



9<sup>TH</sup> EDITION

# PSO TIMES

JULY-SEPTEMBER 2022

MD & CEO'S INTERVIEW  
WITH BLOOMBERG

BEST CORPORATE  
REPORT AWARD 2021

CORPORATE WEBSITE  
REVAMPING

CARIENT S-PRO  
LAUNCH

## PERFORMANCE UNLEASHED!



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# **Bloomberg**

## **INTERVIEWS**

### **MD & CEO**

Managing Director & CEO, Syed Taha discussed PSO's vision and strategic shift towards diversification in an exclusive interview with Bloomberg - the global leader in business and financial data, news and insight.

Syed Taha shared PSO's long-term corporate strategy which includes product line extension, building an LNG terminal and applying for a license to become a mobile wallet operator, eventually starting a digital bank. 1 billion rupees (\$17.4 million) have also been allocated to set up a venture capital fund.

Read the full interview here:

<http://bitly.ws/vVu5>



# BEST CORPORATE REPORT AWARD 2021



Continuing its legacy of brilliance, PSO raised the bar once again by securing Joint 1st Position in the Fuel and Energy sector at the Best Corporate Report Awards for the year 2021.

PSO received the award in recognition of its commitment to promoting accountability and transparency in Corporate Reporting in a ceremony organized by the Joint Committee of the Institute of Chartered Accountants of Pakistan (ICAP) and the Institute of Cost and Management Accountants of Pakistan (ICMAP) held in Karachi on September 27, 2022.

PSO is committed to continuing its journey of excellence and setting new industry benchmarks.



# VISIT OF MUSADIK MALIK, MINISTER OF STATE (PETROLEUM DIVISION), MINISTRY OF ENERGY, AT PSO HOUSE

Minister of State (Petroleum Division), Ministry of Energy, Mr. Musadik Malik visited PSO House, Karachi. MD & CEO, PSO, Syed Taha welcomed the honorable guest along with the company's senior management.

Mr. Imran Maniar, MD, Sui Southern Gas Company (SSGC) and Mr. Ali Javaid Hamdani, MD & CEO, Sui Northern Gas Pipeline Limited (SNGPL) also attended the meeting along with other senior officials.

Detailed discussions were held regarding the Liquefied Petroleum Gas (LPG) business and supply chain challenges along with future energy road map. The Honorable Minister emphasized that all stakeholders work in close coordination to fulfill the energy needs of the country.





# MD'S MEETING WITH PAPCO AND PARCO



Taking our environmental sustainability agenda forward, PSO held a meeting with senior officials of Pak Arab Refinery Limited (PARCO) and Pak Arab Pipeline Company (PAPCO) to discuss the Keamari Port Qasim Link Pipeline Project (KPLP-II).

KPLP-II is a strategic pipeline link between the 2 ports - Keamari and Port Qasim for the transportation of motor gasoline and high-speed diesel for onward distribution to upcountry locations.

Discussions were held on the progress and way forward of this project of strategic importance as it will significantly reduce harmful tailpipe emissions, ensure the safe transportation of highly volatile petroleum products, ease traffic congestion and bring operational efficiency while ensuring a steady supply of petroleum products in the country.

The meeting was attended by Syed Taha - CEO & MD, PSO, Mr. Shahid Mehmood Khan - MD, PARCO, Mr. Amr Ahmed - CEO, PAPCO and Mr. Abdus Sami - Chief Supply Chain Officer, PSO, along with other senior officials.

# CORPORATE WEBSITE REVAMPING

PSO launched its new and futuristic, revamped website developed at par with international standards. It has been upgraded in terms of technology, user interface (UI) and user experience (UX) enabling an immersive experience for the valuable customers.

A few highlights of the new website are as follows:

**Technology:** The new website is upgraded to Laravel, which is a more advanced, flexible, and robust framework. The new website is progressive in terms of its adaptability for AI chatbot, station locator, improved load time & page speed (from 12 seconds on the current website to 3 seconds on the new), mobile optimization, Search Engine Optimization (SEO), higher traffic capacity, hosting multiple video/visual content without affecting load time or page transition along with ease of adding any future integrations.

**Contemporary UI Design, Premium Look and Feel:** Pictorial layout, full-page hero headers, modern and cohesive typography rated amongst Google's top 3 most popular fonts, dark mode (more than 90% of Android users declared a preference for dark mode), parallax animation and comfortable colors have given the website a feeling akin to a stage performance, enabling an immersive experience for the visitors.

**Customer Journey:** The navigation of the new website has been built focusing on customer friendliness. Two separate menus will help the visitors find relevant information faster than before. A potential customer, business partner, investor, or job applicant may find the required page conveniently from the primary or secondary menu. Call-to-Action (CTA) buttons complete the customer journey by encouraging the customer to take the desired action.

**Usability:** The website has transformed from a simple information-based website to a usable tool for visitors. A smoother User Experience (UX) will keep the visitors engaged as they find and use these helpful tools. They will be able to find the nearest station, download the Fuelink app, find the right oil for their vehicle and purchase lubricants via Daraz Mall integration.



Introducing,  
THE ALL-NEW  
**DIGITAL FACE**  
OF PSO!



WWW.PSOPK.COM





# INAUGURATION OF ELECTRO AT BHERA (North & South Bound)

In line with our vision to support initiatives that positively impact everyday lives of people and to play our part in improving the environment, PSO became the first OMC to install EV charger infrastructure at one of the country's busiest round inter-city trips, Lahore and Islamabad.

Syed Taha, MD & CEO, PSO and Mr. Kamal Azfar, CEO, FWO inaugurated the two ultra-fast electric vehicle charging stations (Electro) on 23rd August, 2022 at Bhera Service areas (North & South) on Lahore-Islamabad Motorway(M-2).

The Electro stations will enable EV owners travelling between Lahore and Islamabad to complete their trips conveniently with state-of-the-art ultrafast recharging facility available halfway on both sides. The Company has already operational Electro stations at Sunshine S/S Lahore and Capri S/S Islamabad.



# AGREEMENT SIGNING WITH FWO TO ESTABLISH STATE-OF-THE-ART FUELING FACILITIES IN NORTHERN AREAS

PSO joined hands with Frontier Works Organization (FWO) to help tourists experience ease by introducing state-of-the-art fueling facilities along with mini rest areas, including tuck shops, executive washrooms, service stations, and mosques.

Two agreements have been signed on June 24th and June 27th, 2022 with FWO covering 4 locations, Shangus and Tangush, to name a few, on Jaglot - Skardu Road and in the heart of Kaghan Valley at Batakundi (Naran Jalkhad Rd) and Passu Cones (KKH).

This initiative facilitates travelers - be it tourists or local communities - with an exclusive traveling experience, including all-essential amenities. The selected locations have been strategically selected due to the substantial tourist influx in these areas to encourage tourism with ease, help people, and facilitate commuters.



# AGREEMENT WITH FLY JINNAH

PSO Successfully executed agreement with new domestic airline namely Fly Jinnah (Pvt) Ltd. The services will be available at all airports where PSO fuel facility exists. The new business will add volume of approx. 17,400 MT per annum and approx. Rs. 87 mn to Aviation profitability. A Proving Flight of Fly Jinnah was refuelled by PSO Aviation team at Karachi Airport on 27th Sept, 2022.



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# SIGNING CEREMONY OF FUEL SUPPLY WITH FWO



PSO takes pride in the high-quality POL products it provides to its business partners and customers. PSO recently entered into a strategic partnership with Frontier Works Organization (FWO) for the supply of various fuel products for FWO's projects spread across the country.

The contract was signed by Mr. M. Kashif Siddiqui, Deputy General Manager, Consumer Business, PSO and Mr. Aakif Rahim, Chief Operations Officer, FWO, in the presence of Syed Taha, MD & CEO, PSO and Mr. Kamal Azfar, CEO, FWO and other senior officials.

This collaboration of strategic importance has further strengthened ties between the two national flag bearers who are working together tirelessly for the country's progress.



# AGREEMENT WITH DAEWOO

PSO entered into a branding agreement with Daewoo Bus Services according to which lubricant branding will be placed in Daewoo terminals, shuttle and intercity buses all across Pakistan.



# PSO JOINED HANDS WITH HBL TO DEPLOY DRIVE-THRU ATMS AT PSO OUTLETS

PSO in order to provide instant and convenient solutions to enrich customer's forecourt experience, signed a facilitation agreement on 27th June, 2022 with HBL.

The agreement was signed by Mr. Amir Zaib, General Manager Cards & Non-Fuel Retail in presence of Mr. Zeeshan Haider, General Manager Finance and other officials from both organizations. Under the agreement, Drive-Thru ATMs will be deployed at 10 PSO retail outlets across the country.



# TOP-UP ALLIANCE WITH JAZZCASH

The recent technological advancements and innovative solutions have changed the lives of everyday transactions in countless ways. PSO launched its own digital solution platform with introduction of DIGICASH in 2019 with one of the biggest value propositions in terms of convenience, ease of issuance, and usage. To further enrich this value proposition, PSO signed a digital payment partnership agreement with JazzCash. Under this arrangement, DIGICASH customers will be able to top-up their wallets using JazzCash mobile app. JazzCash is one of the leading players in digital payment industry. This partnership aims to provide increased brand visibility of DIGICASH and penetration.



# COLLABORATION WITH SILK BANK FOR REDEMPTION OF LOYALTY POINTS

PSO signed an alliance agreement with Silk Bank, one of the leading credit card players in banking industry on 19TH August, 2022 at PSO House, Karachi. The alliance will not only bring incremental sale at PSO forecourts and enhance user experience but will also increase PSO Cards' reach across the credit card industry. Under this arrangement, the loyalty points earned by the Silk Bank card customers will now be redeemable at PSO outlets for purchasing free fuel/lubricants.





## FEMALE PUMP ATTENDANTS FEATURED ON BBC URDU

PSO female pump attendants were featured in the leading global news channel BBC Urdu in its popular program "Sairbeen". The female pump attendants were also featured in UrduPoint, a renowned website in Pakistan. PSO was proud to be acknowledged for paving the way to an inclusive workforce and empowering women by hiring them as female pump attendants at multiple PSO stations across Pakistan.



# FLAG HOISTING CEREMONY

A Flag Hoisting Ceremony was held at PSO House to celebrate 75 years of freedom where PSO employees expressed their solidarity and love for Pakistan. The National Flag was hoisted with a passion to drive this nation to greater heights and a better tomorrow. Managing Director & CEO, Syed Taha, raised the national flag and planted a sapling to mark the occasion. PSO wished the nation a Happy Independence Day!





# FLOOD RELIEF DRIVE

Recent spell of heavy rains of monsoon created a devastating situation across the country and left around 33 million of Pakistanis vulnerable. In line with PSO's corporate value of Caring & Giving, PSO contributed PKR 100 million for flood relief activities and the employees also contributed an additional approx. PKR 9 million from their salaries to help our brethren in need.

Since August, PSO set up flood relief camps, field medical dispensaries, distributing ration and cooked food, tents and mosquito nets, providing clean drinking water while also taking care of the affected animals through medical relief camps and feed provision. PSO determined to help our nation survive this calamity, rebuild lost homes and restore livelihoods.



# CSR INITIATIVES

## Ration Distribution Drive

Due to high inflation in the country where people from low income strata found it difficult to meet ends it was indeed the need of the hour to lend the 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 way of distribution of approx. 3000 ration bags.



## Radiotherapy Treatment of 20 Prostate Cancer Patients

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 Sindh Institute of Urology and Transplantation (SIUT) by supporting radiotherapy treatment of 20 prostate cancer patients. The cheque was handed over by Brig, Rizwan Ahmad (R), General Manager Admin, Security Services & CSR to Dr. Adeb Hasan Rizvi, Director, SIUT. The ceremony took place at SIUT hospital.



## Supported Indus Hospital to Equip C Arm Machine

Living up for our corporate values of Caring & Giving PSO supported Indus Hospital to equip C Arm Machine (Overhead X-Ray Image Intensifier machine). The ceremony was held at Indus Hospital, Korangi where Brig Rizwan Ahmad (R), General Manager Admin, Security Services & CSR handed over the cheque to CEO, Indus Hospital, Dr. Abdul Bari Khan.



## Construction of Hygiene and Sanitation Facilities in 10 Government Girls' Schools

Providing education is not only important but also gives enabling environment to the students. In a study, we found out that many students especially girls don't go to school because of non-availability of hygiene and sanitation facilities. In this regard, PSO supported 10 government girls' schools for construction of sanitation and hygiene facilities in slum and rural areas across the country. The cheque was handed over by Mir Shahzad Khan Talpur, General Manager, HSE & QA, Mr. Maqbool Ahmed Rahu, Chief HR & ID WASH, Education, HANDS.



## Provision of Phacoemulsifier Oertli CataRehx Machine for Advance Level Eye Treatment

PSO joined hands with Layton Rahmatullah Benevolent Trust (LRBT) to fight against curable blindness in Pakistan. PSO donated Phacoemulsifier Oertli CataRehx machine to carry out advanced level eye treatment for people from underprivileged strata of society. The cheque was presented by Mr. Amir Zaib, Act General Manager, Cards & NFR to Mr. Umar Ghafoor, CEO, LRBT.





## Financial Assistance to FESF, Deaf Reach School Sukkur

PSO provided financial assistance to the Family Educational Services Foundation (FESF), Deaf Reach School Sukkur by investing in the educational development and innovative training programs and services. The cheque was presented by Brig Rizwan Ahmad (R), General Manager Admin, Security Services & CSR to Mr. Richard Geary, Founder/Director Programs, FESF.



## Provision of Three Ventilators to FOBC

Under Friends of Burns Centre (FOBC), Civil Hospital, the costly treatment of Burns is provided free of cost. PSO donated three Ventilators of international standard to this centre. These ventilators shall be beneficial for critical patients in saving their lives. The cheque was presented by Rana Mohammad Idrees, DGM Logistics to Muhammad Abdullah Feroz, Founding President, FOBC.



## Provision of Two Haemodialysis and One Anaesthesia Machine for the Treatment of Underprivileged

PSO supported Bin Qutub Foundation (BQF) for Begum Noor Memorial Hospital by providing two Haemodialysis and one Anaesthesia machine for the treatment of underprivileged rural population. The cheque was presented by Rana Mohammad Idrees, DGM Logistics to Major (R) Kamran Siddiqui, General Manager, Bin Qutub Foundation.



## Financial Assistance to 10 Intellectually Challenged Students

PSO and KVTC joined hands to support 10 intellectually challenged students with an aim to enable them to become competitive individuals who can play their active role in the society irrespective of their disability. The cheque was presented by Ms. Sumera Manzar, DGM Procurement- Services to Ms. Farheen Amir, Director KVTC.



# SOCIAL MEDIA HIGHLIGHTS



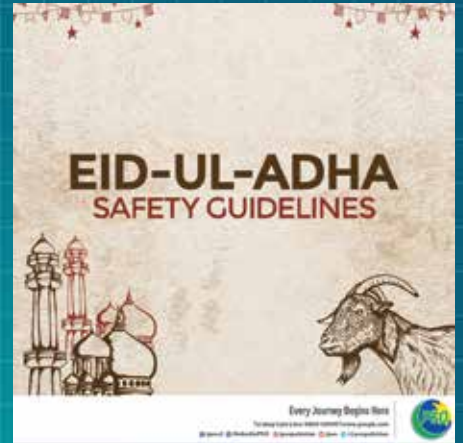
## Driving Safety Tips during the Monsoon

During heavy monsoon rains in Pakistan, PSO shared driving safety tips to ensure safe journeys.



## Hajj 1443

On the sacred occasion of Hajj, PSO wished the nation and all pilgrims Hajj Mubarak.



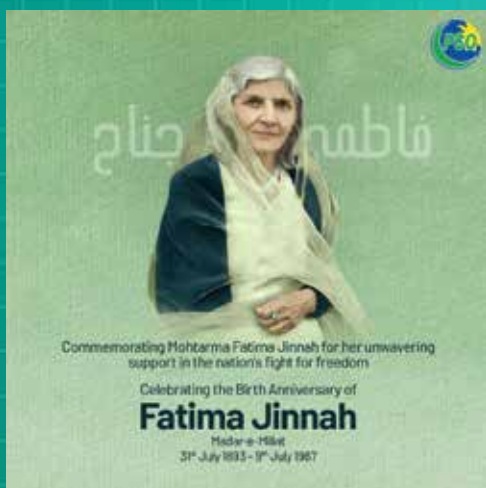
## Safety Guidelines during Eid-ul-Adha

PSO celebrated a thoughtful Eid ul Adha by guiding the nation to follow safety and cleanliness tips to ensure care of animals and everyone around and a happy Eid for all.



## Eid ul Adha

On the occasion of Eid ul Adha, PSO wished the nation a blessed and prosperous Eid with loved ones.



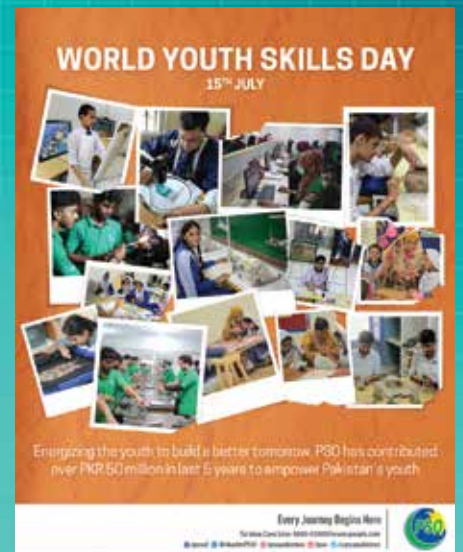
## Birth Anniversary of Fatima Jinnah

PSO paid tribute to Madar-e-Millat, Fatima Jinnah, on her birth anniversary for her passionate and devoted struggle for the independence of the Muslims of the subcontinent.



## Tips to Stay Safe from Dengue

Pakistan was dealing with an outbreak of Dengue as the number of cases increased at an alarming rate. PSO cared about the safety of the nation and urged them to keep themselves and their loved ones safe by following the preventive measures.



## World Youth Skill Day

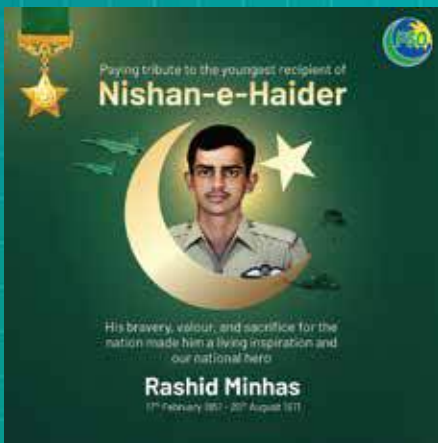
PSO celebrated World Youth Skill Day and made a way for an empowered and resilient future for Pakistan. In the last 5 years, PSO has contributed over PKR 50 Million to help Pakistan's youth polish their skills through numerous initiatives.





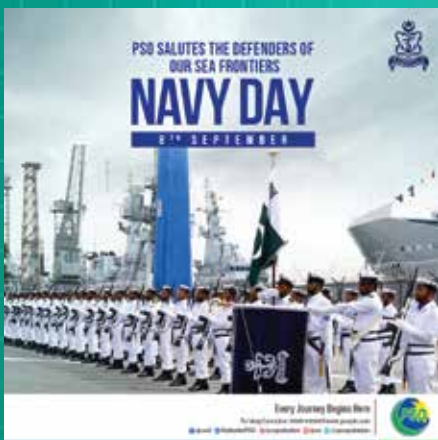
### Youm-e-Istehsal

PSO honored the sacrifices of Kashmiris and stood strong in their struggle for independence.



### Rashid Minhas Shaheed Death Anniversary

PSO paid tribute to the youngest recipient of the top military award 'Nishan-e-Haider' – Rashid Minhas, on his 51st death anniversary.



### Navy Day

PSO paid a heartfelt tribute to the Defenders of our Sea Frontiers on Navy Day.



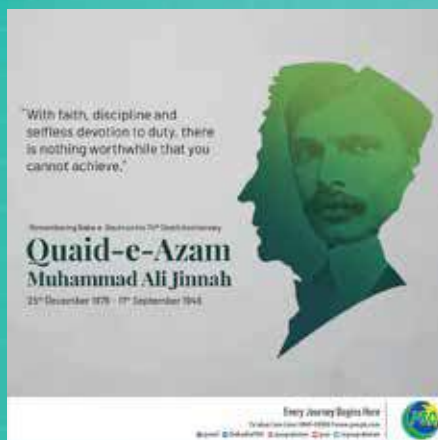
### Golden Victories for Pakistan at the Commonwealth Games 2022

PSO congratulated Nooh Dastagir and Arshad Nadeem for their record breaking performances at the Commonwealth Games 2022 and making the entire nation proud.



### Defence Day

On Defence Day, PSO paid tribute to the valiant defenders of our beloved homeland whose courage, passion, and commitment keep us safe.



### International Youth Day

PSO celebrated International Youth Day and pledged to pave the way for intergenerational solidarity, empowering all generations by enabling their potential. PSO is proud to sponsor 6 TCF campuses across Pakistan by contributing PKR 24 million, in the past one year, with a vision to transform youth into empowered learners and leaders of tomorrow.



### Airforce Day

PSO paid tribute to the brave defenders of our skies on Air Force Day. A symbol of pride for our nation – Pakistan Air Force.

### Quaid-e-Azam Muhammad Ali Jinnah 74th Death Anniversary

PSO paid tribute to the Father of our Nation, Quaid-e-Azam Muhammad Ali Jinnah on his 74th Death Anniversary and pledged to follow his legacy & teachings and take our country to greater heights.

# PERFORMANCE HIGHLIGHTS QTR 1 FY23 OF SUPPLY, OPERATIONS, AVIATION, MARINE & EXPORTS, AND PROJECT MANAGEMENT & CONSTRUCTION DEPARTMENTS

- PSO successfully managed the products requirement as per sales/demand and stocks during the economic uncertainties and flood situation across the country that resulted in sudden decrease in overall demand for POL products and caused major supply shocks. PSO took several prompt corrective measures including rationalization of imports efficiently by deferment/cancellation of several HSD and Mogas cargoes & tenders and also realigned upliftment of products from local refineries. Such measures resulted in minimizing the overstocking to the extent possible and avoidance of huge demurrages exposure due to massive demand decrease.
- PSO, keeping in view the national interest and precarious flood situation in the country, also played its part in reducing country's imports bills during the quarter by strategically planning and rationalizing overall imports and minimizing foreign exchange outflow.
- PSO remained the only OMC to resume regular Mogas transshipment through White Oil Pipeline (WOP) during the quarter, and as many as five imported Mogas cargoes were transhipped through pipeline to up-country locations which ensured safe and uninterrupted supplies of Mogas as the movement of Tank Lorries remained affected during the period of excessive rain and floods. The transshipment of Mogas through pipeline also resulted in significant saving of freight cost that ultimately benefited the consumers.
- In order to timely identify supply chain issues and digitalize the whole process so as to respond proactively, the blueprint/draft of digitalizing the overall supply chain process has been reviewed and finalized which is under review with BPR team for implementation.
- PSO maintained its leadership position in Jet Fuel by achieving market share of 96.6% during the quarter under review.
- PSO Aviation sold 147,540 MT Jet Fuel with growth of 17%.
- PSO Aviation Increased profitability by achieving gross margin of Rs. 1,228 mn. An increase of 67%.



● Five new international customers added in Aviation customer base

SF Airlines, a Chinese Cargo Airline C/o Uniken International – China

Azerbaijan Airlines

Sepehran Airlines a private Iranian Airline

Kish Air also an Iranian Airline C/o Skyways Flight Support of Sharjah, UAE

Jet Fuel Services – UAE.

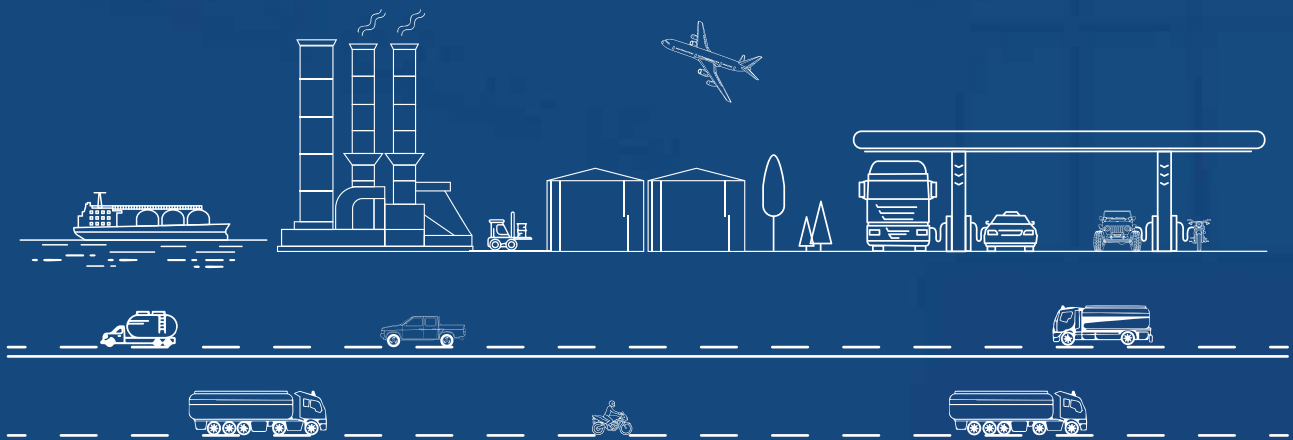
- In Marine business, PSO maintained 100% supply of specialized HSD to the entire Pakistan Naval fleet.
- PSO Aviation achieved a growth of 59% by selling 14,000 MT HSD whereas, 87% growth also registered in HSD profitability by earning gross margin of Rs. 166 mn. Additionally, earned Rs. 3.0 mn in respect of Pakistan Navy hospitality charges.
- Development of new storage tanks (91,000 MT) at following locations are in progress for the future upgradation of storage capacity.

Faqirabad: Two storage tanks having capacities 15,000 MT (PMG) and 10,000 MT (HSD)

Mehmoodkot: Four storage tanks having capacities 24,000 MT (PMG) and 22,000 MT (HSD)

Faisalabad: One storage tank having capacity 20,000 MT (PMG)

- In the 1st Quarter, PSO completed rehabilitation of 2 storage tanks at KTB and Mehmoodkot having a total capacity of 3.96 KMT. In addition, 4 tanks are under rehabilitation at KTA and ZOT having a cumulative capacity of 74.9 KMT. Moreover, construction works have started in full swing at Faqirabad, Faisalabad, and Mehmoodkot for new storage development of 89.7 KMT.



# TESTING CAPABILITY ENHANCEMENT OF MACHIKE AND LALPIR LABORATORIES

Testing capability of Machike and Lalpir Laboratories was enhanced to ensure gasoline in accordance with Euro-V specification by introducing sophisticated equipment "FTIR Fuel Analyser" which measures benzene contents and oxygenates (methanol, ethanol, MTBE etc.) in the Motor Gasoline according to the ASTM D-6277 and ASTM D-5845 respectively.



## ANNUAL SUMMER INTERNSHIP

PSO's annual summer internship started on 18th July and ended on 26th August in fiscal year 2022-2023. Students from various prestigious universities such as IBA, IOBM, SZABIST, GIK, and NUST were selected for this project-based internship. The aim of this 6 weeks internship was to help develop students' professional skills, strengthen personal character and provide them with opportunity to expand their professional experience and knowledge. Under the guidance of their mentors, the internees were able to complete their projects in the given time and on the final day they presented their work where MD & CEO, PSO graced the occasion and addressed the students to encourage them. Besides professional experience, the internees were also given the opportunity to enjoy their stay in the organization by taking part in indoor games at PSO club. The internship provided an excellent and exciting opportunity for the students to learn and begin their inevitable rise to the top.





# UNLEASH THE PERFORMANCE OF YOUR CAR'S ENGINE WITH PSO'S ALL-NEW 'CARIENT S-PRO' FULLY SYNTHETIC MOTOR OIL

PSO has always been at the forefront of introducing new and advanced technologies in every sphere of its operations. Keeping in line with this tradition, PSO introduced the all-new highest API SP grade petrol engine oil - Carient S-PRO with OptiCore® Technology.

The new Carient S-PRO - a high-quality motor oil designed for maximum engine protection and output - unleashes the maximum performance of your car's engine!

## OptiCore® Technology - Mastering the technology of optimization

Carient S-PRO with its OptiCore® Technology - the ultimate blend of fully synthetic base oil and additives at the core of the product, with technology that optimizes every moving part of the engine to ensure maximum efficiency of your vehicle - it is the absolute amalgamation of optimized performance, optimized protection, and optimized life - the best solution for evolving consumer demands.

### 20% improved fuel economy compared to the standard set by ILSAC GF-6

The resource-conserving concept behind this innovation allows to earn extra miles on existing fuel gauge - something that is not only precious but also indispensable too.

### 20% more protection against LSPI compared to the standard set by ILSAC GF-6

Engine performance and life rely heavily upon the condition of its primary components and Carient S-PRO ensures improved protection against Low-Speed Pre-Ignition (LSPI). This way, you can keep your turbocharged engine in pristine condition throughout its life

### 20% improved timing chain wear protection compared to the standard set by ILSAC GF-6

Not just this, there are other reasons why you need to opt for Carient S-PRO:

**20% more engine wear protection compared to the standard set by ILSAC GF-6**

With enhanced engine service life, go the extra mile as Carient S-PRO provides outstanding protection against piston deposits and turbochargers operating under high temperatures to ensure engine parts' cleanliness.

**Enhanced ATD protection**

It delivers enhanced After-Treatment Device (ATD) protection which helps to maintain a cleaner and greener environment.

**Fully backward compatible**

**Protects engine operating on ethanol based fuel up to E85**

***Get ready to experience the unmatched engine performance!***

Leaving no requirement unmet, it's time to experience an extraordinary journey with Carient S-PRO which assures your car's engine stays top-notch delivering exceptional performance while ensuring fuel economy.

Carient S-PRO is more than just a lubricant; it is a statement that announces the arrival of the future of automotive lubricants.



**PERFORMANCE  
UNLEASHED!**





# CARIENT AT JEETO PAKISTAN

Cariant Fully Synthetic was integrated in 16 episodes of Jeeto Pakistan. The idea behind integration in the biggest game show of Pakistan was to generate awareness about the brand and reach out to maximum people using television.



## DEO 8000 LAUNCH

### DEO 8000 Testimonials for Daewoo and Shaheen Freight

Video testimonials shoot conducted with Daewoo Bus Service and Shaheen Freight Logistics Company to promote PSO DEO 8000 features and benefits on social media.



### DEO 8000 Internal Launch

New double handle pack of DEO 8000 was launched in PSO House where different engagement and entertainment activities were conducted and giveaways were also given to all PSO employees.



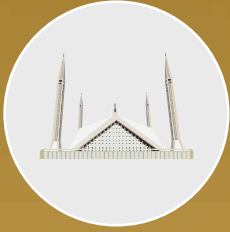
### DEO 8000 Retail Activation

DEO 8000 forecourt activation was conducted on top 30 retail sites in 14 divisions after relaunch of double handle pack in which attractive giveaways were given on every purchase of DEO 8000 while one smart phone was also given on daily lucky draw at every retail outlet.

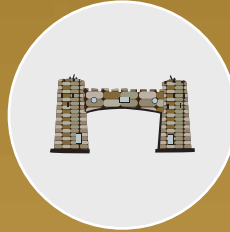


## DEO 8000 Trade Events

Four trade events were conducted in relaunch of DEO 8000 for retailers, dealers, and distributors in following divisions:



Islamabad



Peshawar



Multan



Karachi

Gifts of Smart LED TV and UPS were given to respective participants while 4 Umrah tickets were also announced in each of these trade events.





# ONBOARDING OF TRAX FOR HI-STREET LUBRICANT SALES

PSO on-boarded a professional distributor M/s Trax for Hi-Street lubricant sales under a long-term business relationship. The agreement was executed on 12th August, 2022. The distributor will operate in all four south zone divisions i.e. Karachi, Hyderabad, Sukkur and Quetta.



This is the first time in the company's history that a professional distributor on-boarded to manage lubricant's hi-street sales. The on-boarding process involved a detailed exercise of evaluating different top-notch distributors against an approved evaluation criterion.

A distributor onboarding event was organized to officially kick-off the proceedings, attended by renowned retailers and wholesaler from Karachi and Hyderabad.



It is envisaged that the new distributor will assist in increasing the availability, coverage, visibility and brand-building of the company's lubricants while providing an opportunity to gauge pulse of customers through secondary sales software.

# INSTALLATION OF NEWLY DESIGNED MONOLITH TOWERS

PSO installed 40 newly designed monolith towers at main business sites in South, Central and North zones. These monoliths are provided with ACM (Aluminium Composite Material) and digital price display with backlit LEDs for greater visibility at night.

Project for installation of ACM on CF/COCO retail outlet buildings is in progress for better maintainability and reduction in upkeep cost of the outlets. In 1st Quarter, buildings at 34 sites have been provided with ACM and completion of more sites is underway.





# MOTOR DOC – 6 POINT VEHICLE HEALTH CHECK

The purpose of 6-point vehicle health check was to enhance and uplift the customer experience at our forecourt by providing a free 6-point vehicle health check.

The salient features of the campaign were as below:

**Battery** – Get your battery water topped-up and battery charge checked by Hydrometer reading. Also get to know that the battery connections are clean, tight and corrosion-free. Because batteries don't always give warning signs before they fail!

**Tyre** – Have tyre pressure checked and topped up.

**Engine Oil** – Get your engine oil level checked. Also get recommendation on the most suitable Lubricant from PSO Carient Motor oil product line

**Brake Oil** – Have the Brake Oil of your vehicle checked as it is critical to vehicle safety

**Air Filter** – Air filters prevent dirt getting into the engine. Get your filter checked and cleaned and know if it needs to be changed

**Wiper Blades** – Know if your vehicle wiper blades are torn, cracked or don't properly clean your windshield as the rainy season was underway!

The activity was run on 24 Forecourts in Karachi, Lahore, Islamabad, Multan, Faisalabad and Peshawar for a period of 1 week at each outlet.

During this period, we conducted a total of 18,760 customer interceptions and 3,789 successful Motor Doc checks along with 437 oil changes bringing happiness and satisfaction to our valued customers!



# CELEBRATION OF 75 YEARS OF INDEPENDENCE

As the nation's largest energy company PSO paid tribute to the homeland on 75th Independence Day and organized internal events. The employees participated in the celebrations and a cultural dress show and singing competition were also organized and winners were presented with exciting prizes.



PSO also celebrated Pakistan's 75 Years of Independence with a unique integrated marketing campaign including a mix of above-the-line and below-the-line activities. The campaign 'Barhti Rahay Watan ki Gaari' touched upon the ups and downs that the nation has faced, and reflected on the resilience, unwavering determination and faith that has kept us moving forward.



A first-of-its-kind 3D Projection & light show on PSO House was also presented, wrapping the building in the national flag's projection. This colorful, eye-catching and unique show paid tribute to the nation by showcasing the journey of Pakistan through 75 years, left the audience mesmerized by filling their hearts with patriotism and pride.





# ISO 45001 CERTIFICATION OF PSO TERMINALS

ISO 45001:2018 is the latest international ISO standard which specifies requirements for an effective Occupational Health and Safety (OH&S) Management System. The standard gives guidance for its use in order to enable organizations to provide safe and healthy workplaces by preventing work-related injury and ill health, as well as by proactively improving its OH&S Performance. Key elements of this certification are leadership, planning, operation, performance evaluation, and improvement.

Three facilities of PSO namely Zulfiqarabad Oil Terminal, Machike Terminal, and Sihala Terminal have received certification of ISO 45001:2018 with strenuous efforts from Operations and HSE Team.

## Some of the key benefits of this certification are as under:

- Risk minimization of harm to all employees
- Boost stakeholder confidence
- Lower insurance costs
- Foster management involvement and accountability
- Reduce risk of occupational hazards
- Identify opportunities for OH&S improvements
- Consultation and participation of workers in OH&S



# PROCESS SAFETY MANAGEMENT

Process Safety Management plays a pivotal role in order to ensure operational HSE parameters. Important elements of Process Safety Management were 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 Q1 after rigorous review:





# EMERGENCY RESPONSE DRILLS

One of the key elements of Process Safety Management is emergency response with respect to incidents like fire, oil spill, medical emergencies etc. The emergency drills were 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.



# EMERGENCY EVACUATION DRILL

A planned emergency evacuation drill was conducted at PSO divisional office Lahore on September 16, 2022, in order to rehearse the emergency preparedness of staff and ensure an effective evacuation plan in case of emergency. Multiple areas for improvement were suggested by HSE Central Team post this drill so as to drive the continuous improvement process.



# HSE LEARNING SESSIONS FOR TANK LORRY DRIVERS

Learning sessions with tank lorry drivers were arranged in Central and South regions by their respective HSE teams to raise awareness of safe driving, company HSE policies, Emergency Response Procedures, and HSE Inspection Checklist for tank lorries. The incident learnings from recent incidents were also discussed with the drivers to avoid similar accidents.



# HSE AUDITS

As part of PSO's Visible Leadership / HSE Walkabout Procedure, HSE department facilitated General Managers in conducting facilities and retail outlet HSE Audits by preparing an annual audit plan as well as briefing GMs regarding the HSE Audit / Leadership walkabout mechanism.

This initiative will bring a positive cultural change at PSO's locations and will convey that the top leadership is fully involved and committed in resolution of the grass-root / ground level HSE issues and bring improvement in line with company's HSE policy, standards & procedures.



## 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, contractor staff, and retail outlet staff.





# FIRE DRILL & H&S AWARENESS SESSIONS AT DIFFERENT AIRPORTS

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, Fire Drill & H&S Awareness Sessions were also conducted at different airports.



# LEAP TOWARDS DIGITIZATION

The vision of PSO to bring digitization to the field is now in full bloom. After successful implementation at Keamari Terminal-A, operational locations of Machike (Central Region) & Sihala (North Region) have been automated through Terminal Management System. The terminal management system has an extensive list of advantages from Accounting till Safe management while reducing the need of human involvement and thus also reducing the risks of human errors.



# MOCK DRILLS WITH LAW ENFORCEMENT AGENCIES

Safety has always been our first priority. To check our readiness, all operations locations conduct mock drills with law enforcement agencies to check our preparedness for unforeseen situations. The scenarios were developed such that the safety systems are also checked along with the security systems.

PSO operations' locations took the initiative to encourage the importance of first aid among the workers and conducted an awareness session with the support of Rescue 1122. All staff actively participated in the session and we hope that everyone would be able to save a life some day!





# GLIMPSES OF VARIOUS ACTIVITIES IN NORTH REGION

## Fire Drill at Chitral Depot



## Forecourt WOW Trainings





# GLIMPSES OF VARIOUS ACTIVITIES IN CENTRAL REGION

## Visit to KLP Depot



## Fire Drill



## Online Inspection Reports Training



## Sealing Activity of Dispensing Units



## WOW Training Sessions





## Microsoft Excel Training



## Forecourt Development



## Hi-Street Development



## Installed 18 Digital Towers



## Covered 12 Sites with ACM



## Business Partners Meeting Sessions



## 13 Canopy Sites Covered with Flags



## Engineers' Training with Vendors (TATSUNO)





# EMPLOYEES' CORNER



**Zarin Shah's** younger son, Muhammad Farhad was selected as the 'Cadet Captain' for the year 2021-22 and was also awarded 'The Best All Round Cadet Award 2021-22 (Sword of Distinction)' at a ceremony at Cadet College Hasanabdal. This achievement is certainly a source of pride for Zarin Shah and the entire PSO Family.



**Muhammad Rahid Naseeb**, Deputy Manager, Legal Affairs, attended his Masters of Laws graduation ceremony held at Barbican Centre, Silk Street, London on 1st August, 2022. He was also awarded the Diploma in Taxation in the award ceremony held at Institute of Business Administration, City Campus, Karachi on 29th July, 2022.



**Waseem Tahir**, Incharge Lalpir Laboratory, went on a trip to the northern areas and visited Thandiani Top, Abbottabad, Sharan Forest, Kaghan Valley, and Babusar Top in July 2022.



**Najeeb Ullah Khan's** son, Muhammad Wajeeh Ullah Khan celebrated Independence Day in his Montessori school.



**Ali Rizwan Sulehri**, HSE department, completed his Executive MBA from the Institute of Management Sciences (IMS), Bahauddin Zakariya University (BZU), Multan with a CGPA of 3.52. He also captured the beautiful pictures of rice fields during his recent visit to his hometown; Nadala Sulehria, a village in District Narowal, and Tehsil Shakargarh.



**Muhammad Saad Siddiqui**, BPR & PMO department, completed Master of Engineering Management (Industrial Management) from NED University of Engineering and Technology.



**Muhammad Kashif**, visited Lahore Zoo with his family.



**Saad Saboor**, Assistant Manager HSE – South, shares his poetry.

Words unsaid, unresolved emotion  
 Arguments countless, faded devotion  
 The love that once crowned you king  
 Lifeless lies on road without motion  
 Curtains concealing reality drawn  
 What once was home is forever gone

Crowds rush like waves of an ocean  
 Sky pierced with unsettling commotion  
 The efforts to revive love all in vain  
 No pill could work nor any potion  
 Long is the night no hope of dawn  
 What once was home is forever gone



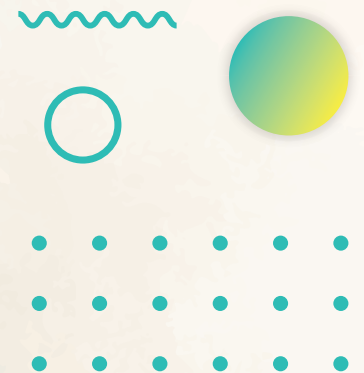
To value personal milestones and break the monotonous routine, the **Customer Services department** celebrated the birthdays of Noman Ahmed, Saweba Sanaullah, and Soofia Mughal on 30th August and 22nd September, 2022.

**Tooba Arif**, the youngest daughter of Arif Tabassum, Manager HSE- North Zone, carved her name on the board of honors at OPF Girls Campus F-8, Islamabad by scoring 98.5% marks in the SSC exams of Federal Board.

Tooba has maintained her shining star stature for the past five years and is expecting an FBISE merit scholarship, just like her elder sister Sanila Arif who recently scored 98.8% marks in the FSC Pre-Medical exams held in Punjab Group of Colleges, H-11 Hillview Campus.

Both the younger sisters are inspired by their elder sisters, Maheen Zahra scored 95.6% marks, and Laiba Arif, the eldest sister, set a legacy for others to follow by scoring 96.4% marks in the SSC exams in 2016.

Laiba Arif and Maheen Arif are currently studying in the 4th year of MBBS at Rawalpindi Medical University.



Our lives are so busy that most of us have forgotten how important it is to set apart time for fun, leisure, and recreation. **PSO Club (Islamabad)** organized a trip to **Khanpur Dam** and organized fun and exciting activities for the employees and their families.

.HAPPY.

# Birthday



Name of Employee	Birth Date	Name of Employee	Birth Date
Muhammad Ayub	11/1	Sohail Ahmed Khan	11/8
Umair Ahmed Abbasi	11/1	Muhamamd Saqib	11/9
Salman Faisal	11/1	Muhammad Faizan	11/10
Mubashar Ahmad	11/1	Muhammad Sharjeel	11/11
Syed Ghazanfar Abbas	11/1	Adeel Athar	11/11
Saeedullah Memon	11/1	Syed Irfan Ali	11/11
Abdul Karim Zardari	11/1	Jawed Akhter Khan	11/11
Amjad Naseer Khan	11/1	Syed Faisal Shah	11/12
Mohammad Siddiq	11/1	Mohammad Javed Mun	11/12
Irfan Pervez Butt	11/2	Taha Sharif	11/13
Tariq Mehmood	11/2	Syeda Maheen Mehmood	11/13
Muhammad Talha Aslam	11/3	Waleed Amjid	11/13
Carmen Gonsalves	11/4	Asma Khan	11/13
Muhammad Moinuddin	11/4	Faisal Mehmood	11/14
Muhammad Aun Iqbal	11/5	Ammar Muhammad Syed	11/14
Aisha Ulfat	11/6	Irshad Qureshi	11/14
Muhammad Naeem Iqbal	11/6	Muhammad Asim	11/15
Waseem Ahmed	11/6	Muhammad Rehan Ramzan	11/15
Muhammad Saleem Bhutto	11/6	Fahad Rehman	11/15
Samia Nasar	11/7	Ishfaq Hussain	11/15
Shahood Ali Asif	11/7	Ghulam Yasin	11/15
Abdul Hussain	11/7	Muhammad Adnan	11/15
Hina Mughal	11/8	Muhammad Atif Latif	11/15