PSO

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MAP 37TH CORPORATE EXCELLENCE AWARD

46TH ANNUAL GENERAL MEETING

**DEO MAX LAUNCH** 

46<sup>TH</sup> ANNIVERSARY CELEBRATION

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### **AWARDS & RECOGNITIONS**

MAP 37<sup>th</sup> Corporate Excellence Award 2022



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#### SAFA Award for Best Presented Annual Report 2021



PSO won 'Silver' at the prestigious South Asian Federation of Accountants (SAFA) for Best Presented Annual Report 2021 in the category of Public Sector Entities. The award was received by Mr. Tariq Hussain, Act. General Manager Compliance & Reporting on behalf of PSO in Nepal.

PSO took pride in the acknowledgement of its annual report that reflects PSO's high standards of financial reporting and its commitment to presenting transparent, relevant and integrated information to its stakeholders.

PSO thanked all stakeholders for their support and congratulated its diligent team on achieving this milestone as their commitment to maintaining the highest standard of excellence made this possible.

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## Taxpayer Recognition Award by RCCI

PSO was awarded the Largest National Tax Payer for the year 2022 at the 2<sup>nd</sup> Taxpayer Recognition Awards organized by the Rawalpindi Chamber of Commerce & Industry (RCCI). It was an honour to receive this award for the second consecutive year.

Mr. Shah Mujadaduddin Jawad received the award from the President of Pakistan on behalf of PSO.



## Taxpayer Appreciation Ceremony by KPRA

PSO received Top Taxpayer Award for the year 2022 at Taxpayer's Appreciation Ceremony organized by Khyber Pakhtunkhwa Revenue Authority (KPRA), Peshawar. The authority presented mementos to 51 taxpayers selected from 10 different sectors and also awarded the top five withholding agents. It was an honour to receive this award and PSO is proud to be recognized among top five withholding agents on the basis of revenue contribution and overall compliance level. Mr. Asad Abbasi received the award from the Finance Minister, Khyber Pakhtunkhwa



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## PERFORMANCE HIGHLIGHTS QTR2 FY2023

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Performance Highlights QTR2 FY2023

06

## PERFORMANCE HIGHLIGHTS QTR2 FY2023

- The LPG industry is very dynamic and driven by market forces in view of product demand and supply gap where prices of products change almost every day. Therefore, sales and pricing strategy plays a vital role in keeping the market share intact while competing with almost 250 other LPG marketing companies in the industry and selling products in an open market model with no legally bound dedicated distributors. Through untiring efforts in all functions of LPG department which include LPG supplies, transportation, plant operations, sales & marketing, pricing, and business development, PSO scored the highest ever sales of 4,451 MT in LPG in a single month.
- PSO arranged almost double the number of LPG bowzers for product movement from our logistics partner at same charges despite acute shortage of bowzers in market, thus saving considerable transportation cost. PSO increased throughput by 60%-70% at its LPG plants smoothly without any interruption while meeting all HSE standards with same resources.
- PSO successfully catered to countrywide HSD demand and met the sudden increase in the HSD market share (due to no imports by other OMCs) during the agriculture season through additional HSD imports. PSO's market share during October and November 2022 significantly increased to 55% and 63% respectively vs 52% and 48% SPLY, and thus avoided potential dry-out situation across the country.
- PSO also made highest ever upliftment of mogas from local refineries; the quantity was as high as ~92 KT during October 2022 to meet country's demand with minimum increase in imports.
- Through Supply, Operations and Logistics teams' efficient planning and effective coordination, PSO made record-breaking withdrawals of 95 KT and 123 KT of Mogas from WOP and MFM pipelines in October and November 2022, thus reducing road movement and saving on the transportation cost.
- To streamline and digitize the supply chain process and make it more effective and dynamic, the Supply department along with BPR department developed a whole new digitalized supply chain system document through which the existing manual processes of the Supply department will be transformed and automated. The automation blueprint has been signed off by Supply and BPR departments and submitted to the ICT department for its development and implementation.
- PSO maintained its leadership position in the jet fuel industry by achieving a market share of 97.3% against a target of 95.5% during the quarter under review.
- > Sold 160,878 MT jet fuel against a target of 145,368 MT, hence growth of of 10.6%.
- In Maritime business, PSO maintained 100% supply of specialized HSD to the entire Pakistan Naval fleet.

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- > In QTR2, PSO successfully secured the POL business of POF Wah Cantt
- After Shell Pakistan decided to pull out of the aviation business in Pakistan, under JV agreement in place, PSO took over the operations of Eastern Joint Hydrant Depot at Jinnah International Airport. All SOPs of PSO took effect from 1<sup>st</sup> November, 2022.





# CORPORATE COLLABORATIONS & AGREEMENTS

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## **CORPORATE COLLABORATIONS**& AGREEMENTS

## MD's Meeting with Chairman/CEO PNSC

Syed Taha, MD & CEO, PSO welcomed Rear Admiral Jawad Ahmed SI (M), Chairman/CEO, Pakistan National Shipping Corporation (PNSC) at a meeting held at PSO's head office.

The heads of both national flag-bearers discussed future collaborations to further strengthen the country's supply chain and forge stronger business relations for the prosperity of Pakistan.





## Meeting with Pakistan Railways Officials

Ms. Gulzar Khoja, CFO and Mr. Asad Raza Faiz, GM IC/SA/Cards visited Pakistan Railways headquarters Lahore on 7th December, 2022. The following matters were discussed:

- 1. Recovery of fuels & lubricants payments
- 2. Fuel transportation by tank wagons
- 3. Installation of retail outlets at railways land
- 4. Freight adjustment against HSD supplies
- **5.** Branding of PSO at railway stations and on the coaches and engines

The meeting was conducted in a congenial environment and ended with the commitment from both sides to extend cooperation in the growth of the national organizations.





## Meeting with TotalEnergies Aviation

PSO & TotalEnergies Aviation had a meeting to discuss different aspects of their commercial agreement in Dubai during December 2022. The motive was to strengthen the long-term business relations and work together to foster growth in the aviation industry.



## PSO Won HSD Tender & Signed 3-Year Long-Term Fuel Supply Agreement

During Q2 FY2023, PSO won the HSD tender and signed a 3-year, long-term fuel supply agreement with Quaid-e-Azam Thermal Power (Pvt) Ltd (QATPL), a Government RLNG power plant located at Bhikki Sheikhupura.

It is pertinent to mention that QATPL considered PSO as their future supplier based on outstanding service during previous supply operation whereby PSO managed successful execution of more than 73 Million LTR HSD from PSO Machike Installation to support customer's plant operation.

During current operation, PSO has already managed a successful supply of 8 Million LTR HSD in December 2022.



#### PSO Secured the HSD Business of Yantze Power

An agreement was signed between PSO and Yangtze Power Development (Pvt.) Ltd for the supply of HSD at Port Qasim for port operations and services. Yangtze Power Development is a Chinese company operating HSD powered cranes at the port. They are service providers of terminal operation and maintenance services i.e. coal vessel/ship handling and offloading, safe berthing and safe sailing.



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## MoU Signing with Ghandhara Industries

PSO achieved a major breakthrough in first-ever truck OEM business with Ghandhara Industries Ltd (manufacturer of Isuzu trucks and SUVs). The MoU signing ceremony of this business agreement was held in October 2022.

#### PSO Secured the HSD Business of Punjab Thermal Power

PSO secured HSD order of Punjab Thermal Power (Pvt.) Ltd. an RLNG-based power plant located in Haveli Bahadur Shah for supply of 12 Million LTR HSD.



## PSO Secured Lubricant Business of Millat Tractors Limited (MTL)

Millat Tractors Limited (MTL) is one of largest tractor manufacturers of Pakistan and have a large dealership network offering 3S services which offer spare parts and lubricants to their customers. During Q2 FY2023, PSO managed to secure lubricants business order of Customized Steering Oil & Brake Oil in 1 LTR packing for MTL entire annual demand after successful product trials.



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## CORPORATE EVENTS & CELEBRATIONS

#### **46<sup>th</sup> Anniversary Celebration**

This year, PSO celebrated its 46<sup>th</sup> anniversary, boarding the Flight to Glory with the various sentiments that inspire and energize our people. The event was hosted by Junaid Akram, renowned

social media influencer and YouTuber of Pakistan, who delighted the audience with a number of engaging activities. The highlights of the 46<sup>th</sup> anniversary celebration included:

01

Instrumental National Anthem of Pakistan by Leo Twins 02
Remarks from CSCO and CSO

A special photo booth set up to capture the moments

04

A special cake-cutting ceremony to mark the occasion A employee

05

Mesmerizing musical performances by Leo Twins

06

A special gift for each employee to commemorate the company's anniversary

07

A special video highlighting the various sentiments that inspire and energize our people











#### 46th Annual General Meeting

The national energy icon, PSO, convened its 46<sup>th</sup> Annual General Meeting for financial year 2021-22 on 26<sup>th</sup> October, 2022 in Karachi. Chairman Board of Management, PSO, Mr. Zafar I. Usmani, chaired the meeting with Managing Director & CEO, PSO, Syed Taha. Other senior company officials were also present at the occasion.

Shareholders were apprised of record-breaking results as the company surpassed its previous years' historic financial performance, achieving an all-time high gross revenue of PKR 2.7 trillion (FY21: PKR 1.4 trillion) and a record profit after tax of PKR 86.2 billion (FY21: PKR 29.1 billion) i.e. a 196% increase. The net profit translated into an earnings per share of PKR 183.66 (FY21: PKR 62.07). Based on the outstanding financial and operational performance of the company, Board of Management declared a final dividend of PKR 10/- per share (100%) for the financial year 2021-22.





#### **Corporate Town Hall Meeting**

Managing Director & CEO, PSO, Syed Taha held a corporate town hall meeting with 2,500 plus employees stationed nationwide on 7<sup>th</sup> October, 2022 at PSO House, Karachi. Employees at the head office attended in person while staff at upcountry locations connected virtually.

Syed Taha congratulated PSO family on achieving record-breaking financial results and landmark operational performance for the second year in a row in fiscal year 2022. He shared updates, upcoming challenges and the future direction of the company, emphasizing the importance of organizational culture, teamwork and a future-focused approach in order to continue the journey of leadership and excellence. Employees shared their enthusiasm and actively participated by asking questions and sharing their suggestions and comments.





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## MARKETING INITIATIVES & MEDIA COVERAGE

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## MARKETING INITIATIVES & MEDIA COVERAGE

#### **DEO MAX Launch**

Staying true to its commitment of driving the energy sector forward, the leading energy company, PSO has added yet another product to its extensive portfolio by introducing the latest technology around the world as per API standards – DEO MAX, the country's first fully synthetic CK-4 graded diesel engine oil.

The rising concerns of its predecessor's (CJ-4) inability to withstand the aggressive and harsh operating environment of technically advanced engines brought forward the need for a new, improved and cost-efficient solution. Since its launch globally, CK-4 engine oils already have a proven performance track record confirming its robustness, reliability and economic efficiency. In comparison to its predecessor CJ-4, CK-4 prolongs the oil change interval up to 60%.

Revolutionizing the energy landscape in Pakistan, DEO Max is formulated to deliver exceptional performance in modern as well as pre-dated heavy diesel engines. Technology being used in DEO Max has passed performance

tests to q alify where API CK-4, CJ-4, CI-4 Plus, CI-4 & CH-4 oils are recommended. Built with the world's best lubricant additive, DEO Max is available countrywide at all PSO retail forecourts, Hi-street lubricant markets and also throughout the B2B segment.

An internal launch ceremony was also held at PSO auditorium in which all 14 divisional sales team were connected via Videocon and PSO management officials were also present. All 14 divisions were also decorated for this launch with the same theme followed inside PSO House. DEO Max DVC was officially launched in the event while its features and benefits were also shared with the internal audience. Moreover. Q&A session was held with all participants (remotely + in-house). The launch event was graced by MD & CEO, PSO, Syed Taha as the chief guest of the ceremony who also unveiled DEO Max pack and addressed PSO team to make all efforts to make it a successful premium lubricant brand of the country.









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## PAKISTAN'S FIRST FULLY SYNTHETIC CK4 DIESEL ENGINE OIL



Extended Drain Interval



Outstanding Performance in Tough Driving Conditions



Improved Engine Life



Reduced Emission





#### **DEO MAX Campaign**

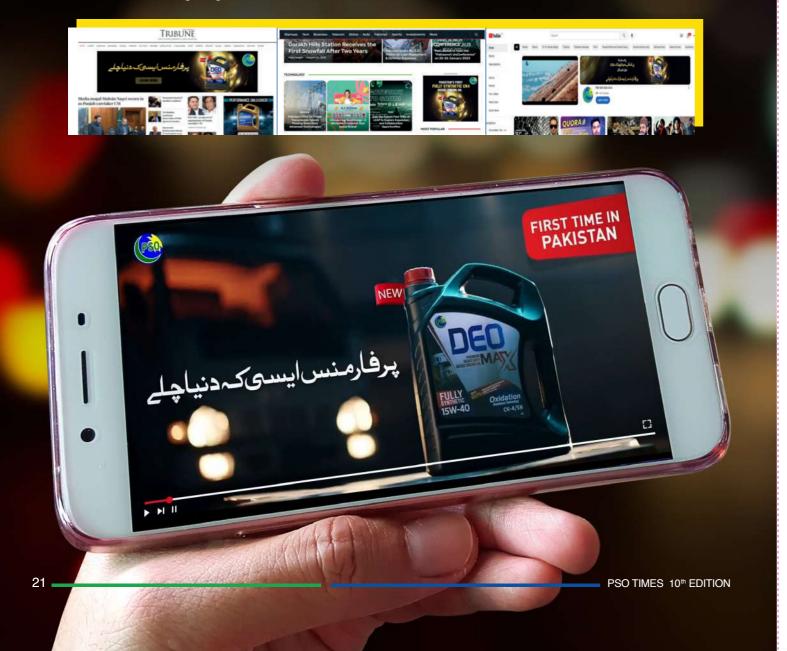
#### **DVC Amplification:**

The DEO Max CK-4, 'Performance Aisi ke Duniya Chalay' campaign is a remarkable success in reaching its target audience of truckers and drivers. The bilingual communication strategy ensures that the message was effectively conveyed to the right audience.

TikTok is the most relevant presence for our campaign's target audience due to which we are currently running campaigns on the platform. TikTok top-view has over-served with impressions of 6,689,388 and giving excellent results.

A 24-hour YouTube Masthead was also run, generating high visibility. In addition, the main DVC and bumper ads are being well-received by audiences. The HTML 5 banners published on multiple websites are contributing to the campaign's success.

The combination of effective communication strategies targeting digital advertising, and influencer engagement is helping in driving sales of Deo Max CK-4 among truckers, establishing the brand as a preferred choice.



#### **OOH Campaign:**

PSO conducted a nationwide out of home campaign at 45 strategic sites across the country in all 14 divisions. Out of 45 up to 20 sites were free of cost (FOC) gaining millions of eyeballs in targeted areas. DVC was also played in multiple digital billboards across the key sites of the country.





#### **DEO MAX Trials:**

DEO MAX Trials were conducted successfully in 34 state of the art modern vehicles at 6 different locations across the country giving excellent results and satisfied customers.



### **DEO MAX - Retail Outlet Branding and Activation:**

Successful retail outlet activation was conducted in 14 high selling sites across the country to announce DEO MAX launch. During the retail outlet activation almost 700 people were intercepted, achieving sales of 720 LTR. Giveaways were given to customers who purchased DEO Max and mobile phones were given to 14 lucky customers via a lucky draw.







#### **DEO MAX - Daewoo Bus Branding:**

As part of collaboration with Daewoo, PSO successfully branded15 Daewoo buses with DEO MAX branding across the country providing us visibility in all urban and rural areas of the country.



#### **Carient S-PRO Campaign**

#### **DVC Amplification:**

To launch one of our most revolutionary car lubricants, a DVC was launched highlighting the superior benefits of Carient S-PRO, our newly launched PCMO, utilizing the latest technology. The DVC performed exceptionally well, with over

8M views on our 60 second video, and 1.2M views on the 25 second adaptation on Facebook, along with 3.1M views on the 60 second video and 260K views on the 25 second adapt on YouTube.



#### **OOH Campaign:**

To catch our consumer's eye, we decided to go where they are: on the roads. Eye-catching OOH were deployed in high traffic areas across Karachi, Lahore and Islamabad. Initially, we had planned for OOH on 19 sites but were able to get 29 sites, 10 of which were FOC. This enabled us to increase exposure by 53% and we succeeded in garnering a



reach of 2.4M with an impact of 23M. However, we didn't want to limit our exposure to the city – after all, our network extends to the outskirts as well. Therefore, Daewoo buses were branded so we can take our presence on roads across the country.



#### **Trade Events:**

Trade events were conducted across the country to unveil Carient S-PRO and brief our dealers, retailers and Hi-street shop owners about its benefits. The top three upliftment partners of slabs A, B and C were gifted with motorbike, smart phone and microwave oven.





### BTL Activations – Retail and Hi-Street:

Keeping our consumer at the forefront, we are currently setting up engagement activities at our retail forecourts across Pakistan. Our goal is to not only engage our consumer, but to also give them an experience to remember. A game was setup where customers got to race on a racetrack - fastest lap timers were gifted branded sun shields. The activation is currently on-going but so far, the team has managed to intercept 4000+ potential customers.

Carient S-PRO Activation at M/s Motocare Filling Station, Islamabad





#### **Merchandising – Hi-Street Shops:**

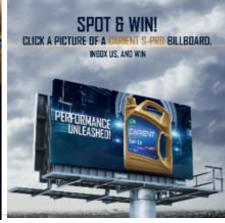
To aid our retailers in product upliftment and establish presence in Hi-street markets, merchandising was done, where the shops were adorned with danglers and Available Here signs.



#### **Social Media Posts:**

The aim was to ensure that the campaign reflects the grandness of Carient S-PRO - a 360-degree digital campaign was launched, which not only targeted existing social media platforms such as Facebook, Instagram, Twitter and YouTube, but was also amplified through in-game ads, banner ads on websites and clickable ads across platforms linked to our website. In-game ads through POKKT games managed to garner 170K views, with a view through rate (VTR%) of 85.49%. Social media influencers were also on-boarded to share our DVC with their audience. enabling us to reach a wider audience. The efforts were greatly successful, with our top 3 posts creating 1.7M impressions. Our hashtags #CarientS-PRO, #PerformanceUnleashed and #OptiCoreTechnology were also trending on Pakistani twitter.





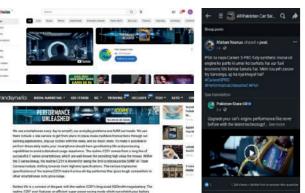




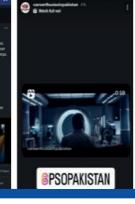


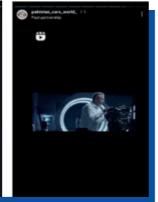












#### **Content Creators Vlog – Mooroo:**

To build trust we also on-boarded a renowned Vlogger and a big name in content makers' community, Mooroo, to visit PSO's Lubricant Manufacturing Terminal and educate the audience about our production capabilities, as well as the type of lubricants and their consumption. The video managed to garner 126K views on Facebook, and 144K views and 1.7M impressions on YouTube within 10 days of its launch. The response was greatly positive

with many commending the educational nature of the video.

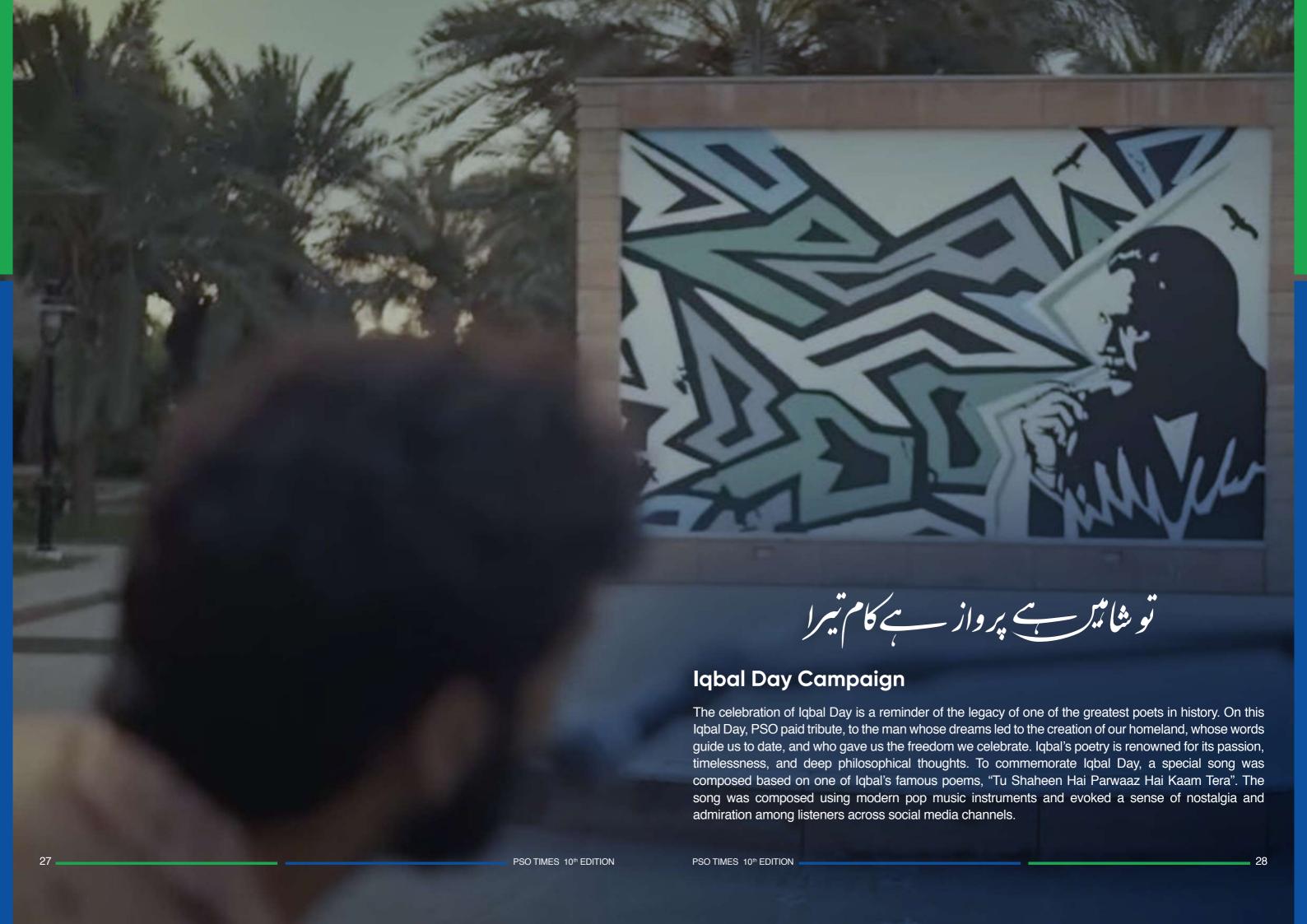


#### **Express News Spotlight on Our Employee**

At PSO we believe that enhancing lives begins with our own people. Diversity and inclusion are an integral part of our culture. We not only strive to provide equal opportunities for people from all walks of life but also celebrate our talented, uniquely abled employees, making sure that they grow and feel valued.

Muhammad Salman Siddiqui one of our uniquely-abled employees, who is playing his part in fueling with nation with passion and determination was featured in Express News. Living up to our values of Caring & Giving and Inclusivity, PSO is committed to bringing positive change in communities where we operate.





### INFRASTRUCTURE

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### **INFRASTUCTURE**

#### Mega Hoarding Rehabilitation in Faisalabad Division

The Mega hoarding on Rehmat F/s is located at a very strategic location of Faisalabad known as D-Ground which is in the heart of the city with the outlet bearing highest sales volume in Faisalabad Division. This mega hoarding is one of the largest mega hoardings in Pakistan (105' x 35') whereas, from ground level its height exceeds more than 75 feet which makes it prominent from farthest points of the city. For effective marketing and launch of our new product in Faisalabad Division, the hoarding was brought to life once again by getting necessary repairs and maintenance done and the hoarding was then graced with the installation of 105' x 35' new Carient S PRO mega flex.

This rehabilitation of hoarding attracted many customers and gave some amazing positive feedback regarding the launch of our new product which is vital for the growth of our lubricant market.



#### Installation of Aluminium Composite Material at 70 Strategic Retail Outlets

PSO being a dynamic energy company, has always looked for improved and cost-effective solutions to its requirements in every sphere of business operation. Installation of Aluminium Composite Material (ACM) sheets on office buildings is one such initiative taken to enhance the aesthetic outlook of retail outlets while saving the recurring expenditure of exterior paint works.

PSO successfully managed to install ACMs on 70 strategic retail outlets in QTR2 FY23, which helped in enriching the corporate image of the company. This not only attracted customer's attention for PSO, but business partners also appreciated company's initiative for gaining market share by improving brand image immensely.





## Installation of Revamped Monolith Towers

Gap analysis of the electrical system at retail outlets was conducted to assess the reliability of the existing system. Comparison of PSO specifications was made with standard ratings and on-site verification was carried out at selected sites. It was concluded that existing specifications and design drawings at most retail outlets are compliant to relevant international-standards. Based on the study, further optimization of specifications was carried out for cost-effective implementation at future sites.

As of QTR2, 79 new design monolith towers have been installed at selected main business sites in south, central and north zones. Project for installation of ACM on CF/COCO retail outlet buildings which has been completed at 66 sites will improve the forecourt look and reduce the maintenance cost of the outlets.



## Inauguration of New Call Centre at PSO House

As a key communication channel, customer services play an important role in enhancing the brand equity of the company. As one window assistance platform, the department strives to achieve customer satisfaction by listening to their queries and complaints and then ensuring their resolution. Realizing its importance, a state-of-the-art, renovated call centre was inaugurated on 14<sup>th</sup> October, 2022. The occasion was graced by Syed Taha, MD & CEO, PSO and senior management.





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## PARTICIPATION IN INTERNATIONAL CONFERENCES

## Participation in the 10<sup>th</sup> Anniversary Energy Markets Forum

Pakistan's leading energy company, PSO participated in the commemorative 10<sup>th</sup> Anniversary Energy Markets Forum in Fujaira, UAE held under the patronage of his highness Sheikh Hamad bin Mohammed Al Sharqi, member of the Supreme Council and ruler of Fujairah.

The Energy Markets Forum is an annual thought leadership event where top energy industry officials and c-level executives gather to exchange knowledge on the transformation occurring in world oil and gas markets.

On behalf of PSO, Mr. Mohsin Ali Mangi, Chief Strategy Officer participated in the forum's plenary session to share his insights and outlook on the energy markets at this pivotal moment of transition and change. Delegates from Kuwait Petroleum Corporation, ADNOC Group. Aramco Trading Group, Fujairah Port, Adyard Abu Dhabi LLC, Aegean Oil Terminal Corporation and many more also participated in the event.



#### Participation in Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) 2022

PSO participated in Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) 2022 at Abu Dhabi, which is known to be one of the world's largest and most influential forums for energy players from around the globe. Our team not only represented Pakistan's leading state-owned Oil Marketing Company with its rich profile but also participated in various key meetings with some of the world's renowned energy companies and tech providers. At the conference, various business and Investment opportunities of mutual interests including energy needs of the country were discussed. PSO also highlighted its technological and business initiatives which are transforming the organization.



### **CSR INITIATIVES**

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### **CSR INITIATIVES**

#### **Shahid Afridi Foundation**

Fulfilling the commitment towards its values of Caring & Giving PSO has been working with Shahid Afridi Foundation, to ensure continued provision of education for future generations of Pakistan. This collaboration has helped secure continuous access to free and quality education for hundreds of deserving students from underserved communities. Under the MoU, PSO supported Shahid Afridi Foundation's Malikpur, Lahore school campus. Mr. Amir Zaib, General Manager, Supply and Chairman Shahid Afridi Foundation, Mr. Shahid Khan Afridi signed and exchanged the MoU whereas, a cheque was presented by Brig. Rizwan Ahmad (R), General Manager Admin, Security Services & CSR.



#### **Ration Distribution Drive**

Due to high inflation in the country where people from low income strata are finding it difficult to make ends meet, it was indeed the need of the hour to lend a hand of support to them. In this regard, PSO took an initiative to support low-paid employees of our contractors working at different locations across Pakistan by distribution of approximately. 3,039 ration bags.

#### **Fatimid Foundation**

As a responsible corporate entity, PSO continues to make regular contributions to help make quality healthcare accessible to the vulnerable and needy in our country. PSO joined hands with Fatimid Foundation for purchasing of vehicle for blood collection in Karachi. The cheque was handed over by Rana Muhammad Idrees Deputy, General Manager, Logistics to Dr. Azizuddin Qamruddin, Director Fatimid Foundation.



#### **Tehzibul Akhlaq Trust**

PSO and Tehzibul Akhlaq Trust joined hands to ensure continued provision of education to students from underserved communities. Brig. Rizwan, General Manager Admin, Security Services & CSR presented a cheque to Mr. G.A. Sabri, President, Tehzibul Akhlaq Trust.



## TRAININGS & AWARENESS SESSIONS

# In this section Breast Cancer Awareness Session 37 HSE & QA Trainings 38 Call and Contribute 44 Customer Care Day at Various Retail Outlets 45

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## TRAININGS & AWARENESS SESSIONS

#### **Breast Cancer Awareness Session**

Staying true to its value of Caring & Giving, PSO conducted an awareness session on breast cancer in collaboration with Pink Ribbon. The session highlighted risk factors, importance of self-examination and early detection, preventive

measures, treatment, stages, and survivor stories. The event ended with a Q&A session and distribution of awareness content and souvenirs amongst the attendees.









#### **HSE & QA Trainings**

#### **HSE Training at Faqirabad Depot**

Faqirabad Depot managed a very organized event in collaboration with Madadgar, Attock City, National Highways & Motorway Police, Kamrah and Bomb Disposal Squad, Attock City.

Objectives of training were to deal with emergencies like fire, explosions, first aid, CPR (Cardio Pulmonary Resuscitation, FBAO (Foreign Body Airways Obstruction), CERT (Community Emergency Response Team) and working at heights.

Among participants were depot staff from Operations, employees from the Accounts department and the entire security staff.



## HSE Talk at the Urban Unit P&D Board (Water and Sanitation Academy)

The Urban Unit P&D Board (Water and Sanitation Academy), Government of Punjab, which is working with international partners including JICA-Japan, AFD-France for capacity building of water sector in Pakistan invited Sr. Manager, HSE (Central) for a one-day session as the guest speaker to give training on HSE Culture and Risk Assessment on 3<sup>rd</sup> November, 2022.



## **HSE Learning Sessions for Tank Lorry Drivers**

Learning sessions with tank lorry drivers were arranged in south, central and north regions by respective HSE teams to raise awareness of safe driving, company HSE policies, emergency response procedures, and HSE inspection checklist for tank lorries. The learnings from recent incidents were also discussed with the drivers to avoid similar accidents.





#### **Process Safety Management**

Process safety management plays a pivotal role in ensuring operational HSE parameters. Important elements of process safety management are continuously implemented at PSO facilities including permit to work, management of change, emergency response, safety critical equipment etc. to make our operations safer and accident free.

Following MOC cases were approved by MOC Committee in QTR2 after rigorous review:

- Supply and Installation of Radar Gauging System at JIMCO
- 2. Installation of Combi-Loading Point at Sihala Installation
- Construction of Periphery Road and Oil Water Separator at Fagirabad Depot
- **4.** Replacement of 25kL HSD UG Tank with 50kL UG Tank at PSO S/S-09 Hyderabad Division
- Installation of 3-way Diverter Valves at 20" dia TDL near KTB
- **6.** Firefighting System Upgradation at PSO Faisalabad Depot
- Construction of M&R, Store & Staff Washroom at Sialkot Aviation Station

#### **Provision of Flame-Retardant Suits**

Flame-retardant suits were provided to operations locations in order to strengthen the safety at workplace.



#### **Emergency Response at Facilities**

One of the key elements of process safety management is emergency response to incidents like fire, oil spill, medical emergencies etc. The emergency drills are conducted at facilities to keep the staff and emergency response teams prepared for any unforeseen incidents. These drills are conducted on a monthly basis to rehearse emergency preparedness, identify weak points and suggest possible improvements.



#### **Training Session at Taru Jabba Depot**

Training Session for SDOs, sub-engineers from Military Engineering Services as per request from Army Service Corps School, Nowshera was conducted on 28<sup>th</sup> December, 2022 at PSO Taru Jabba Depot.



### **HSE Activities at Various Aviation Locations**

A safe and healthy workplace not only protects workers from injury and illness, it can also reduce absenteeism and turnover, increase productivity and quality, and raise employee morale. In this context, PSO Aviation operations carried out regular HSE activities at their respective locations. Accordingly, medical emergency and fire drills and H&S awareness sessions were conducted at different airports and at Sialkot Airport with collaboration of SIAL fire & medical section.





### HSE Awareness Sessions at Various PSO Locations

HSE regional teams delivered several learning sessions across various PSO facilities, offices, and retail outlets. The sessions included topics related to personal and process safety parameters (PTW, MOC, RMS etc.), awareness related to HSE policies, systems, procedures and their compliance, firefighting, and emergency response. These learning sessions were conducted for PSO management, non-management, DAEs, contractor staff, and retail outlet staff.





#### In-House ESG Awareness Session

DGM (HSE & QA) and Manager. HSE (South) were nominated to participate in a two-day ESG session (Environmental, Social & Governance) in November 2022, organized by Unilever Pakistan Limited along with KPMG and Pakistan Business

Council (PBC). HSE department took the opportunity to download this valuable information to the management of relevant department and share the significance of ESG and SDG (Sustainable Development Goals).

#### The intent was:

- · The advocacy of ESG & SDG
- · Awareness, implementation and incorporation of ESG in our Business Strategies
- Reaching out to the higher management to update them on ESG/Corporate Sustainability Report
- In-house collaboration to make it a part of PSO's culture and DNA



Concerns how companies take account of issues like climate change and the impacts of their operations and products on the

living world



Social

How a company operates in its community matters such as working conditions, H&S, employees relations, D&I



#### Governance

Company leadership in issues such as ethics, capital allocation, PSP, values, decarbonisations

#### **Environmental:**

- Pollution
- Biodiversity Loss
- · Climate Change
- Deforestation
- Resource Depletion
- Waste Management

#### **Social**

- Human Rights
- Child Labor
- Product Safety
- Product Mis-selling
- . . . . . .
- Labor Standards
- Employee Relations

### Corporate Governance

- Pollution
- Biodiversity Loss
- Climate Change
- Deforestation
- Resource Depletion
- Waste Management

#### **Aviation Quality System Audit**

The inspector of TotalEnergies, Mr. Bernard Tricon inspected PSO Central Lab KTA, on 6<sup>th</sup> October, 2022 for Aviation Quality System against international aviation standards EI/JIG 1530 and DEFSTAN 91-091.

During inspection sample handling, traceability, quality records, calibration of equipment and competency of laboratory staff was assessed. No non-conformance or minor/major observation was observed. Inspector appreciated the state-of-the-art laboratory and competence of laboratory staff.

He recommended PSO lab to participate in TotalEnergies' Round Robin Program. After that PSO laboratory will be a part of certified TotalEnergies laboratories network.



## QA Training Session with Pakistan Army at Taru Jabba Depot

A training session was conducted at TJB depot upon the request of Pakistan Army for their commissioned and non-commissioned officers regarding different aspects of fuel oil (storage, quality, etc.). Quality Assurance department provided training on the quality of the products, network of PSO's state-of-the-art labs and MQTUs and on T/L calibration.



## **Inspection of Various Facilities at Lahore Airport**

In October, PSO Fuel Farm Facility at Lahore Airport was inspected by TotalEnergies Aviation Inspector, Mr. Bernard Tricon. Besides three facilities at Lahore Airport, his inspection mainly included inspection of various aviation facilities and refineries in the south region.

PSO witnessed improvement of ratings for almost all locations. PSO Fuel Farm Facility was rated excellent which reflects international recognition of PSO's services delivered by well-trained and well-equipped staff.



## Jet A-1 Filtration and Ramp Safety Training

PSO Aviation always remains keen to update its staff with the knowledge of international advancements in the aviation industry with respect to fuelling. Inspector of TotalEnergies Aviation was requested to deliver a training on Jet A-1 Filtration and Ramp Safety. 18 staff members of Lahore were physically present while 14 persons from other airports participated in the training through Zoom.



### Mock Drills at Various Locations MAERP Exercise at Sihala Installation

In collaboration with ICT Police and Rescue 1122, MAERP exercise was conducted at Sihala installation in December 2022.



#### **MAERP Exercise at Kotlajam Depot**

In collaboration with Punjab Police and Rescue 1122, MAERP exercise was conducted at Kotlajam depot in December, 2022.



#### **Mock Drill at Mehmood Kot**

A Scenario Based Mock Drill was conducted at Mehmood Kot in which Punjab Police, Elite Force, Rescue 1122, Civil Defense, Bomb Disposal Squad, Police Chowki and Special Protection Unit and our security staff participated.

Scenario based mock drill was conducted by Parco on MFM Line in which PSO participated as a MAERP partner.



#### **Call and Contribute**

Call and Contribute is an engagement session planned by Customer Services each year for the management officials from different functions to interact with customers/dealers through Taaluq platform. The aim is to obtain real-time feedback from our esteemed customers and to take this as an opportunity to better ascertain their expectations, preferences and motivations.

The three-day session proved to be a good learning activity for call centre agents giving them

the opportunity to interact and observe the management handling customer feedback and comments.

As a key communication channel, customer services play an important role in enhancing the brand equity of the company. As one window assistance platform, the department strives to achieve customer satisfaction by listening to their queries and complaints and then ensuring their resolution.



#### **Customer Care Day at Various Retail Outlets**























## **LEARNING & DEVELOPMENT**

#### In this section

POL Training of Frontier Corps (South) Balochistan 47 Teams at PSO House and Terminals

Learning Opportunities for Employees and Participation in Several Public Programmes 47

PSO TIMES 10<sup>th</sup> EDITION

### **LEARNING & DEVELOPMENT**

#### POL Training of Frontier Corps (South) Balochistan Teams at PSO House and Terminals

PSO had been under contract with IGFC (South) Balochistan since 2020 and since then had been catering to the complete lubricants, HSD and Mogas requirements of IGFC (South) Balochistan under agreement. As per contractual obligation, PSO had to deliver training on POL products to their nominated staff of their different consignees spread across 12 areas of Balochistan. In this regard, a short POL training course was designed and executed by IC-SA Karachi team in collaboration with Training and Organizational Development, Logistics, Operations and HSE/QA departments in the second week of December, 2022. The training covered areas like POL handling, decantation, storage, quality checks, product specifications etc. The training was attended by 16 nominated personnel of FC. On the first day of their arrival at PSO House, the FC team was greeted by the senior management, highlighting the essence of the session followed by briefing sessions by logistics, operations and QA.



Second day of the training was convened at Keamari Terminal and the team was shown the practical aspects of POL handling and supplies. On third day, FC team visited LMT and was briefed about lubricants manufacturing and technical features. Closing ceremony was held at PSO House in the evening on third day which was graced by senior officials representing IGFC (South) Balochistan. The session ended with the distribution of participation certificates and PSO souvenirs.



#### Learning Opportunities for Employees and Participation in Several Public Programmes

During QTR2 FY23,, PSO arranged various learning opportunities for employees including in-house courses as well as participation in several public programmes, thereby providing networking opportunity to employees along with learning.

The programmes were focused on nourishing our workforce in required competencies to further uplift our working standards, including areas like General Management, Leadership and Coaching, Best HR Practices and Learning, Women Well-being at Workplace, ESG Readiness, HSE, Sustainability,

Best Procurement Practices and PPRA Rules, Finance & Taxation and Information Systems Security, Communication, MS Excel and Personal Grooming & Development. We also arranged international learning opportunity for aspiring management team through a five-week online behavioural course on "Master the Art of Presence and Influence" by INSEAD, which aimed at inspiring leadership and confidence amongst colleagues at workplace.

The programs included:

- Magement Development Program by Lahore University of Management Sciences (LUMS)
- Two "Strategic Leadership Workshops by Pakistan Institute of Petroleum (PIP)
- CONNEX Conference on HR Conference & Exhibition in Karachi
- Synergy Session on Competency Based Interviewing Skills by PSTD
- Building Profit and Reducing Cost with Lean Teams by GEM Learning
- · Human Resource Business Partnership Masterclass by PSTD
- Women Wellbeing at Work by Karachi School of Business and Leadership (KSBL). A large number of PSO women attended the course that highlighted women's psychological problems at workplace and their effective resolution
- Design for Responsible Growth Solving for ESG Readiness in Pakistan by M/s Pakistan Business Council /Unilever. It aimed at the development of and adherence to a sustainable environmental, social and governance design in the corporate sector
- · Legal & HSE Compliance Requirements for OMCs by SGS
- · Certified Information Systems Security Professional Course by INSTEC Digital Systems Karachi
- Distributed Control System by Pakistan Institute of Petroleum (PIP)
- LPG Bowser Driver Course by National Logistics Cell (NLC), in Lahore for non-management PSO employees (driver)
- · Strategic Event on the Future of Energy by ADIPEC
- · Sustainability, Technology and Transformation Conference by ICAP
- Strategic Procurement Management by Lahore University of Management Sciences (LUMS)
- Preparation of Specifications. Evaluation Criteria and Evaluation of Bids and SPPRA Rules (Amended) and PPRA Rules by Institute of Tender Management
- · National Finance Olympiad by ICAP
- Energy Taxation by Green Berry Pakistan
- Written Communication for Professionals by NUST
- Sessions on "MS Excel: Basic to Intermediate" by M/s Training Xperts in Karachi, and Islamabad. It aimed at imparting hands-on experience to participants in various MS Excel basic to intermediate functions
- Two-day session on "Personal Grooming & Development" for operations staff in the central zone



## **GLIMPSES OF VARIOUS EVENTS IN NORTH & CENTRAL REGIONS**

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### **GLIMPSES OF VARIOUS EVENTS** IN NORTH & CENTRAL REGIONS





igning Ceremony of M/s Piffer FS-COCO Site, Abbottabad

Eid Milad un Nabi Celebration at Retail Outlets of Lahore Division



Launch of Male and Female Service Champions Program at DHA Filling Station. Service Champion Cap was Awarded to two Best Performing Pump Attendants at Forecourt in Male and Female Categories.





Quaid-e-Azam Day Celebration

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Flag Painting on Canopy and ACM Cladding on Retail Outlets, Gujranwala Division





Launch of Pakistan's First Female Customer Lane at M/S Sunshine P/S by DCCO Central



Business Partners' Orientation Session at Machike Installation



Implementation of Lube Planogram at Safe Fuel & Other Retail Outlets of Gujranwala Division





Reward & Recognition Program (Safety Champions Day) was Celebrated at Mehmood Kot Terminal in which Prizes were Distributed among T/L Drivers/Management & Non-Management Staff who Excelled in HSE at their Workplace.

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## **PSO CLUB**

#### In this section

Inter-Firm Table Tennis Tournament 2022

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### **PSO CLUB**

#### **Inter-Firm Table Tennis Tournament 2022**

PSO Club always contributes towards building PSO's brand image by facilitating and providing prolific recreational activities for members and their families. A recent contribution was made

through the Inter-Firms Table Tennis Tournament 2022. The event was held at Sindh Sports Board, Karachi from 9<sup>th</sup> to 11<sup>th</sup> December, 2022.

PSO team being the champion of 2021 participated against the following champion titles:

Single's Champion

Double's Champion

Team Event Champion

Veteran's Champion

PSO club sponsored the following two teams to participate in the tournament:

PSO-A		PSO-B	
Ameer Pervaiz Khan	Captain	Muhammad Arshid	Captain
Zubair Ahmed Qureshi	Member	Muhammad Junaid	Member
Salman Iqbal	Member	Syed Shariq Zahoor	Member
Aqib	Member	Ahmed Shah Gilani	Member



The event was extravagant and sensational with participation from all the big names of Table Tennis representing their firms and clubs. Players displayed amazing finesse and techniques throughout the thetournament, mesmerizing the audience during nail-biting finishes of key matches. PSO Teams lived up to the

expectations by successfully defending and its retaining titles as champions in all the categories. PSO Club Organizing Committee congratulated both the teams on their extraordinary performance throughout the tournament. A glimpse of the tournament is given below as key highlights:

- PSO Team A performed exceptionally well in team event being the seasoned and experienced players.
- Ameer Pervaiz Khan showed his excellence and expertise by winning all the titles in single's, double's, team event and veteran's
- Zubair Ahmed Qureshi and Ameer Pervaiz as partners in doubles event triumphed by becoming champion in the category.
- Salman Iqbal and Muhammad Arshid reached double's final and won runners up trophy.
- PSO Team B under the captaincy of Muhammad Arshid proved themselves to be considered a
  genuine threat to the champions and professional players in all categories by reaching the semifinals
  in team events.
- Syed Shariq Zahoor and Muhammad Junaid, a formidable duo reached semi-finals in double's event making it and all PSO semi-final.



## **EMPLOYEES' CORNER**

#### Jawad Muhammad 56 Najeebullah Khan 56 Haseeb A. Khan Usman A. Qadri 57 M. Ghazanfar Umer 57 Waseem Ali 57 Aisha Ulfat 57 Zaraa Khan 58 Imran H. Khan 58 59 Mustafa Jahangir Usman Shah 59 Muhammad Jawad Wasim Tahir Aslam Kamran & Kamran Khalil Sufiyan Ahmad Muhammad Akhtar Rehman 60

In this section

Doris Dias

### **EMPLOYEES' CORNER**

#### **JAWAD MUHAMMAD**

Jawad Muhammad is a passionate photographer who loves to capture the beauty of the natural world and bring it to our attention.



#### **Morning Blessing!**

Sunlight falling on the 27<sup>th</sup> highest mountain in the world at an elevation of 7,788 meters. The view is from Duikar, Hunza which can be caught early morning before sunrise. The light glides down swiftly on the mountain from the top and gives the mountain a complete change in outlook. Just like anyone is getting ready for work early morning.



#### Forever yours!

Meet Khaleesi. Needless to quote a man's best friend; she is by your side come what may. It's rare to come across this concentric form of pure, selfless and unparalleled love. Charles Yu (Author, Novelist) once said, "If I could be half the person my dog is, I'd be twice the human I am."



**NAJEEBULLAH KHAN** 

Wajeeh Ullah Khan son of Najeeb Ullah Khan visited Karachi Zoo and Mazar-e-Quaid



#### HASEEB A. KHAN

Haseeb A. Khan was invited as the guest speaker in a seminar on "B2B / Industrial Sales- A Practical Approach" which held on 27<sup>th</sup> October, 2022. He was invited by the Management Sciences faculty at Bahria University Lahore as a guest speaker at their institution. The audience consisted of faculty members and BBA students.

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#### **USMAN A. QADRI**

Usman A. Qadri completed an online course titled "Leadership in Fleet Management" covering knowledge in transport planning requirements offered by UNICEF in collaboration with AGORA global online learning platform.



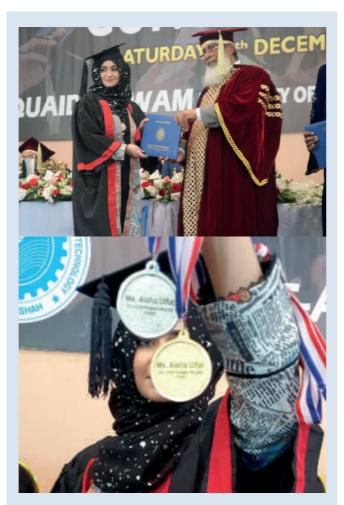
#### **WASEEM ALI**

Muhammad Zirak Ali son of Ms. Waseem Ali got Bachelor's Degree in "Bachelor of Business (Tourism and Hospitality)" from La Trobe University Victoria, Australia, on 13<sup>th</sup> December 2022.



#### M. GHAZANFAR UMER

M. Ghazanfar Umer's daughters Hafsa and Asma secured third and first position in Annual Beacon House Sports competition at NCC-Karachi on 9<sup>th</sup> December, 2022.



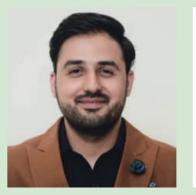
#### **AISHA ULFAT**

Aisha Ulfat received a gold medal and cash prize for best graduate of class of 2020 and received silver medal for securing first position in faculty of engineering from the Quaid e Awam University of Engineering, Sciences & Technology.

#### **ZARAQ KHAN**

With the grace of Allah, I have passed the Certified Safety Professional (CSP) certification in 2022, previously I have passed Associate Safety Professional (ASP) in 2019. It was a journey full of adventure, learning and growth. It was a rigorous exam which has a negligible passing ratio due its level of difficulty all over the world. There are currently 58 people in Pakistan who have managed to pass CSP certification till 2022. I have been advised and boosted up for this exam in 2018 by one of my friend in Keamari terminal C. It took me 4 years to get the job done, along the journey I have met numerous setbacks but I continued and finally accomplished the goal. Thus, always keep a circle of sincere friends who embarks you on the path to success.







We have a slogan in PSO that "Safety is everyone's responsibility" which drives me to make PSO incident free, each day. CSP certification is a gold class certification in health & safety. This milestone would have not been possible without the efforts and support of my peers & seniors. I would like to thank my parents, friends & colleagues for believing in me.

#### **IMRAN H. KHAN**

Ayesha Fatima daughter of Imran H. Khan achieved Outstanding Cambridge Learner Award 2022. She bagged highest marks Sindh across and Balochistan, in the subject "History" 0 Levels examinations 2022. The ceremony organised by Cambridge International / British Council, was held at Marriot Hotel on 21st -22<sup>nd</sup> November and was widely covered by print and social media.







#### **MUSTAFA JAHANGIR**

M. Ghazanfar Umer's daughters Hafsa and Asma secured third and first position in Annual Beacon House Sports competition at NCC Karachi on 9<sup>th</sup> December, 2022.



**MUHAMMAD JAWAD** 

Muhammad Jawad's family visited Dubai Miracle Garden



#### **USMAN SHAH**

It gives me immense pleasure to share that my son Soaban Shah has secured 1001 marks out of 1100 and 157 points out of 200 in MDCAT and is ranked 910 on the merit list. He has successfully secured a seat at the Medical College on merit to follow his passion of becoming a doctor.



**WASIM TAHIR** 

Waseem Tahir, Incharge Lalpir Laboratory, went on a vocational trip to Thailand and visited Pattaya (Koh Larn Island), Krabi (Ao-nang, Maya Bay, Phi-Phi Islands) & Bangkok in November 2022.



#### **Aslam Kamran & Kamran Khalil**

Two of PSO's Aviation Officers, Mr. Aslam Kamran, Station Incharge, Lahore Aviation Station and Mr. Kamran Khalil from Peshawar Aviation Station secured top position in International Aviation Seminar organized by TotalEnergies Aviation, France among candidates from different countries. Both were awarded appreciation certificates for their outstanding performance in the field of Aviation Operations.

#### **SUFIYAN AHMAD**

Sufiyan attended 2 weeks training course at France during the first two weeks of Oct, 2022 on the topic MECAV (Maintenance of fueling Equipment). The training was arranged by TotalEnergies Aviation and was led by a JIG Inspector Mr. Fedrick Suppo. Training session comprised of theoretical and practical sessions conducted by OEM representative of various aviation equipment manufacturers based in Europe and UK including TITAN, CLA VAL, FAUDI, ALJAC, FACET, ELAFLEX and MAKIkem.

After successful completion of training, He was awarded with a certificate that will help PSO in complying with the international aviation standard (JIG).





#### **Muhammad Akhtar Rehman**

Muhammad Akhtar Rehman, Divisional Manager, Commercial Sales, Lahore, is an active member board of trustees of ICLAPA and actively involved in facilitating free check ups for cleft lip and cleft palate patients since 2009. On an average, 3-4 patients get free treatment every month from initial check-up to surgery and post op care through undersigned.



Family Trip to Northern Areas of Member of Commercial Sales Gujranwala



#### **DORIS DIAS**

When Garbage is Fun!

We have to find a good use of our garbage, so that we throw away less. We know it's hard to think of ways to make recycling fun. All you need is a little creativity. Recycling in small ways will help towards a cleaner & greener Pakistan! Here I have used recycled cardboard to make a spinning wheel game wherein I volunteered to help raise funds at the food fair fundraising event to help the underprivileged of our society. Also thanks to my PSO colleagues who donated the gifts towards this CSR event.