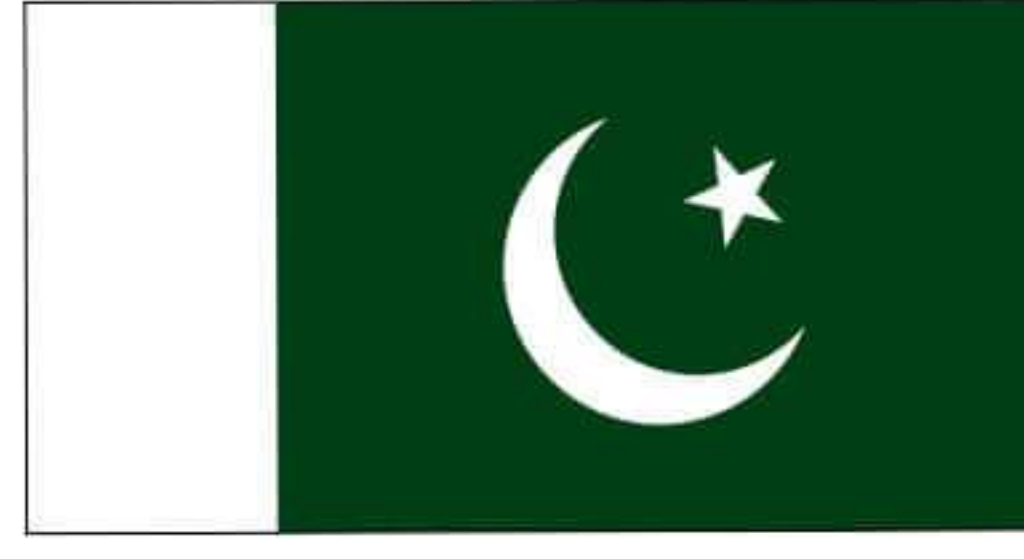


#WESTANDFORKASHMIR

PSO HSE DAY

PSO HSE Day was celebrated to raise awareness among employees regarding occupational risks and the importance of safety at the workplace. The day was organized by PSO Health Safety and Environment Department all across Pakistan at all its facilities with a theme of "Need and Benefits of adopting three of the most critical process safety elements Permit to Work, Energy Isolation and Task Risk Assessment". The event helped employees in renewing their resolve towards working safely not only for themselves but for their fellow employees as well.





PAKISTAN'S 72ND INDEPENDENCE DAY

Pakistan's 72nd Independence Day was celebrated at PSO House where SGM, Marketing, Mr. Shehryar Omar hoisted the national flag along with other officials of the company. The flag hoisting ceremony was followed by the National Anthem expressing solidarity and love for the homeland.



PSO PHILANTHROPIC INITIATIVES

Support to Kashmir Education Foundation's Banjosa Valley Public School, Kashmir

In keeping with its objective towards ensuring the provision of quality education mainly to children from marginalized backgrounds in Pakistan, PSO CSR Trust supported Kashmir Education Foundation's (KEF) School at the Banjosa Valley, Azad Kashmir through a donation of approximately Rs. 8.2 million for the construction of the ground floor of their new school building.



Mr. Yacoob Suttar, Chairperson, PSO CSR Trust, visited KEF's Banjosa Valley Public School as the chief guest. Officials participated in ground breaking ceremony, the participants from both sides, Pakistan and abroad appreciated KEF's efforts to establish various schools in rural areas of Pakistan for the provision of quality and up to date education.



Support to The Kaghan Memorial Trust's in Kaghan Memorial School, Khyber Pakhtunkhwa

In order to deliver quality to children of the serene Kaghan Valley, once devastated by the terrible 2005 earthquake, Chairperson PSO CSR Trust, Mr. Yacoob Suttar visited the Kaghan Memorial Trust's in Kaghan Memorial School, Khyber Pakhtunkhwa and inaugurated the PSO block at the premises which was built with financial support of Rs. 10 million by PSO.

Over the years, this school building (The PSO Block) will see thousands of students passing through it as they pursue their aspirations to a better life through quality education.



PSO CSR TRUST

Fatimid Foundation



PSO CSR Trust supported Fatimid Foundation for purchase of colour Doppler System for Chronic Villus Sampling and Echo Cardiography for Thalassemia Prevention & Management amounting to Rs. 6 million.

Institute of Business Administration, Karachi



PSO CSR Trust stepped forward to support the Institute of Business Administration Karachi, for Micro Entrepreneurship and Life Skills Training Program with an amount of approximately Rs. 5 million.

Institute of Chartered Accountants of Pakistan



To support Edhi CA Talent Program's, PSO CSR Trust has Extended the financial assistance of around Rs. 0.8 million.

The Indus Hospital



PSO CSR Trust extended support of approximately Rs 6 million to The Indus Hospital for purchase of one Laparoscopic Tower.

Family Educational Services Foundation



PSO CSR Trust has come forward and supported Family Educational Services Foundation's (FESF) Deaf Education Program with grant amounting around Rs 5 million for a period of one year at the FESF's Deaf Reach School in Sukkur.

Patients' Aid Foundation

Jinnah Postgraduate Medical College



For partial support for upgradation of radiotherapy machine for cancer patients, PSO CSR Trust has donated an amount of approximately Rs 34 million to Patients' Aid Foundation at Jinnah Postgraduate Medical College, Karachi.

PSO CORPORATE CAMPAIGNS

Airing PSL-4

Brand Management Department advertised corporate and product brands including Altron Premium, Carient and Blaze 4T during the live telecast of PCB's flagship event, the Pakistan Super League Season 4 on PTV Sports.

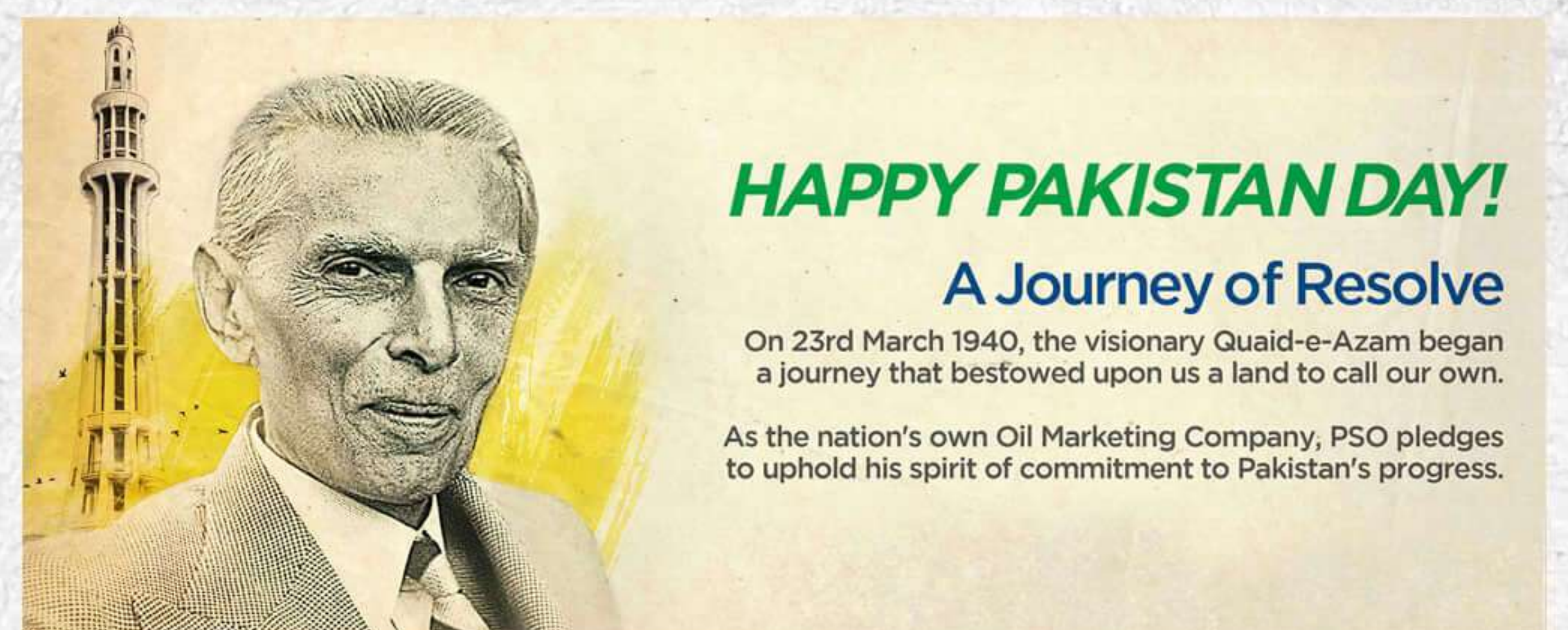


Clean and Green

Reruns were done of the Clean & Green corporate campaign on leading news and entertainment TV channels which had a public service message on cleanliness, motor biker's safety and environment preservation.

Pakistan Day

PSO also paid tribute to our Nation's Founding Fathers on Pakistan Day through the launch of a corporate campaign on traditional, digital media and on-ground activation.

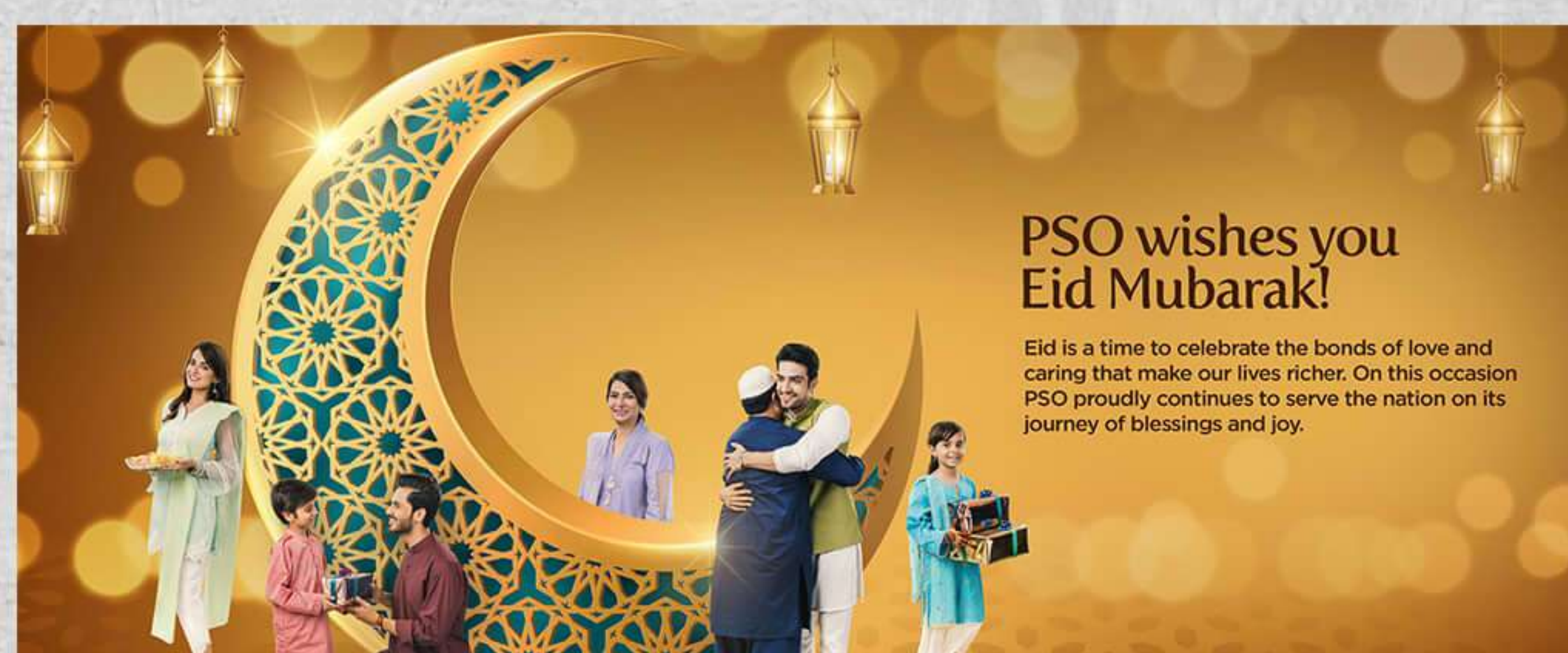


HAPPY PAKISTAN DAY!

A Journey of Resolve

On 23rd March 1940, the visionary Quaid-e-Azam began a journey that bestowed upon us a land to call our own.

As the nation's own Oil Marketing Company, PSO pledges to uphold his spirit of commitment to Pakistan's progress.



PSO wishes you Eid Mubarak!

Eid is a time to celebrate the bonds of love and caring that make our lives richer. On this occasion PSO proudly continues to serve the nation on its journey of blessings and joy.

Eid Campaign

PSO wished the nation a blessed Eid through the launch of a corporate campaign on TV, print and social media.

TRAININGS

Firefighting and Customer Care Training at Islamabad Retail Outlets

Training sessions were conducted at M/s A- One Petroleum and M/s Park view fuel stations located in Islamabad division. This training was specially designed for pump attendants to provide awareness regarding methodology of petroleum products and hazards that can be encountered at petrol pumps. Customer care and the modules were a part of the session.



SECURITY SERVICES

PSO Security Services Department remained actively involved in ensuring security at all PSO locations. Recent months had few important activities that helped in delivering better services to the stakeholders.

Mock Exercises

Mock Exercises / Drills were conducted at all PSO locations with different Law Enforcement Agencies (LEAs) to practice SOPs for befitting response to various emergency situations. It also helped LEAs to get acquainted with PSO locations.

Upgradation of Surveillance System

Following has been added:

- Walk-through gates to beef up security access at PSO Locations.
- Baggage Scanner at PSO House to facilitate employees and eliminate physical checking of bags and belongings.
- Capability of live monitoring at PSO House of all Depots and Installations has been achieved.

Contribution in Services

Improvement in business by strictly monitoring and reporting various violations to the management and concerned departments for corrective measures to benefit PSO customers with quality POL products, which include

- Maintenance, cleanliness, HSE and other related issues at Retail Outlets.
- Condition and worthiness of security equipment installed at all locations.
- Condition of Tank Lorries delivering product at various PSO locations.

On Job Training to Security Staff

High standard of professional worthiness was achieved through continuous refresher trainings of deployed security staff by vigilance staff supervised by Managers Security Services.





PSO CELEBRATED INTERNATIONAL WOMEN'S DAY

PSO Corporate Communications Department organized International Women's Day at the PSO House for its female employees.

Various guest speakers were invited at the occasion who spoke about different aspects of women empowerment at workplace and their contribution in business, economy, society and culture at large.

PSO Female Employees celebrated the event with great zeal and enthusiasm.



NON FUEL RETAIL – HAPPENINGS

PSO's Non Fuel Retail (NFR) Department has mobilized PSO's forecourts by offering strategic services to customers under one roof in accordance with the market dynamics and territorial needs, ultimately creating a "Customer Centric image" and making PSO outlets their one-stop preferred destinations.

C-Store Remodeling – Shop Stops

PSO's NFR Department takes the initiative to enrich customer experience at PSO forecourts by revamping and expanding PSO convenience store (C-store) network to establish it as a Premium Brand and give a fresh new identity and feel to these convenience stores.

The overall ambiance and outlook of the C-stores has been refreshed under the established brand name of 'Shop Stop'. The C-stores provide modern-day retailing services under PSO's one stop shop concept and appropriately cater to the needs of the customers from general to specific items.

PSO's NFR Department has revamped 40 convenience stores as of FY 19 providing international standards of quality and service at PSO forecourts. For this purpose, PSO has partnered with brands like Dunkin Donuts, Espresso2go, Green beans and others.

Branchless Banking

Branchless Banking represents a significantly convenient and cheaper alternative to conventional branch-based banking that allows financial institutions and other commercial players in the economy to offer financial services outside traditional bank premises by using alternate delivery channels like retail agents, mobile phone etc.

It actually creates a distribution model for financial services (including Money transfer, Utility Bill payments, Government funds collection/payment, corporate cash management & insurance). PSO has added these facilities at 300 retail outlets as of June 30th, 2019.



OPENING OF SHOP STOP AND OTHER MARKETING ACTIVITIES

PSO's Retail Team, Lahore, organized an event PSO's Retail Outlet in DHA Rahber, Lahore where multiple marketing activities including soft inauguration of Shop Stop, Customer Care Day, Digicash Cards sales, KFC scheme on Fully Synthetic, Ultra and Blaze4T were conducted.

BM Retail, Lahore being the Chief Guest of the ceremony inaugurated the Shop Stop as well as participated in Customer Care Day by interacting with the customers to promote on-going marketing campaigns; Digicash and KFC scheme. Officials from various other departments of PSO also joined the event and made this ceremony more energetic and effective.



PSO INTERDEPARTMENTAL FOOTBALL CHAMPIONSHIP

PSO club organize first ever 'Interdepartmental 7 aside Football Championship', 12 teams participated in the tournament. The final was contested between Product Accounts' Team (PA) and Infrastructure, Projects and Maintenance Team (IP&M).

The scores were leveled (2-2) between the teams in normal time. The match then proceeded on penalties which IP&M won 3-2 to be crowned as the winner.

Mr. Zaraq Khan, captain of the IPM Team, led from the front and was declared 'Man of the Match', whereas Muhammad Salman from PA Team was named 'Best Goal Keeper of the Tournament' and Mr. Hamza Saeed from HR Team was announced 'Player of the Tournament'.



CAREER FAIRS

As per strategic imperative to hire quality talent at PSO, representatives from HR Department marked their presence at various talent hubs to enhance PSO's employment brand and to position PSO as an Employer of Choice.

HR professionals from various prominent organizations including FMCGs, Pharmaceuticals, Media, Energy and Banking sectors etc. participated and interacted with diversified pool of students during the career fairs held.



Career fairs were held at following institutes

Lahore University
of Management
Sciences, Lahore

Bahria University,
Karachi

SZABIST,
Karachi

Lahore School of
Economics,
Lahore

Iqra University,
Karachi

Institute of
Business
Administration,
Karachi

Ghulam Ishaq
Khan Institute of
Engineering
Sciences &
Technology,
Swabi

University of
Engineering &
Technology,
Lahore

L.E.A.P INTERNSHIP 2019

PSO's summer interns selected under L.E.A.P. 'Lead Excel, Achieve, Progress' Internship Program 2019 from all across Pakistan and overseas. These interns completed their 6-week internship journey under the guidance of seasoned professionals.

PSO constantly strives to foster best practices, thereby, setting trends in the industry. It is a huge accomplishment that PSO has pioneered the launch gamified assessment this year in its selection process for internship. Moreover, promotion of the campaign was carried out at PSO's digital forums to attract prospective applicants and further enhance PSO's employment brand.



SHEIKH M. MINHAS GASEOUS FUELS DEPARTMENT TRAVEL DIARY



This summer was truly special as my family planned to visit the Heaven. This unforgettable journey started with a shining morning with the beautiful view of gigantic mountains covered with snow. The flight from Karachi landed in the beautiful valley of Skardu. We left the Airport and went straight to Shangrilla Resort, which is truly called Heaven on the Earth.

After enjoying refreshing tea at the resort, we travelled to Upper Kachura Lake and enjoyed boating which was truly amazing. What else could we wish for, when we were served hot and tasty Trout in a slightly cold evening.

After spending night at Shangrilla, we travelled next morning to Shigar Valley where we explored Cold Desert, Blind Lake, Shigar Fort and Amburiq Mosque. The 14th Century Amburiq Mosque represents the first Islamic religious monument in the Shigar Valley built by Irani craftsmen. We enjoyed delicious cuisine at Shigar Fort and bought beautiful silver jewellery with real stones. We came back to Shangrilla in the evening and enjoyed the most beautiful sky full of stars and gentle moon light.

Next morning, we explored smashing and roaring Manthoka waterfall which is 180 ft high. One cannot resist to put the feet into the chilled and crystal clear water and to pull the frozen feet back in just few seconds – the favorite activity of my kids sitting at the bank of river channel. Having a hot cup of tea with fried Trout at the waterfall made our day. We then left for Khaplu where we explored Khaplu Fort (where the famous drama 'Diyar-e-Dil' was shot), Chakhchun mosque and enjoyed the dinner at the fort.

Later, we went to pay tribute to our brave soldiers who proudly served and embraced Shahadat in Gyari Sector, Siachen. This sector is opened after almost 35 years for the tourists. Gyari Sector is located at the height of 4,000 meters.

The next day, we left Skardu to reach at the Roof of the World – Deosai Plains. Deosai is considered as the second highest plateaus in the world. It was dark, cool and rainy weather. An amazing ride throughout the Deosai Plains where we explored Satpara Lake, Chota Pani, Bara Pani and Kala Pani. Special green tea at Bara Pani and irresistible cool breeze is just unforgettable.





Last but not the least, we explored one of the most beautiful valleys, Rama in Astore. We left Rama for Gilgit and explored the junction of the Three mightiest mountain ranges. The point where the Himalayas, the Karakorum and the Hindu Kush meet. After exploring Baltistan region, we were very excited to travel across Gilgit region particularly the Naltar Valley. In the morning, we travelled to Naltar Valley where we stopped over at our hotel and after taking some rest, rented a small jeep to reach at Rainbow and Blue Lakes. It was the toughest route we covered during our journey. It was very rough, rocky, slippery, muddy and what not. After travelling almost 2 hours, we reached Rainbow Lake which has unmatched beauty with full of colors and calmness. We also saw Snow Leopardess named 'Lovely' in the WWF camp at Naltar.

The next day we visited Hopper Valley, Hoper Glacier, Karimabad Bazar, Altit Fort and Eagle Nest. View of 7 top peaks and the Hunza Valley from the top of Eagle Nest at the sunset was truly amazing. We spent almost an hour at the top point and stayed there till the sunset witnessing the beautiful view of Mountain Range and the Valley.

Our journey was coming to the end; it was our last day in the Gilgit region. While travelling towards Khunjerab Pass, we visited Passu Cones, Passu Glacier and Hussaini Hanging Bridge. Stopped over at PTDC Motel at Sost and enjoyed some snacks. We reached at Khunjerab Pass, which is at the height of approx. 14,000 ft. Walking towards the Pak-China border, the kids enjoyed Yak ride. Coming back from Khunjerab, we enjoyed Jet Ski at Attabad Lake, which was truly amazing. We reached our hotel in Minapin valley at night and enjoyed the local food.

Our journey concluded when we reached Gilgit Airport from Minapin early in the morning for our flight to Islamabad.

This way our amazing and unforgettable tour came to an end with the beautiful view of Nanga Parbat Peak from the plane and the lovely memories. It was truly a trip to Heaven, Heaven on Earth.

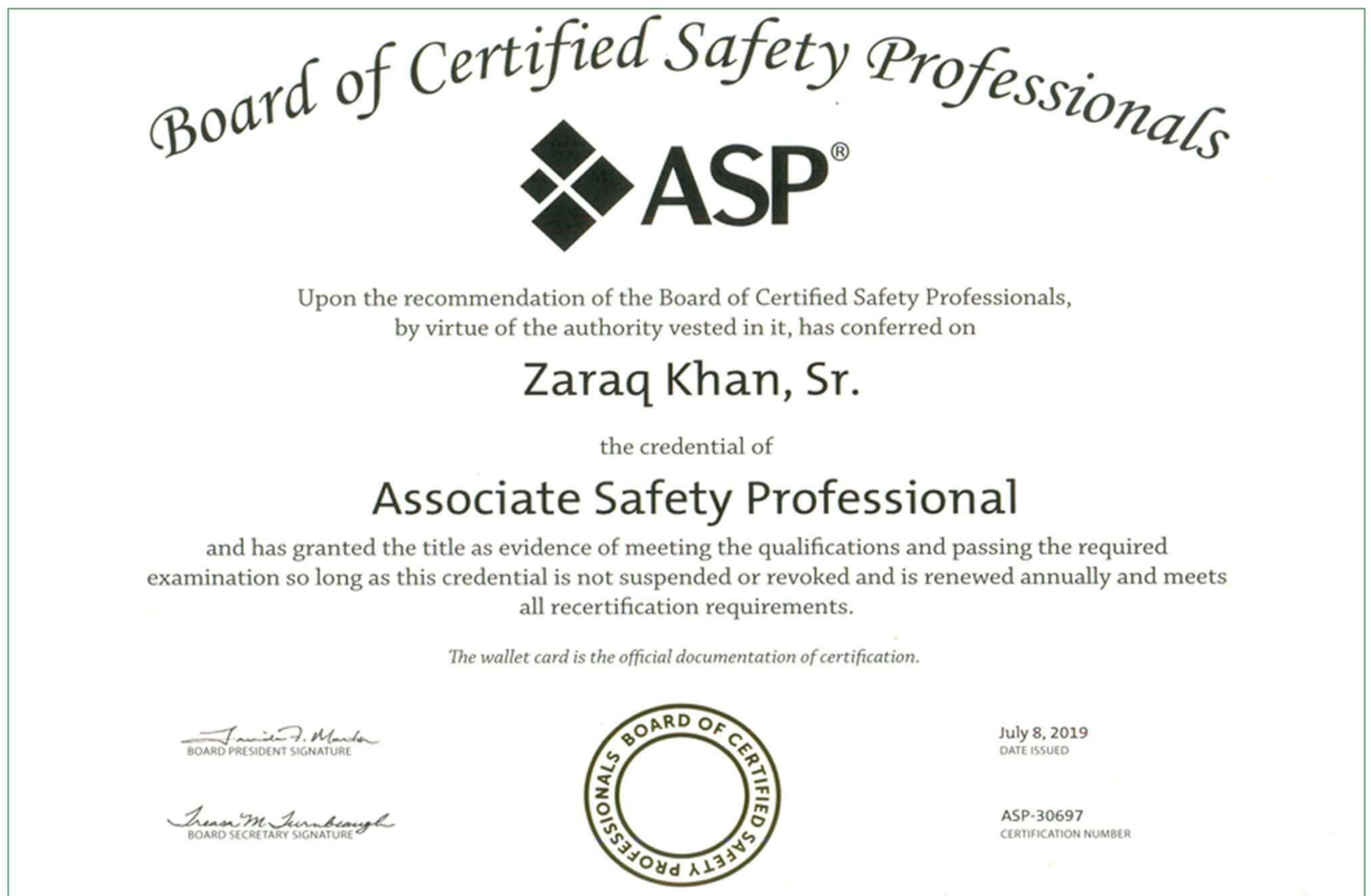
PERSONAL CONTRIBUTIONS ZARAQ KHAN

Infrastructure, Projects & Maintenance 'IP&M' Department



Personal Career Achievement

With the grace of Allah, Mr. Zaraq Khan has successfully passed his ASP (Associate Safety Professional) certification which is known as the gold edition of certification in Health and Safety, recognized by BCSP (Board of Certified Safety Professionals), USA.



TREAT YOUR RIDE, TREAT YOURSELF



GET AMAZING DISCOUNTS AT KFC WITH THE PURCHASE OF PSO LUBRICANTS

Buy 4 Litre
Carient Fully Synthetic OR Ultra




Buy 3 Litre
Carient Ultra



Buy 700ml
Blaze 4T



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