



14th EDITION OCT-DEC 2023



PSO'S 47TH
ANNIVERSARY

CONQUER WITH
CARIENT CAMPAIGN

QUAID DAY
CAMPAIGN

47TH ANNUAL
GENERAL MEETING

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PSO TIMES

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ACHIEVEMENTS

PSO LABS EARN PRESTIGIOUS RECOGNITION

LMT and KTA Central Labs outperform in the BP Global Inter Laboratory Correlation Program (ILCP) 2023. Their exceptional performance in this comprehensive round-robin cross-check, featuring participation from around 100 labs, is a testament to PSO's commitment to achieving excellence.



LMT LAB



KTA LAB

MAP 38TH CORPORATE EXCELLENCE AWARDS



PSO secures 1st position in the Oil and Gas Company sector at the 38th Corporate Excellence Awards 2023

IN THIS SECTION

- SEERAT UN NABI (SAW) CONFERENCE & MILAAD
- 47TH ANNUAL GENERAL MEETING
- HAJJ EXPEDITION 2024
- CELEBRATING 47 YEARS OF LEADERSHIP

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EVENTS & CELEBRATIONS

SEERAT UN NABI (SAW) CONFERENCE & MILAAD



A spiritual session, Seerat un Nabi (SAW) Conference followed by Milad un Nabi (SAW) was held at PSO House, Karachi. The event featured insights from the esteemed scholar, Mr. Zeeshan Ahmed on the profound teachings of the Prophet (SAW) along with Naats.

47TH ANNUAL GENERAL MEETING



PSO held its 47th Annual General Meeting for the financial year 2022-23 in Karachi. The meeting was chaired by Chairman, Board of Management, PSO – Mr. Asif Baigmohamed. Managing Director & CEO, PSO - Syed Taha, other board members and senior management were also present.

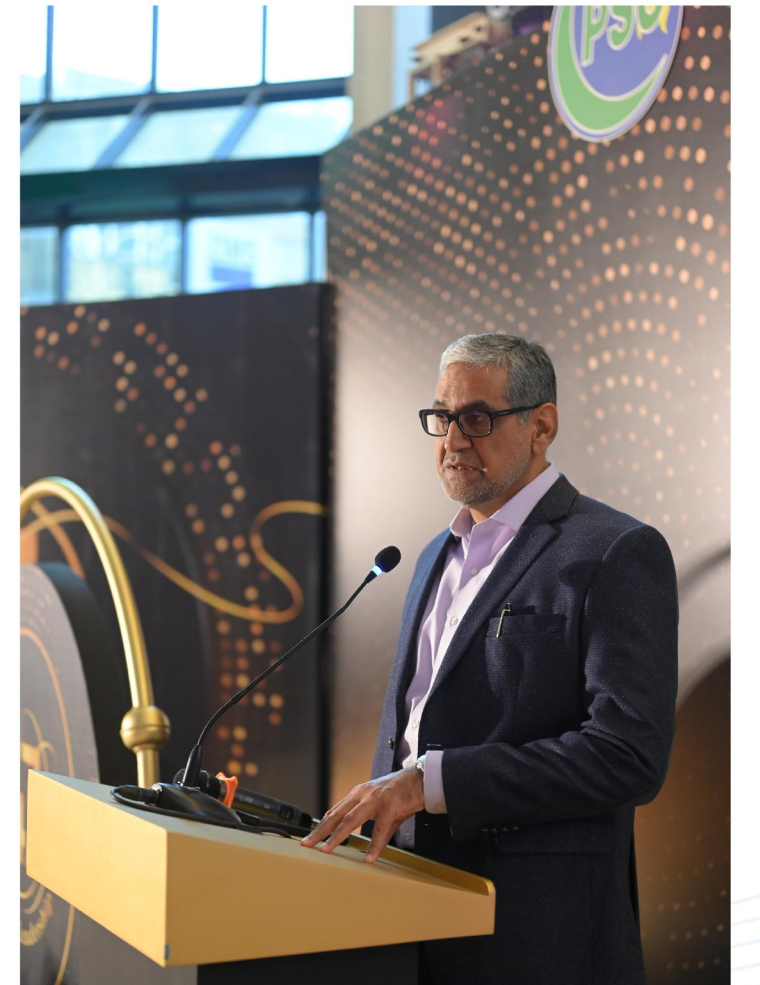
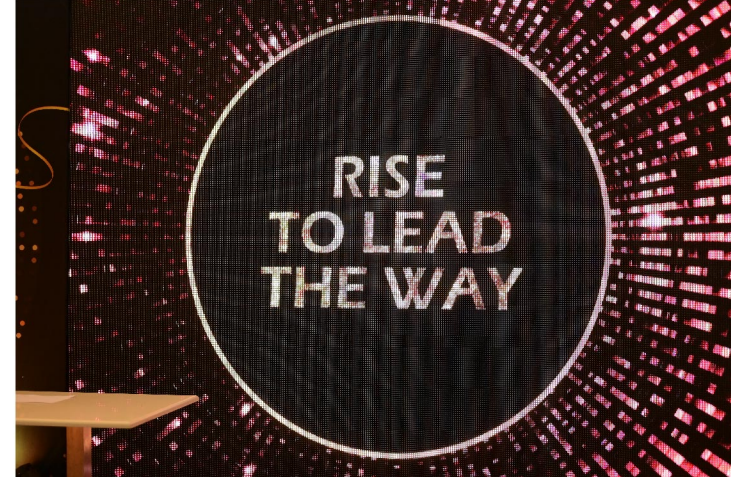
HAJJ EXPEDITION 2024

Sr. #	Name of Employee	PSO Locations
1	Ms. Sajida Malik	CSR, PSO House
2	Dr. Muhammad Irshad	QA, Lab & T/L.S, PSO House
3	Abdul Karim Zardari	Daulatpur Depot
4	Mr. Khawar Abbas Jillani	A&M, PSO House.
5	Imtiaz Asadullah Awan	Logistics, PSO House

Sr. #	Name of Employee	PSO Locations
1	Pir Muhammad	Keamari Terminal B
2	Javed Akhtar	Karachi Airport
3	Javed Iqbal	Machike Terminal
4	Muhammad Asghar	Sihala Terminal
5	Siraj Muhammad	Peshawar Business Office
6	Afshan Tariq	PSO House

11 fortunate persons selected in the Hajj Balloting ceremony presided by CSCO, Mr. Abdus Sami and CSSO, Mr. Rashid Siddiqui, along with other senior officials

CELEBRATING 47 YEARS OF LEADERSHIP



IN THIS SECTION

VENDOR CONFERENCES
FRONTIER WORKS ORGANIZATION (FWO)
LAHORE WASTE MANAGEMENT COMPANY
NON-FUEL RETAIL ALLIANCES

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COLLABORATIONS & AGREEMENTS

STRENGTHENING RELATIONS WITH PARTNERS

VENDOR CONFERENCES



PSO expanded its vendor network through its vendor conferences in Karachi and Lahore. Over 250 business partners engaged in meaningful discussions on procurement processes, including SAP Ariba, VIMS, VPES, and tax matters. The company emphasized a shift to modern E-procurement strategies, fostering collaborative dialogue for a smoother transformation.

LAHORE WASTE MANAGEMENT COMPANY



Achieving another significant milestone, PSO secured additional monthly sales volume from Lahore Waste Management Company, an esteemed pivotal customer of PSO Cards

FUELLING A BRIGHTER FUTURE FOR THE NATION

FRONTIER WORKS ORGANIZATION (FWO)



PSO takes great pride in its strategic partnership with Frontier Works Organization (FWO), which is dedicated to enabling a steady and diverse supply of fuel products across the nation to facilitate their upcoming ventures

ENHANCING CUSTOMER EXPERIENCE

NON-FUEL RETAIL ALLIANCES

Acknowledging the significant influence of Non-Fuel Retail (NFR) collaborations on both footfall and revenue, PSO remains committed to cultivating strategic partnerships.

This quarter, we take pleasure in highlighting notable achievements, as we've successfully joined forces with diverse partners. These collaborations play a pivotal role in crafting an immersive customer experience, attracting a broader audience, and enhancing revenue streams.



THE COFFEE BEAN & TEA LEAF



PSO joined hands with The Coffee Bean & Tea Leaf for the deployment of their outlet at M/S Sunshine F/S near Girja Chok, Cantt Lahore



In an exciting fusion of energy and indulgence, PSO collaborated with Hico to feature their offerings across PSO's convenience stores

Santex

Santex, a leading sanitary company, has teamed up with PSO in an innovative partnership to enhance the availability of their top-notch sanitary products at PSO's convenience stores, ensuring greater accessibility for customers.



In line with PSO's dedication to providing a comprehensive and diverse retail experience, the company has onboarded Dipitt as a partner for its convenience store offerings.



PSO forged a business facilitation agreement with Nutribel ensuring the widespread availability of its products through the company's stores across Pakistan.



PHILIP MORRIS INTERNATIONAL



PSO forged a strategic alliance with Philip Morris International Inc., a globally acclaimed American multinational tobacco company with a presence in over 180 countries, to make their products available in PSO's convenience stores across Pakistan, promising a mutually beneficial partnership

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DEPARTMENTAL INITIATIVES

MARKETING

CONQUER WITH CARIENT CAMPAIGN



Predators have taken over the concert jungle that we live in. In the realm of energy prowess, PSO just dropped a campaign that's not just breaking records; it's leaving marks on unconventional landscape. PSO unleashed the 'Conquer with Carient' extravaganza, a high-powered spectacle that's more predator than prey in the world of lubricant marketing.

The campaign isn't just about lubricants; it's a consolidation of power and perfection. Imagine this: Carient S-PRO, the lion of lubricants, roaring in the face of efficiency. Carient Fully Synthetic, the majestic eagle soaring on the thermal updrafts of cutting-edge technology. And then, behold Carient Ultra, the wolf, running with a pack of premium synthetic formula that howls durability and strength. Last but not the least, Carient Plus, the black panther of adaptability, boosting fuel economy. From Out of Home to Digital, Carient has truly conquered every medium. PSO Carient hasn't merely disrupted the status quo; they've redefined it. And the best part? This is just the beginning of the story. The campaign managed to score above expectations in terms of reach:



CARIENT 360° LAUNCH



DEO CONSUMER PROMOTION



To capitalize on the agricultural season, PSO launched a consumer promotion targeting the DEO audience aimed to attract consumers, enhance brand equity, and bolster sales of DEO 8000, DEO 6000, and DEO 3000. With mechanics involving customers scratching codes on packs, giving a missed call, and entering a lucky draw, participants stood a chance to win mobile recharge, along with exciting prizes such as mobile phones, bikes, umrah tickets, and a truck. The promotion spanned digital platforms and featured attention-grabbing OOH billboards, complemented by POSM for hi-street and retail channels.

DEO 360° LAUNCH

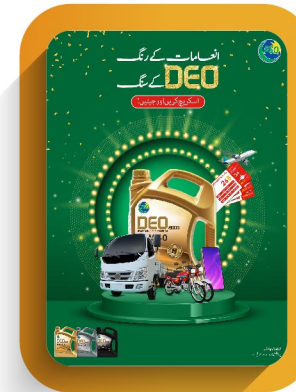
DIGITAL



DANGLER



POSTER



FLYER



POSM

OUT OF HOME



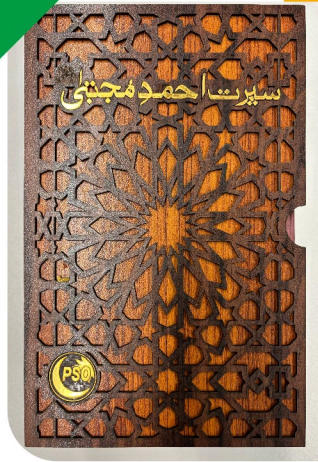
MONOLITH WRAP



STANDEE



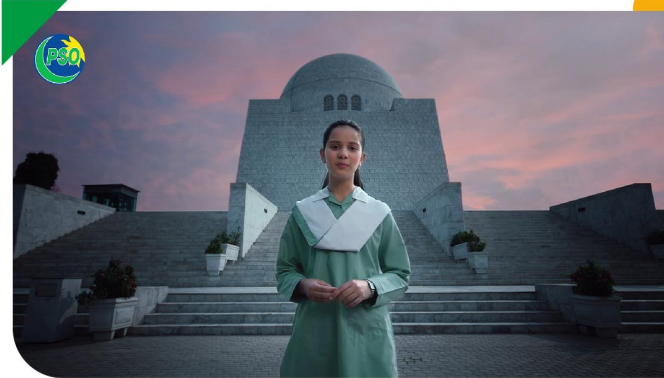
SEERAT AHMED MUJTABA



Seerat Ahmed Mujtaba – Revamped Edition

Introducing the latest edition of the Seerat Book, a valuable tribute honoring the remarkable life of Hazrat Muhammad Mustafa (SAW). After an incredible journey of more than two decades, this three-volume masterpiece, penned by the esteemed scholar Mr. Shah Misbah Uddin Shakil, a former employee of PSO, is now available in a fresh and new form. The Seerat Book is a valuable addition to Urdu literature, receiving numerous awards and widespread acclaim from civil society, academia, and the general public.

QUAID DAY



PSO's Unconventional Tribute: A Call to Revisit Quaid's Vision

This year, PSO decided to break away from tradition and take a step forward instead of simply paying tribute, we created content that's not just a tribute but food for thought. Our focus was clear: to draw attention to Quaid-e-Azam's original vision for us and our nation, a vision that seems to have slipped away in the hustle of our daily lives.

And guess what? The campaign or digital set social media ablaze! It not only broke records but also struck a chord with people far and wide. The overwhelming response reflects a genuine acceptance of the message we aimed to convey.

The campaign managed to score above expectations in terms of reach:



IQBAL DAY



In PSO's ongoing commitment to connect with the vibrant spirit of our youth and cultivate a profound bond with our national and historic icons, we embarked on an inspiring journey last year. The aim was to instil a deep sense of national pride, and what better way to achieve this than by delving into the timeless message and poetry of Allama Iqbal, a visionary whose words resonate with the essence of youth.

Building on the triumphs of last year, we are thrilled to share the success of our latest initiative – the "Iqbal's Poetry Competition." Through this competition, we endeavoured to spark an attraction to Iqbal's message, tailor-made for the youth. The response has been nothing short of phenomenal. Our social media platforms buzzed with creativity and passion as the youth enthusiastically embraced the challenge of composing and performing Iqbal's poetry.

The competition became a canvas for the expression of individual interpretations of Iqbal's verses. The entrants not only exhibited their talent but also showcased a collective appreciation for Iqbal's profound thoughts. It was heartening to witness the depth of connection forged between our young participants and the essence of Iqbal's message.

SPONSORSHIPS

ADIPEC



PSO participated in Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC), the world's largest energy exhibition held at Abu Dhabi

Best Place to Work Awards



The Best place to work Awards held at Beach Luxury, Karachi

51st Airport Security Force (ASF) Passing Out Parade



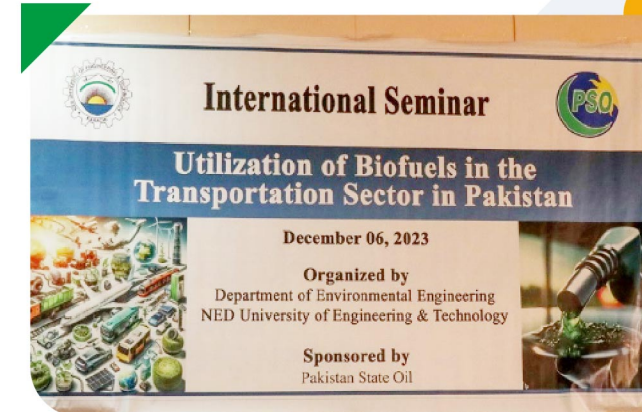
The 51st ASF Passing out Parade held at ASF Garrison, Karachi

Third Annual International Conference on "Challenging Linearity" by IBA



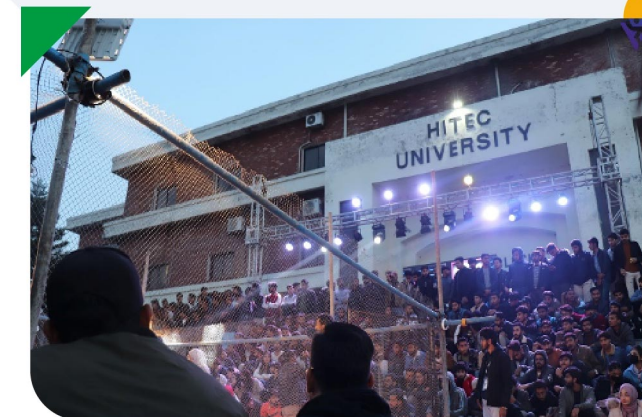
The Third Annual International Conference on 'Challenging Linearity' held at IBA, Karachi

Utilization of biofuels in the transportation sector in Pakistan



The Third Annual International Conference on 'Challenging Linearity' held at IBA, Karachi

ROBO FIESTA 6.0



The ROBO fiesta 6.0 held at HITEC University, Taxila

IBA - PU Alumni Dinner



The IBA-PU Alumni Dinner held at Falettis hotel, Lahore

13th Chairman Joint Chiefs of Staff Committee Open Golf Championship 2023



The 13th CJCS Open Golf Championship held at the Karachi Golf Club

GASEOUS FUELS - LPG AT YOUR DOORSTEP

BANNER



FLYER



EMAIL CIRCULAR



DIGITAL



Commencement of LPG home delivery facility in Karachi with seamless order booking via Taaluq and easy payment through Cash on Delivery, DIGICASH & Bank cards

CARDS

PSO's Digital Leap: Minimizing paper dependency for increased efficiency

In a stride towards embracing a paperless future, PSO has successfully achieved a 100% transition of its existing routine requests onto the digital platform, Fuelink. For transactions, daily requests that were once on paper are now seamlessly processed through the portal. The company is bidding farewell to the conventional paper-based approach, ushering in a greener era for both the company and its valuable customers.

Partnering for Success: Extending Benefits to Stakeholders

PSO successfully facilitated an agreement with United Bank Limited (UBL) in securing an unprecedented low tax rate applicable on bank card transactions. This collaboration aims to alleviate the financial burden of PSO's dealer community. Additionally, the achievement has laid the foundation for the company's subsequent successful negotiations with the current banking partner, Muslim Commercial Bank Limited (MCB), resulting in an agreement to match the competitive rate established with UBL.

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BRINGING PSO CLOSER TO CUSTOMERS

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INFRASTRUCTURE ENHANCEMENT

INFRASTRUCTURE ENHANCEMENT

BRINGING PSO CLOSER TO CUSTOMERS RETAIL NETWORK EXPANSION

Abbottabad (Khyber Pakhtunkhwa)



PSO Service Station 77 inaugurated by the Managing Director & CEO, Syed Muhammad Taha at Murree Road, Abbottabad

Hazara (Khyber Pakhtunkhwa)



M/s. IMEX Associates inaugurated by the Managing Director & CEO, Syed Muhammad Taha at Hazara Expressway/CPEC Route, Battagram

Motorway M5 (Multan-Sukkur)



ZahirPir PS inaugurated by the Managing Director & CEO, Syed Muhammad Taha at Motorway M5 (Multan-Sukkur)

Motorway M5 (South Bound)





Multan P/S inaugurated by the Managing Director & CEO, Syed Muhammad Taha at Motorway M5 (South Bound)

Motorway M5 (North Bound)



M/S Shershah P/S inaugurated by the Managing Director & CEO, Syed Muhammad Taha at Motorway M5 (North Bound)

Muzaffargarh



M/S Qurni P/S inaugurated by the Divisional Manager, Muhammad Akhtar Rehman at Muzaffargarh



M/S Muzaffargarh P/S inaugurated by the Divisional Manager, Muhammad Akhtar Rehman at Muzaffargarh



M/S Thaheem P/S inaugurated by the Divisional Manager, Muhammad Akhtar Rehman at Bosan Road, Multan

Islamabad



Oil change facility at M/S Capri Gas Station inaugurated by Managing Director & CEO, Syed Muhammad Taha at F-7, IslamabadTTTTT

Rawalpindi



Oil change facility at PSO 53 Service Station inaugurated by DCCO (North), Jawad Shah at Civil Lines, Rawalpindi



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BUILDING FUTURE GENERATIONS
GIVING BACK TO COMMUNITY

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CSR INITIATIVES

BUILDING FUTURE GENERATIONS

Read Foundation



In a meaningful partnership, PSO joined hands with Read Foundation to sponsor the education of 32 girls. This support not only grants them access to quality education but also unlocks a world of possibilities, nurturing their potential. The ceremonial cheque presentation by Ms. Rabia Yasir Afridi, Trustee of PSO CSR Trust, to Muhammad Shafiq Khan, General Manager RMD-Read Foundation, marks a commitment to empowering young minds through education

BIONIKS



PSO organized a remarkable event at its head office where individuals with prosthetic arms by BIONIKS showcased their exceptional skills. The event served as a celebration of diversity, resilience, and the power of inclusivity, emphasizing that each individual contributes a unique set of strengths to form a collective whole

GIVING BACK TO THE COMMUNITY

Model Village in DADU



PSO, in collaboration with HANDS, conducted a ground-breaking ceremony for a model village in Dadu. This impactful initiative intends to offer 101 houses, along with repairing and renovating schools, to support underprivileged communities affected by the 2022 floods

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HSE INITIATIVES

HSE & QA TRAININGS & AWARENESS SESSIONS

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EMPLOYEE ENGAGEMENT

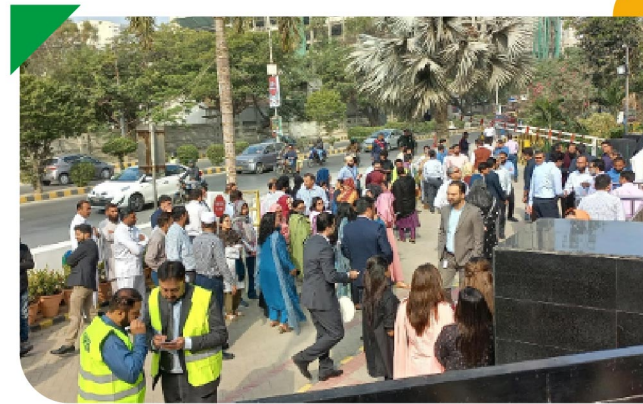
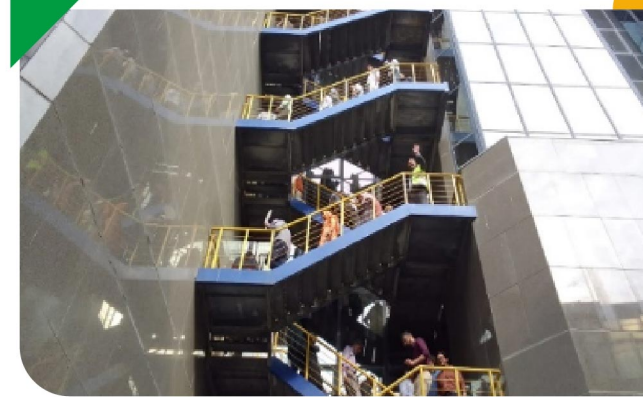
HSE INITIATIVES

HSE Leadership Session 2023 –
Contemporized HSE Manual



05 Briefing Sessions with senior management were conducted to cover key aspects of the recently launched Contemporized HSE Manual

PSO House Evacuation Drill



Fire drills conducted across PSO offices to enhance emergency preparedness and identify shortcomings for effective resolution

HSE & QA TRAININGS & AWARENESS SESSIONS



Session with Tank Lorry Drivers regarding use of Coveralls at ZOT



Behavioural Safety Learning Program for Non-Management Employees conducted across PSO facilities to improve HSE Culture by positively changing mindsets and behaviours toward HSE compliance while also promoting a culture of prevention



HSE Session with Contractors at Daulatpur



HSE Session with Lubricant Manufacturing Plant-A Workers



Awareness Session with Contractor Project Team on Work at Height



De-briefing Session with the staff of Faisalabad Depot



Emergency Handling - Mock Exercise at Chitral Depot with Chitral Police & Levies



Fire Drill at Faisalabad Depot



Dealers Conference at Lahore

A dealer's conference at Lahore was conducted to discuss HSE and ensure compliance in the Lahore Division. The interactive session included Q&A, allowing dealers to address issues in maintaining HSE at pumps, with prompt resolutions provided by the dedicated HSE team



Session with the Tank Lorry drivers at Lahore Aviation



Fire Extinguisher Training of PSO House Employees

Training of Floor wardens on use of fire extinguishers



02 comprehensive sessions were held at Keamari Terminal C, focusing on the effective use of fire extinguishers during emergencies. PSO House Emergency Response Team (ERT) Members, well-versed in emergency procedures, provided thorough training to Floor Wardens, ensuring they are well-prepared for any potential situation



Emergency Handling Mock Drill at Faqirabad Depot with Civil Defence Attock & Madadgar 1122



Fire-Fighting Training at LPG Plant Lahore

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GLIMPSES OF REGIONAL ACTIVITIES

DRIVING PSO LUBRICANTS

Lube Extravaganza



Lube Gala held at Noor Filling Station, Karachi where 401 premium oil changes were achieved, marking the highest ever oil changes at a forecourt in a single day in the South region

DEO Hungama Scheme



A gift distribution ceremony for Deo Hungama Scheme featuring gifts of Gold, Motorcycles and Free Fuel cards, coupled with an engaging session with Sub Distributors, took place at PC Hotel Rawalpindi. The event saw the presence of GM L&C, DCCO North, DGM NLS, RH-CS, the HS sales team, and the dedicated Management & Sales Team of M&P

Partnership with M/S Pearl Lubricants



In a strategic partnership with M/s Pearl Lube, leveraging five of its outlets, PSO aims to set a milestone as the first single oil changer to conduct 500 oil changes (2000 liters) of S-Pro & Carient Fully Synthetic across five branches in a month, accompanied by comprehensive car data.

ENHANCING CUSTOMER EXPERIENCE AT FORECOURTS



In the ongoing fuel and lubricants promotions, Wali F/s, Sahiwal, hosts first car & Umrah ticket lucky draw, featuring bonus motorcycle prizes for its loyal customers

CUSTOMERS AT THE HEART OF PSO – CUSTOMER CARE DAYS



M/S Muzaffargarh P/S marked a momentous occasion with its official inauguration, followed by a Customer Service Day. The festivities encompassed engaging feedback sessions, focusing on enhancing forecourt services and spreading awareness about PSO lubricants. Amidst the interactive discussions, customers were also treated to exciting giveaways, crafting an exceptional experience that celebrated both the retail outlet's launch and a commitment to customer satisfaction

Customer care days celebrated at ZamZam PS, Bahawalpur where customers were engaged through interactions, giveaways and on spot lube changes



Customer service day celebrated at Naseem II PS, Multan Division with giveaways distribution and lubricant promotions

BUSINESS PARTNERS' MEETING (NORTH REGION)



A strategic business partners' meeting convened at PC Rawalpindi, drawing participants from Jhelum, Peshawar, DI Khan, and Islamabad. Addressing their concerns, MD & CEO PSO, Syed Muhammad Taha, led the discussion alongside key executives, including Syed Jawad Shah, DCCO North, Mr. Mansoor Ismail, GM Govt Relations, and Mian Shakeel Ahmed, RH CS North

TRADE GET TOGETHER OF LUBRICANT WHOLESALEERS OF ISLAMABAD DIVISION



A Trade Get Together for wholesalers of the Islamabad Division fostered meaningful interaction, providing valuable market insights. Wholesalers expressed keen interest in future collaborations with PSO, offering suggestions for enhancing PSO product sales in the wholesale segment. The session concluded on a positive note with thank-you gifts for wholesalers and a commitment to increased volumes in the wholesale market

BLAZE PROMOTIONAL CAMPAIGN



A promotional campaign for Blaze, featuring attractive giveaways such as engine plugs, air filters, earphones, and gloves on the purchase of 1 & 0.7 ml packs, was successfully launched for motorbike enthusiasts. Customers were briefed on lubricants translating into significant Blaze sales during peak hours

BREAST CANCER AWARENESS



Breast Cancer Awareness Drive at M/S Fort filling Station, Multan



Breast Cancer Awareness Session for families of PSO employees held at Multan office

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- FAMILY MILESTONES
- RECREATIONAL ACTIVITIES

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PERSONAL MILESTONES

PERSONAL MILESTONES

Mohammad Haris
Incharge HSE (South)



Haris achieved first position in Carnelian Train the Trainer Program with a 91.5% score



Haris attained API-579/ASME FFS-1 (Fitness for Service) Certification

Mohammad Samran Bashir
Assistant Manager – HSE (Corporate)



Samran attained API-579/ASME FFS-1 (Fitness for Service) Certification

Haseeb A. Khan
Divisional Manager Cards, Central



Guest Speaker at Lahore College of Women University (LCWU) on 'Effectively bracing yourself for the corporate world'



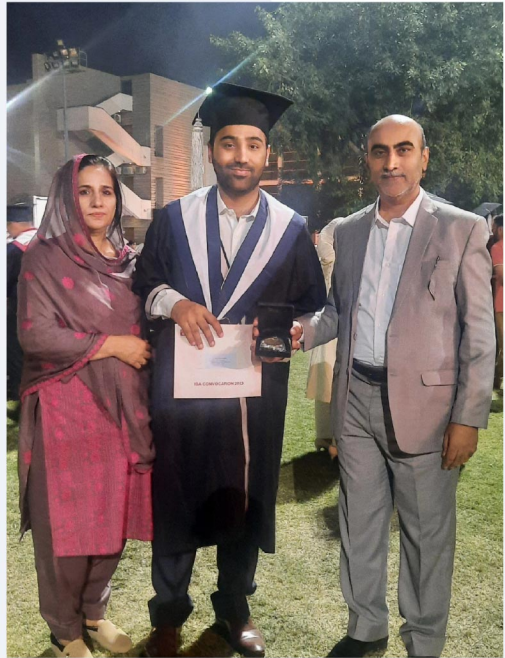
Mr. Muhammad Hamza
Assistant Manager of HSE (Central)



Session at NUST on the significance of HSE and discussion on potential career paths in the HSE domain

FAMILY ACHIEVEMENTS

Son of Sajid Ali Channa
Sr. Manager, Key Accounts South



Bilal Sajid Channa awarded gold medal and a letter of appreciation for securing first position in Bachelor of Social Sciences and Liberal Arts, achieving a 3.97 GPA out of 4.0

Congratulations Bilal!

PSO wishes you the best for your future endeavors.

RECREATIONAL ACTIVITIES

Hassan A. Arshad
Divisional Engineer, Faisalabad



Cricket match between Retail Facilities, Industrial Consumers and Cards team, Faisalabad