

13th EDITION JUL-SEPT 2023











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PSO TIMES

Brand Marketing
Aviation, Marine & Exports

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KEY PERFORMANCE HIGHLIGHTS

BRAND MARKETING

Milestones achieved:

Corporate Brand

- Achieved an impressive 57% Top of Mind (TOM) score and an outstanding 99.7% brand recall rate, demonstrating exceptional performance in a highly competitive market.
- · Maintained market dominance, showcasing an impressive brand equity index of 5.8.

Lubricants

- Maintained a brand recall of 79% in PCMO, 85% in DEO, 87% in MCO.
- Achieved record breaking brand equity of 2.4 in PCMO and 3.7 in DEO compared to the past 5 years, while maintaining 2.1 equity in MCO – reflecting our commitment to excellence.

AVIATION, MARINE & EXPORTS

Milestones achieved:

- Maintained leadership position in the jet fuel industry by achieving market share of 99.7%.
- Earned gross margin of Rs. 1,397 Mn against a target of Rs. 1,275 Mn, an increase of 9.6%.
- · Increased customer base by adding LLC Air Company, Somon Air, a Tajikistani private airline.
- Maintained 100% supply of specialized HSD to the entire Pakistan Naval fleet. Additionally, also catered to the entire HSD requirement of KPT sea crafts, selling 6,615 MT & attaining profitability of Rs. 95.6 Mn.

PSO TIMES 13™ EDITION O2

■ Welcoming New Talent

04

WELCOMING NEW TALENT























































Celebrating the Spirit of Freedom
Sponsorships

08 10

EVENTS & CELEBRATIONS

CELEBRATING THE SPIRIT OF FREEDOM

PSO united its employees and their families at the head office to ignite a remarkable spirit of patriotism during the Independence Day celebration.

The event commenced with a dignified flag hoisting ceremony, symbolizing the collective devotion towards the nation. The sight of the flag soaring high in the sky evoked a sense of pride and unity among all attendees. Following the ceremony, a breakfast was shared, creating an environment of warmth and camaraderie that strengthened the bond of togetherness. This celebration served as a powerful reminder of the shared values and deep-rooted patriotism that resonates within the PSO family and the nation as a whole.

The Independence Day celebration surpassed all expectations this year as it extended its vibrant spirit beyond the confines of our office premises. Our commercial team organized a 'Best Decorated' retail outlet competition, which unleashed an abundance of creativity and festivity among our esteemed dealers. The result was a breath-taking transformation of our fuel stations into awe-inspiring showcases of patriotism and pride.

The exceptional displays at the event not only showcased our unwavering dedication and enthusiasm for Pakistan, but also highlighted our commitment to fostering strong relationships with our business partners. It was evident from the overwhelming support we witnessed on-ground that our focus extends beyond mere business success. We are determined to establish a solid foundation with our partners, ensuring mutual growth and prosperity.







Independence Day celebration at PSO house

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Celebrating Independence with customers at PSO forecourts

SPONSORSHIPS

Pakistan Society of Sugar Technologists (PSST)

The Pakistan Society of Sugar Technologists (PSST) is a community comprising of highly skilled professionals in the fields of sugar technology and agronomy spanning across a wide range of sectors, including sugar mills, allied industries, commercial organizations, and research institutions, both within Pakistan and internationally.

To promote the exchange of knowledge and expertise, PSST regularly organizes conventions, workshops, and seminars to create a collaborative environment where professionals can come together, share insights, and learn from one another.

PSO being committed to enhancing the sugar industry and driving its progress, participated at PSST 2023 to foster a culture of continuous advancement and facilitate the dissemination of the latest research and technological advancements.





PSO sponsored the 54th Annual Convention organised by PSST

Chief of Naval Staff Open Golf Championship

As the leading OMC in Pakistan, PSO sponsored CNS Open Golf Championship this year. PSO has always been dedicated to supporting various sports to not only promote a healthy and active lifestyle but also nurture the growth of sports in our beloved nation.





PSO sponsored the 27th CNS Open Golf Championship at the Karachi Golf Club

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Strengthening the Supply Chain Gearing up for Growth

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COLLABORATIONS AND AGREEMENTS

STRENGTHENING THE SUPPLY CHAIN

Taking yet another step in energizing the future of Pakistan, the national energy giant – PSO joined hands with China Road and Bridge Corporation and Monarch Mena to spearhead a consortium of the country's leading oil & gas players to set up the nation's largest oil refinery in collaboration with Saudi Aramco.

The consortium, including Pakistan State Oil (PSO), Oil and Gas Development Company Limited (OGDCL), Pakistan Petroleum Limited (PPL), and Government Holdings Private Limited (GHPL) will implement a joint investment strategy, attracting foreign investment from leading oil & gas companies worldwide through equity participation.

The project's objective is to establish an integrated and state-of-the-art USD 10 billion Greenfield Refinery and petrochemical complex in Balochistan, with a minimum processing capacity of 300,000 barrels per day (BPD).



PSO leads the consortium of Pakistani Oil giants to set up the nation's largest oil refinery through the Greenfield Refinery project in partnership with Saudi Aramco

GEARING UP FOR GROWTH

In a thrilling collaboration, Mechanic on Wheels (MOW), a leading preventive maintenance and auto repair service in Karachi, Lahore, and Islamabad, has strategically partnered with PSO lubricants. This exclusive alliance empowers MOW to promote top-tier products, offering a chance to boost trials and elevate our portfolio perception. Our goal is to set a new standard in automotive services, and this exciting journey has just begun.



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7x higher response on PSO ON Wheels! PSO on your Fingertips! – Digicash Wallet Launch

MARKETING INITIATIVES

7X HIGHER RESPONSE ON PSO ON WHEELS!



PSO on Wheels made a glorious comeback, capturing everyone's attention, and not just because of its unique mobile nature. The mission was clear: increase awareness about the service and attract enthusiastic participants for lubricant trials.

And the outcome? A remarkable sevenfold increase in response, with orders skyrocketing from a modest four per month to an astonishing 87 for the entire quarter!

The campaign was launched with attention-grabbing collaterals that surprised car owners, effectively piquing their curiosity about the service.





In an exciting sequel, PSO on Wheels went above and beyond by organizing surprise car washes for parked vehicles in bustling locations such as malls, apartments, and offices.

To create a buzz, they adorned these cars with eye-catching funky sunglasses. This ingenious approach led to the interception of over 200 car owners, making significant strides in raising awareness for the service and facilitating quicker conversions getting a lot of user generated content (UGC).

To further drive conversions and trials of the service, an enticing promo of free oil filter, car wash, vacuum cleaning, along with wax polish on every oil change was offered to entice customers.



PSD TIMES 13™ EDITION 14

PSO ON YOUR FINGERTIPS! - DIGICASH WALLET LAUNCH

The DIGICASH Wallet internal launch event took place at PSO House with the aim of generating awareness for the mobile app and promoting downloads.

The launch proved to be a resounding success, as it garnered over 300 customer connections and resulted in more than 200 app downloads.

DIGICASH activation follows an ever-present digital strategy, designed to ignite excitement through captivating teasers, compelling promotions, and informative articles.













IN THIS SECTION

Fuelling the Needs of the Nation Fuelling the Air, Land & Sea

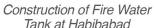
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INFRASTRUCTURE ENHANCEMENT

FUELLING THE NEEDS OF THE NATION







Rehabilitation of Tank at Sihala

PSO is continuously investing in the rehabilitation and expansion of its storage infrastructure to bolster its robustness. These efforts ensure a steady and uninterrupted supply of fuel, which is crucial for driving the nation's progress.

INFRASTRUCTUAL PROGRESS:

- Rehabilitation of 4 storage tanks with a cumulative capacity of 24 KMT at Sihala, PMY and BOT
- Construction of a new fire water tank of 650 KL capacity at Habibabad depot
- Upgradation of fire-fighting system capability in compliance with international standards at Habibabad depot
- Completion of 2 strategic and national importance projects at Sihala terminal: combi loading system & rehabilitation work on SKO tank

FUELLING THE AIR, LAND & SEA

PSO, the market leader in jet fuel with a 98% share and operating at 14 major airports across the country, aims to facilitate both domestic and international airlines in expanding their flights to and from Pakistan with an aim of boosting tourism and stimulating economic growth.

With the largest footprint in the aviation business, PSO's feat has been magnified by the addition of the Skardu & Quetta airports.

Going beyond, PSO has also taken on the Operations & Management of the Sukkur and Nawabshah Airports.

Skardu

Syed Taha, MD & CEO of PSO, said, "With over 40 years of experience in aircraft refuelling, PSO has been at the forefront of supporting Pakistan's aviation industry. This new facility exemplifies our unwavering commitment to meet the dynamic energy requirements of our country. We take immense pride in fueling Skardu's growth as a thriving tourism hub and remain committed to driving the future of Pakistan's tourism industry. We would like to express our gratitude to CAA for their constant support throughout this remarkable journey."





Inauguration of refuelling operations at Skardu International Airport by Syed Taha, Managing Director & CEO, PSO & Mr. Khaqan Murtaza, Director General, CAA

Quetta





Inauguration of refuelling operations at Quetta International Airport by Mr. Khawar Jillani, GM Aviation, Marine & Exports

Karachi



Inauguration of state-of the-art truck wash facilty at Zulfiqarabad Oil Terminal by Syed Taha, Managing Director & CEO at Karachi



Ahmad Brothers inaugurated by Syed Taha, Managing Director & CEO at Karachi

Islamabad



Nasir filling station inaugurated by Mian Shakeel Ahmad RHCS (North) at Bewal Gujjar Khan

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Building Future Generations
Giving Back to the Community
PSO Cares

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CSR INITIATIVES

BUILDING FUTURE GENERATIONS

Karachi Vocational Training Center (KVTC)

PSO warmly welcomed differently-abled students from KVTC in a special event that exuded creativity and inspiration.

In this vibrant gathering, these remarkable individuals showcased their remarkable abilities, leaving no doubt that it was a genuine celebration of their unique talents. The event served as a powerful testament, demonstrating that every stroke of their artistic expression and every print they created carried with it a profound imprint of resilience and boundless creativity.















Deaf Reach Session

Mr. Richard Greay, the visionary founder and Director of Deaf Reach, shared a heartfelt narrative that painted a vivid picture of dedication spanning 50 years. His journey was a tapestry woven with profound stories that went beyond simply educating deaf children. It was about nurturing lives, improving the quality of existence, and empowering students to embrace a life filled with possibilities.

One shining example of the transformative impact of Deaf Reach is Mr. Salman Siddiqui, a remarkable employee of PSO. He stands as living proof of the success achieved in empowering students to become valuable contributors to society.





Tehzibul Akhlaq Trust

In 1961, Tehzibul Akhlaq Trust was founded by alumni of Aligarh Muslim University with a noble purpose - to provide quality education to underprivileged individuals throughout Pakistan. This non-profit organization holds a strong commitment to empowering the youth from disadvantaged communities in Sindh, Balochistan, Gilgit, AJK, and Waziristan.

Recognizing the importance of equal access to education, PPSO has sponsored 25 students in the outreach program. These students, who may have otherwise been deprived of educational opportunities, now have the chance to pursue their dreams and fulfill their potential.

Together, Tehzibul Akhlaq Trust and PSO are working hand in hand to ensure that education becomes a right, not a privilege, for every individual in Pakistan.



GIVING BACK TO THE COMMUNITY

Health Dispensary and Water Filtration Plant

PSO and HANDS are joining forces to create a healthcare dispensary that aims to provide free essential medical services to the community. This includes initial diagnosis, free medicines, and lab tests, ensuring that basic healthcare needs are met without any financial burden.

In addition, PSO will go the extra mile by installing a water filtration plant at their Shikarpur Installation, guaranteeing the availability of purified water for the general public, promoting a healthier and safer environment.



Shaukat Khanum Memorial Trust

In an effort to improve accessibility and enhance healthcare services for women, PSO has teamed up with the Shaukat Khanum Memorial Trust, dedicated to providing cancer care with proximity and convenience for patients. Together, PSO and SKMCH are working diligently to construct a state-of-the-art reception and waiting area in the women's imaging unit at SKMCH&RC in Karachi.

This collaboration is a testament to their shared commitment to ensuring that women have easy access to the healthcare treatments they require. By creating a dedicated space for reception and waiting, patients will experience a more seamless and comfortable journey towards their healthcare needs.



PSO CARES

Forestation at Pipri Marshalling Yard

PSO's forestation initiative at Pipri Marshalling Yard, involving the planting of approximately 12,000 trees, demonstrates a commitment to reducing negative environmental impacts and improving the overall quality of life and well-being. This forward-thinking endeavour serves as a significant stride towards minimizing harm to the environment while fostering a healthier and more prosperous future for all.

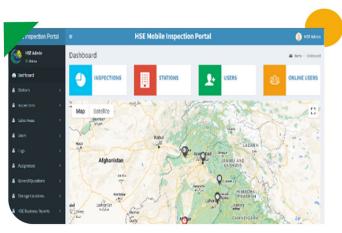
HSE Initiatives
HSE & QA Trainings & Awareness Sessions

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EMPLOYEE ENGAGEMENT

HSE INITIATIVES

Launch of HSE Inspection Application



The HSE inspection application for retail outlet audits has been developed to streamline the auditing process, automate report generation, and record required compliances in a digitalized manner

Launch of Stop Card





In order to cultivate a safety-conscious workplace and empower employees to take charge of their own well-being, PSO has implemented a Stop card system.

This system is built on the principles of stopping, notifying, correcting, and resuming, and serves as a proactive response to any unsafe work actions or conditions.

HSE & QA TRAININGS & AWARENESS SESSIONS





Sky-high safety: Meticulous health, safety, and environmental activities conducted across aviation stations, ensuring safe operations for all employees

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With the aim of improving safety measures, the National Highway & Motorway Police recently organized a workshop on Defensive Driving & Road Safety at Islamabad International Airport focusing on the importance of taking proactive measures to prevent accidents caused by potential hazards and the actions of other drivers





Advanced fire-fighting training conducted across various PSO locations on techniques and practical emergency response to fight fires





A refresher session for floor wardens on their responsibilities during emergency evacuation scenarios conducted at PSO House





A significant milestone of achieving 500,000 Safe Man Hours celebrated at ZOT where all 4 tanks with a cumulative capacity of 153,000 MT capacity were rehabilitated without any accident



Hazard Identification and Risk Assessment (HIRA)Training conducted to proactively identify workplace hazards, evaluate associated risks, and develop effective strategies for risk management



Comprehensive training on fire prevention and first-aid procedures and joint mock drills for firefighting held at various PSO LPG Plants



To ensure the safety and efficiency of our operations around the clock, PSO conducted comprehensive awareness sessions for various stakeholders on Personal and Process Safety Parameters (PTW, MOC, RMS etc.), HSE Policies, Systems, Procedures and their compliance, Firefighting, and Emergency Response

Driving Lubricants at Forecourts - Lube Extravaganza
Customers at the Heart of PSO - Customer Care Days
Distributor Training

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GLIMPSES OF REGIONAL ACTIVITIES

DRIVING LUBRICANTS AT FORECOURTS -LUBE EXTRAVAGANZA











Lube Gala held at Bahria IV FS, Rawalpindi where 153 premium oil changes were achieved, marking the highest ever oil changes at a forecourt in a single day in the North region



Lube Gala held at Exclusive Rangers Filling Station where 313 premium oil changes were achieved, marking the highest ever oil changes at a forecourt in 2 days in the central region

CUSTOMERS AT THE HEART OF PSO - CUSTOMER CARE DAYS







PSO forecourts proudly celebrate Customer Care Days as a means to elevate customer satisfaction while creating widespread brand awareness for PSO's range of lubricants

DISTRIBUTOR TRAINING





M&P takes the lead in conducting distributor training, where the goal was to equip staff with the necessary knowledge and advanced techniques to guarantee a significant boost in lubricant sales

IN THIS SECTION

My PSO Journey
Personal Milestones
Recreational Activities

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EMPLOYEE CORNER

MY PSO JOURNEY

Sajjad. A.Channa -Dy. Divisional Manager Commercial Sales (Karachi Division)

یہ ۱۹۹۳ کی بات ہے جب ججے ملک کی سب سے بڑی تیل کی کمپنی سے ٹیسٹ اور انٹرویو کے لئے کال آئی۔ میر بے والدصاحب کیونکہ ٹرانسپورٹر تھے اس لئے تیل اور اس سے متعلقہ امور یعنی پیٹرول پہپ بالخصوص پی ایس او کے پیٹرول پہپ اورٹیئکر زمیر بے لئے ٹی بات نہیں تھی۔ بہر حال منتخب ہونے کے بعد تخواہ ۲۰۰۰ روپے مقرر ہوئی۔ پہلے دن پی ایس کیا ڈی ٹر مینل B پر جانے کے لئے اپنے علاقے گار ڈن سے جانے والی 7 بس پر سوار ہوا اور پونے گھٹے کے بعد کیا ڈی پہنچا۔ یہ وہ دن تھے جب ہم لو ہے کی کر سیوں اور میز پر کام کرتے تھے۔ کمپیوٹر یا پر نٹر کا استعمال بہت ہی کم تھا۔ کار بن پیپر اور رجسٹر کا استعمال کیا جاتا تھا اور پروڈ کٹس کے کوڈیا دہوتے تھے یا پھر ڈائری میں کھے ہوئے ہوئے تائم پر کینٹین والاسر پر تھال رکھ کرروٹی اور سالن لے آتا تھا۔ دن گزرتے گئے اور پھر ساتھ بھی ڈپو پر تاولہ ہوا۔ وہاں پر سخت گرمی مٹانے کے لئے گڑکا شربت استعمال ہوتا تھا اور افر یا ورکر بلاتفریق ایک ساتھ بیٹھ کروہ شربت نوش فر ماتے تاولہ ہوا۔ وہاں پر سخت گرمی مٹانے کے لئے گڑکا شربت استعمال ہوتا تھا اور افر یا ورکر بلاتفریق ایک ساتھ بیٹھ کروہ شربت نوش فر ماتے

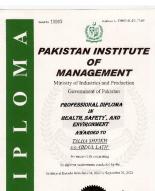


تھے۔شام ہونے کے بعدوالیسی کے لئے ہم جونیرُ افسر ڈیوانیارج کی وین میں پیچیے فرش پر گلاے بچھا کرسفر کرتے اور تھکے ہوئے گھر پہنچتے تو جلدی رات ہوجاتی اور پھر نئے دن کی شروعات ہوجاتی۔وہ دنایسے تھے جب پی ایس اوار تقائی عمل سے گزرر ہاتھا اور کمپنی کےروثن ستقبل کے لئے دن ورات کی برواہ کئے بغیر کام میں مگن رہتے تھے۔ پھرا جا نک شکار پورٹرمینل بر تبادلہ ہوا اورانہی دنوں میں شکارپورتاکشمورموٹروے پر کام شروع ہوااور ہم جبٹر مینل پر پہنچتے تھے توروڈ کی مرمت کی وجہ سے ٹی میںلت پت ہوتے تھے کیکن بھی بھی ہمت نہیں ہاری اور نامساعد حالات سے نہیں گھبرائے۔ پھرزندگی نے ایک نیارخ لیااورسیز کی طرف مڑ گئے یعنی سیزا نسر بن گئے۔ رپی کمسرمختلف تجربہ تھا۔اس وقت کمپنی کی طرف سے گاڑی کے لئے • • • • ۲۵رویے قرض ملتا تھا جس میں ایک معقول قتم کی گاڑی آ جاتی تھی۔اس لئے دوران سفرجتنی باربھی پمپ پررکتے تھے تو کوئی دفت نہیں تھی۔انہی دنوں ۱۹۹۸اور ۱۹۹۸کے درمیان ایرانی پیٹرول کی یا کستان میں بے دریغ آمدتھی اوراس کارنگ لال ہوتا تھا جو کہنمایاں تھا جبکہ ہمارے پیٹرول کارنگ نیلا ہوتا تھا۔ جوانی کے دنوں کا جوش تھایا فرض شناسی کا جذبہ کہایک دن میں نے اسکیے اپنے ہیڈ کوارٹر سے ۵۰ کلومیٹر دور تنہاایک بیپ کوایرانی تیل کی موجود گی کی وجہ ہے میل (seal) کیا۔اورا لیک دن ایسا بھی تھا جب میرے پہلے بیچے کی پیدائش پر میں فیملی کوہپتال میں چھوڑ کر کمپنی کی ایک سلیم کو اییخشیڈ ول پرشروع کرنے کے لئے پیٹرول پیپ پر پہنچااور دو پہرتک وہاں رہا۔ بہرحال کام کی گئن کا پیٹل تھا کہ رمضان المبارک میں بھی بھی ڈیوٹی کے دوران روڈ پر کھڑے ہوکرروز ہ افطار کرنابڑ تاتھا۔ یونہی زندگی گزرتی رہی اور پھرسکھراورحیدرآ باد کے مختلف اضلاع میں سیلز افسر کے طور پر کام کرتے کرتے کراچی میں کوکوسائٹس کی انچارج شپ ملی جو کہ بذات خودایک بڑا چیننے تھالیکن اللہ یا ک نے عزت رکھی اور بخیروخو بی۲ سال احسن طریقے سے اپنی خدمات کمپنی کے لئے وقف کیس اور میں نے کمپنی کی ناموس اورعزت کواییخ امرا بنی فیملی کے اور بھی ترجیح دی۔ محرم الحرام کے دن ہوں یاعید کی چھٹیاں ہوں میں اینے اسٹاف کے ساتھ را بطے میں ہوتا تھا اور ہر وقت تیار رہتا تھا۔ پھر کمپنی نے مجھے Hi-Street کے لئے کام کرنے کا موقع دیا جس میں مجھے کراچی شہر کے ایک ایک کونے میں وقع دکا نوں اور آئل چینجر زکود کیھنے کا موقع ملااور جہاں گاڑئ نہیں جاستی تھی وہاں موٹر سائکل پرسوار ہوکر پہنچااور کمپنی کے اہداف حاصل کئے مختصر پیر کہ میں نے ۲۲سال کی عمر میں کمپنی کو جوائن کیااور پھراس کمپنی ہےاہیاعشق ہوا کہآج۲۷سال کی سروس کے بعد بھی مجھے۵سال کی عمر میں ایبالگتا ہے کہ میں نے کمپنی کو بہت کم ڈلیور کیا ہے جبکہ کمپنی نے ہمیں ماں باپ بن کر پالا ہے اس نے ہماری کوتا ہیوں کونظرانداز کیااور ہرد کھ سکھ میں ہماراساتھ دیا ہے۔ میں کمپنی میں کام کرنے والےاپنے نئے دوستوں کو یہی پیغام دوں گا کہ پی الیں او کمپنی میں اگرآپ ایمانداری اورفرض شناسی سے کام کرتے رہیں گے تو دنیا کی کوئی طاقت آپ کوآ گے بڑھنے اورتر قی کرنے سے نہیں روک سمتی ہاں کین سچ پکٹن اورا چھی نیت ہونی چاہئے۔میری دعاہے کہ اللہ پاک ہماری بی ایس او کمپنی کودن دوگنی رات چوگنی ترقی دےاورشاید میرا دوسراجنم بھی ہوتو میں پی ایس او کمپنی میں کام کرنا پیند کروں گا۔ابہامنہیں کہ آج معاشرے میں ہمارا جومقام ہے وہ کمپنی کی بدولت بھی ہے۔

> پی ایس اوزنده باد یا کستان زنده باد

PERSONAL MILESTONES

Talha Sheikh -



ERT Supervisor (HSE Department)

Talha successfully completed his diploma in Health, Safety & Environment from Pakistan Institute of Management

Congratulations Talha!

RECREATIONAL ACTIVITIES

Muhammad Aasim Nadeem -Depot Incharge, Shershah



Aasim visited Murree on a family trip during his vacations

Haseeb A. Khan -Divisional Manager Cards, Central



Haseeb visited Malaysia during his vacations