



# 12<sup>th</sup> EDITION APRIL-JUNE 2023



PSO & PARCO SUPPLY  
CHAIN AGREEMENT

BEST CAMPAIGN  
OF THE YEAR

LPG FACILITIES  
AT FORECOURTS

COFFEE WAGERA &  
OD PARTNERSHIPS

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## AWARDS & ACHIEVEMENTS

### STATE-OF-THE ART LABORATORY ENDORSEMENT



Quetta State-of-the-Art laboratory endorsed by Chairman OGRA

Being the pioneer of Lab services, PSO established a new state-of-the-art portable fuel testing laboratory at Quetta. Chairman OGRA, Mr. Masroor Khan along with Mr. Zain ul Abideen Qureshi (Member- Oil) & Meherullah Mari (OGRA Quetta Representative) visited the depot and endorsed its standards with regards to HSE protocols, housekeeping of the location & the overall operational activities.

### PAKISTAN DIGITAL AWARDS



PSO Carient S-PRO wins Jury Award for the Best Campaign of the Year

PSO Carient S-PRO bagged the Jury Award for the Best Campaign of the Year at Pakistan Digital Awards 2023. The impact of the PSO Carient campaign was extraordinary, leading to a significant surge in brand awareness, customer engagement, and ultimately, an impressive increase in new customers.





# IN THIS SECTION

Aviation, Marine & Exports  
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## KEY PERFORMANCE HIGHLIGHTS

### AVIATION, MARINE & EXPORTS



PSO conducted Advanced Petroleum Course 54 for Pakistan Army ASC School officers at Karachi Airport

#### Milestones achieved:

- Maintained the leadership position in the Jet Fuel industry by achieving market share of 98% against a target of 95.5%.
- Earned a gross margin of Rs. 1,124 mn in Jet Fuel against a target of Rs. 998 Mn, an increase of 12.6%.
- Successfully commenced refuelling at new locations i.e. Quetta, Sukkur & Nawabshah Airports.
- Increased customer base with the addition of Ethiopian Airlines & JSC Air Company Scat, a Kazakhstan airline.
- Increased customer base by adding Ethiopian Airlines & JSC Air Company Scat a Kazakhstan airline.
- Maintained a 100% supply of specialized HSD to the entire Pakistan Naval fleet. Additionally, catering entire HSD requirement of KPT sea crafts.
- Sold 11,582 MT against a target of 8,963 MT (an increase of 29%) & earned profitability of Rs. 131.4 mn against a target of Rs. 91 mn (an increase of 44%).

### GASEOUS FUELS

- a. Achieved highest ever LPG sales of 40,320 MTs and a growth of over 3% against the industry growth.
- b. Attained highest ever LPG gross margin of 640 Mn against Target of Rs. 360 Mn (+77%).
- c. Successfully partnered with 6 new retail outlet dealers for cylinder exchange facility.
- d. Onboarded 27 new LPG distributors and 13 new LPG industrial/commercial customers.
- e. Commissioned 2 new LPG hospitality arrangements at Mansehra and Gujranwala.



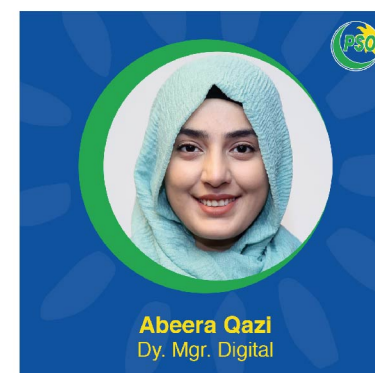
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Welcoming New Talent Onboard

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## NEW JOINERS

WELCOMING NEW TALENT ONBOARD





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## COLLABORATIONS & AGREEMENTS

### STRENGTHENING THE SUPPLY CHAIN

Mehmood Kot, Faisalabad and Machike (MFM) Transportation Agreement between PSO & PARCO



*PSO & PARCO join hands to strengthen the country's petroleum supply chain*

In an effort to strengthen the country's energy supply chain, PSO, signed an agreement with Pak-Arab Refinery Limited (PARCO) for the transportation of High-Speed Diesel Oil (HSD) and Motor Gasoline (MG) from Mehmood Kot, Faisalabad & Machike (MFM) pipeline system.

The MFM Transportation Agreement was signed off by Syed Muhammad Taha, MD & CEO PSO, and Mr. Shahid Mehmood Khan, MD PARCO.

This alliance will enable the transportation of petroleum products in an environment-friendly and cost-effective manner, improving overall environment and safety while strengthening the national petroleum supply chain.

### ENHANCING CUSTOMER EXPERIENCE

#### NON-FUEL RETAIL (NFR) ALLIANCES

Understanding the power of Non-Fuel Retail (NFR) collaborations to drive footfall and revenue, PSO is committed to forming strategic partnerships to create a compelling customer experience, attracting more visitors and boosting revenue generation.

This quarter witnessed the accomplishment of a significant milestone by the company with successful partnerships formed with Coffee Wagera (CW) and O Donuts (OD), solidifying their presence at the company's outlets.



- PSO joined hands with "Coffee Wagera" for the deployment of the cafe's first outlet at Q-star, Karachi.
- After a successful collaboration at Stadium Petroleum and BTK-1 fuel stations, Karachi, OD is now available at COCO 79, Lahore.



## MEPCO BANK GUARANTEE (BG) FOR PSO CARDS



*MEPCO grants business to PSO Cards through Bank Guarantee (BG)*

In its continuous efforts to enhance the sales volume, PSO Cards won the business of Multan Electric Power Company (MEPCO) through Bank Guarantee amounting to Rs. 100 million. The Guarantee was presented to Mr. Akmal Chahal, Regional Head Cards Central Division, Lahore in a ceremony held at MEPCO office, Multan.

This alliance will provide opportunities for further enhancing sales volumes and market share by enabling PSO to enter into business with other regions of MEPCO, considerably increasing additional business and eventually PSO's market share.

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■ Creating A Digital Impact

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# MARKETING INITIATIVES

## CREATING A DIGITAL IMPACT

### Mother's Day Campaign



Mother's Day Digital Campaign

PSO honoured and celebrated the incredible women who have nurtured, guided, and inspired us throughout our lives. A digital campaign was launched for the occasion which engaged the audience through a competition. The response to the campaign was overwhelming, with hundreds of entries coming in to express gratitude and love for the special women in their lives. The winners of the campaign were awarded with giveaways for their beloved mothers.

### Father's Day Campaign



Father's Day digital campaign

PSO's Father's Day Campaign, #ZidHouTouAesi, was an overwhelming success, touching the hearts of countless individuals. The campaign's essence revolved around celebrating fathers and their invaluable contributions to our lives. The flood of heartfelt stories and memories poured in through various social media platforms and PSO trended on Twitter on Father's Day. The campaign managed to score above expectations in terms of reach:





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INFRASTRUCTURE ENHANCEMENT

## INFRASTRUCTURE ENHANCEMENT

### LPG FACILITY AT FORECOURTS



1<sup>st</sup> branded flagship outlet of PAK GAS inaugurated at M/s Dar & Co., Ali Pur Chatta, Gujranwala



Cylinder Exchange Facility inaugurated at Nasir Filling Station, Pasrur, Gujranwala



## BRINGING PSO CLOSER TO CUSTOMERS- RETAIL NETWORK EXPANSION

### Gujranwala



Royal Palm filling station inaugurated by Mr. Gul Hassan, Divisional Manager CS, Gujranwala

### Karachi



Ibrahim filling station inaugurated by Raja Imranullah, DCCO (South), Karachi

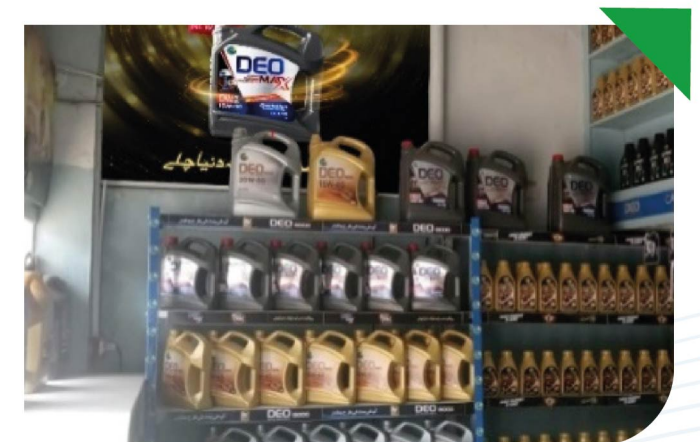
## IMPROVING CUSTOMER EXPERIENCE



New Oil Change facility with Customer Lounge inaugurated by Mr. Jawad Shah, DCCO (North), Mr. Mian Shakeel, RHCS (North) and GM (Lubricants and Chemicals) at PSO station M/S Awan Associates, Islamabad



Shop Stop inaugurated by Mr. Jawad Shah, DCCO (North), Mr. Mian Shakeel, RHCS (North) at M/s Sardar F/s-Panjgran



Newly launched lubricant shop, Lube Zone, operated by hi-street distributor in Garden, Karachi



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## CSR INITIATIVES

### BUILDING FUTURE GENERATIONS

Karachi Vocational Training Centre (KVTC)



*PSO joined hands with KVTC to enable 10 intellectually challenged students to play an active role in the society irrespective of their disability*

The Citizen Foundation (TCF)



*PSO extended its support to 6 TCF campuses by providing education through purpose-built schools for slum communities. This support enabled 1503 underprivileged children from surrounding villages to receive quality education*

Sundar STEM School



*5 intellect students with expertise in mathematics and computer science were supported by PSO to become graduates in STEM related fields*

### GIVING BACK TO THE COMMUNITY



*A ration distribution drive was conducted for 3000+ contractor employees to ease their financial burden and ensure access to basic sustenance requirements*



## PSO CARES

### Bait Ul Sukoon Cancer Hospital



PSO joined hands with Bait-ul-Sukoon Cancer hospital to support 50 cancer patients in their chemotherapy treatment allowing them access to free treatment and medicines

### Child Aid Association



PSO provided hope to 10 children by supporting their cancer treatments

### Muhammadi Blood Bank & Thalassemia Centre



PSO aimed to enhance the quality of life and improve healthcare delivery through the provision of 200 infusion pumps for thalassemia patients

### Swabi Thalassemia Centre



PSO partnered with the Swabi Thalassemia Centre in Swabi, Mardan, to provide blood transfusion facilities to patients with blood disorders and a hope for the families of the affected

### Free Eye Camp for Contractor Employees



A free 'Eye Camp' was set up at PSO House for 200+ contractor employees, providing free eye checkups, consultation, computerized screening, and treatment medicines

### Health & Nutrition Development Society (HANDS)



In collaboration with HANDS, support was extended to 10 government girls' schools in slums and rural areas across the country for access to sanitation facilities



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# EMPLOYEE ENGAGEMENT

## TOWARDS A SUSTAINABLE FUTURE

### World Environment Day



World Environment Day, 'Beat Plastic Pollution' celebrated across PSO facilities

Pledging for a greener environment, PSO celebrated World environment day 'Beat Plastic Pollution' in line with the global annual event. An awareness session by the founder of Clifton Urban Forest and the Marine Conservation Company was held at PSO House along with the distribution of saplings and cloth bags. Other facilities celebrated the day by planting trees and raising awareness about environmental issues and measures to reduce carbon footprint.



## HEALTH & SAFETY FOR ALL

### World 'No Tobacco Day'



World 'No Tobacco Day' 'We need Food, Not Tobacco' celebrated across PSO facilities

### International Firefighters' Day



International Firefighters' day observed at PSO facilities in the Central region

## HSE & QA TRAINING & AWARENESS SESSION



HSE activities conducted at Aviation Stations across the country



Comprehensive training session on quality controls conducted for PAF officers at Islamabad Airport





Evacuation Drill conducted at PSO House as part of Emergency Response plan to familiarise staff with the safety procedures to be followed during an emergency



Fire drills conducted by PSO & in collaboration with other companies to ensure MAERP preparedness and to share best fire fighting practices



Emergency Response Plan (ERP) drills conducted with Attock police, CTD, Rescue 1122, Fire Brigade, NHMP and other law enforcement agencies across PSO Facilities



HSE training session conducted for Army officers during POL Training Course on HSE Management Systems and Practices implemented at PSO





Training session on Biker's safety & KYT training (Cars Module) conducted in collaboration with Atlas Honda at Regional Office Lahore



Awareness & training on safe practices such as Permit to Work, toolbox talk, and work at height etc. with MHK project team to equip staff with the necessary knowledge & skills to work safely & avoid accidents



HSE training conducted at PSO retail outlets

## CONNECTING WITH CUSTOMERS



Two Call & Contribute sessions were conducted which provided an opportunity for the call center representatives to observe, interact with and learn from members of the senior management as they expertly handled customer queries and complaints in real-time



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Engaging Customers at the Forecourts

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## GLIMPSES OF REGIONAL ACTIVITIES

### ENGAGING CUSTOMERS AT THE FORECOURTS



Customer Care Days focused on driving lubricants at PSO Forecourts



PSO at the Lube Mela Multan



### Giving back to the community -Road Safety Campaign



Mr. Jawad Shah, DCCO (North) & Mr. Mian Shakeel Ahmad, RHCS (North) interacted with customers and educated them on road safety practices & HSE and also distributed Road Safety Kits to valued customers

### Product Knowledge Session with M&P Sales Team



Product Knowledge Session held with M&P Sales Team for product knowledge, collaboration, information sharing, and alignment with PSO's vision and objectives

### Dealers Meeting



Dealers' Meetings regarding plan for improvement of forecourt facilities & immediate response to customer complains

### Driving Lubricants at Forecourts



Promoting lubricants at PSO outlets to encourage trials & conversions

### World Motorcycle Day



World Motorcycle Day celebrated with free oil change facility and free fuel on the purchase of lubricants. Helmets were also distributed to winners of the lucky draw.

### Visit to JIMCO



Visit of Sectary Petroleum, MD PARCO, and DCCO Central to JIMCO



### Filling Operations at SherShah Depot



*Commencement of Filling Operations at SherShah Depot*

### Customer Feedback Survey



*Online Customer Feedback Survey conducted at COROs*

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- Family Achievements
- Recreational Activities

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EMPLOYEE CORNER



# EMPLOYEE CORNER

## MILESTONES

**Haseeb A. Khan**  
Divisional Manager Cards, Central



Guest Speaker at University of the Punjab on "B2B Advertising & Sales – A Practical Approach"

**Usman Ali Qadri**  
Territory Manager, Consumer Business



Online Course on 'Managing Project Stakeholders' completed through LinkedIn Learning

**Muhammad Asim**  
Assistant Manager, Quality Assurance



Completed "Introduction to Molecular Spectroscopy" course on Coursera

**Syed Omar Qazi**  
Information & Operations Technology



'SAP S/4HANA Sales 2021 Upskilling Certification for Application Associate



**Muhammad Abdullah Rana**  
Assistant Manager,  
Project Management  
& Construction  
Department Central

Achieved Stipendium Hungaricum scholarship for M.Sc in Engineering Management from Budapest University of Technology & Economics in Budapest, Hungary.

## FAMILY ACHIEVEMENTS

**Daughter of Ali Rizwan Sulehri**  
Territory Manager, Consumer Business



Congratulations on Starting School Zahra!

## RECREATIONAL ACTIVITIES

**Doris Dias**  
Confidential Secretary, Lubricant & Chemicals



Doris Dias river rafting with family at Kunhar River, Naran



**Talha Sheikh**  
ERT  
Supervisor,  
HSE

'Fire Protection Facilitator' certification