

Edition 3: Jan 2021 to Mar 2021

PSO TIMES



- MARKETING HIGHLIGHTS
- ACHIEVEMENTS AND MILESTONES
- HSE CORNER
- CORPORATE SOCIAL RESPONSIBILITY
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Every Journey Begins Here



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Launch of PSO Hi-Cetane Diesel Euro 5 Campaign

With the Introduction of the new and cleaner Euro 5 fuels in Pakistan, PSO decided that it was the right time to re-brand their Diesel from Action + Diesel to Hi-Cetane Diesel Euro 5. Being the pioneers in Euro 5 Diesel in Pakistan, PSO wanted to register its brand in the target audience through an extensive campaign.

The campaign featured the famous singer Atta ullah Khan Esa Khelvi since Mr. Esa Khelvi has a very strong fan following among truck drivers. The campaign was launched with a very strong tagline "Gari Khud Bolay Wah". PSO already has the majority share in Diesel, and this campaign was designed to further increase its market share and revolutionize the Diesel market.

Brand Awareness was created via advertising on outdoor media in high traffic sites that included billboards, hoardings, gantries at strategic commercial markets and near point of purchase which were branded with the Hi - Cetane Diesel Euro 5 key visual. These heavy traffic sites generated widespread awareness in the city of Karachi.



Lubricants- The Unstoppable

Record breaking Lubricants Sale

The exceptionally motivated team closed the month with sales of almost 1911 Metric Tons, the highest sales by DSAT in any month.

PSO PCMO and MCO sales reached as high as 448 MT while Diesel Oils reached a high of 1374 MT. While all 14 divisions reached their targets efficiently, Faisalabad division outperformed all followed by Islamabad division.



Carient & Blaze Merchandising Campaign

Through this campaign 13,000 high street shops were merchandised across the country. 4,951 shops were made productive, starting a new era of strong relationship with the retailers.

The main focus of the campaign was to improve availability and awareness of our hi-tier Carient brands namely Fully Synthetic and Ultra in the Hi-Street PCMO market due to which they were able to substantially improve its presence nationwide.



Since the inception of PSO's own lubricants brand, selling Hi grade lubricants has been a challenge particularly in the Hi-Street PCMO market. Historically, PSO was able to sell only 160 Kls of Carient Fully Synthetic in the last 8 years through the Hi Street Channel. Through this campaign, sales have improved substantially all over Pakistan and a hi-tier product has been introduced to oil changers with great success. However, Islamabad Division has stood out and uplifted half of all Pakistan Fully Synthetic sales and brought in the largest number of oil changers to uplift and convert their customers to PSO grades. These impressive statistics have been a result of consistent hard work and constructive sales attitude of the entire HS Sales Team of Islamabad Division. However, Mr. Muhammad Ali (Sales Officer Islamabad

Area) needs special acknowledgement. He has been instrumental in pushing the key oil changers of Islamabad area by his PR in uplifting high volumes of Hi Grade PSO product.

His effective marketing pitch has convinced these oil changers in replacing renowned brands like ZIC, Chevron and Shell by PSO as their first priority for oil change.

Such encouraging results show that PSO is on the right track for establishing its Hi Street market and consistent efforts from here on would ensure wonders for PSO lubricants in the market.



Customer Engagement Activity

With the successful upliftment of our Carient and Blaze lubricants, PSO lubricants with the help of Brand Management decided to conduct an engagement activity to be able to reach out to our target audience in the locations where we successfully merchandized retail outlets. This activity was conducted to not only engage directly with the target audience but also to support retailer in shelf offtake of our products with the help of incentivizing customers with a free DigiCash Card along with fuel and other gift hampers.



Truck Adda Activation

Truck Adda Activation was conducted in coordination with Brand Management. Specific Truck Addas were targeted for activation and engagement with truckers of Karachi & Islamabad. During this one-month campaign, which is still ongoing, we have successfully intercepted 8,733 truckers in Karachi & 7,170 truckers in Islamabad, and successfully converted 331 truckers so far from competitor brand to DEO users.



Lube Gala 2021

PSO is pleased to share the great experience of the "Lube Gala 2021" which was held at 185 selective Retail outlets in 14 divisions across Pakistan.

Retail outlets were decorated with PSO Lubricants, the full range of products was merchandised along with standees, balloons, and banners which were placed at the Retail Forecourt.

In order to draw the audience's attention throughout the event and keep their interest intact, they were involved in various games, and branded gifts were given to the customers by the dealers.

We would like to acknowledge the efforts of the entire DSAT team for their exceptional work during these trying times while we face the pandemic and occurring challenges. Through it all, they thrive and perform their responsibilities with commitment and determination.



DigiCash Safer Prize Distribution Ceremony

The Brand team organised the DigiCash Safer Program Ceremony on the 12th of March 2021 at PSO S/S Ittehad 25, where three pump attendants from Karachi won motorbikes as a reward for selling the highest number of DigiCash Cards in a month. The core idea behind the DigiCash Safer program was to motivate and incentivize the attendants to pitch DigiCash and improve customer experience at the outlet.

The chief guest for the ceremony was the DCCO – South Mr. Raja Imran Ullah, who presented the certificates of achievement and the bike keys to the three winners. After the prize distribution, the event was concluded with a note of appreciation by the DCCO – South, and the GM – Cards & NFR.



Hi – Octane 97 Euro 5 PR Campaign

#Drive the Change!

The Brand Management team initiated a PR campaign for PSO's new Hi – Octane 97 Euro 5 fuel featuring renowned celebrities including Zara Noor Abbas, Feroze Khan, Ali Rehman Khan, and Shehryar Munawar to highlight the significance of the Euro 5 standard fuel. They don't only increase engine performance and lessen engine deposits, but also reduce the carbon emissions thus, driving the change for a Cleaner and Greener Pakistan for our future generations.

The PR Campaign with top Pakistani celebrities was carried out with an objective to increase brand awareness and brand recall. Various car enthusiasts, lifestyle vloggers, and popular influencers were engaged to spread the message, and boost campaign reach.



Supply

Highest Monthly Motor Gasoline Upliftment from local refineries – 87,000 MT

Keeping in view the increasing fuel demands, Supply Department has achieved its highest refinery-sourced motor gasoline upliftment in a single given month i.e. 87,000 MT, beating the previous best of around 82,000 MT. This feat was achieved in March 2021. This includes 52,000 MT upliftment from PARCO, against an average of approximately 35,000 MT for the preceding six months – a 50% increase.

Highest Monthly HSFO Upliftment from PARCO – 66,500 MT

Supply Department achieved another milestone by uplifting around 66,500 MT HSFO from PARCO during March 2021 – the highest ever HSFO upliftment from PARCO in a month. To give an idea, the average HSFO upliftment from PARCO during the preceding six months was around 41,500 MT. This quantity includes around 44,000 MT product bought to Karachi for Southern Customers.

Highest Monthly HSD Upliftment from PARCO – 79,000 MT

Supply Department also clocked its highest HSD upliftment from PARCO. Around 79,000 MT HSD was uplifted from PARCO during March 2021, which is the record highest HSD upliftment from PARCO in a month. As a reference, average HSD upliftment from PARCO during the preceding six months was around 58,000 MT.



Logistics

Being mindful of safe & secure transportation of petroleum products through road network, PSO along with our valued business partner M/s Automobile Track Services Pakistan (ATS) kick started drivers defensive training and medical assessment campaign for drivers engaged on PSO tank lorries fleet. In this regard, a session was conducted on 6th April 2021 at PSO Mehmood Kot installation wherein around (100) drivers were imparted defensive drivers training knowledge. In addition, tank lorry drivers were also medically assessed for blood pressure, Hep B / C, blood Sugar and eye sight. This is the start of series of sessions which will be conducted throughout the Country to ensure trained & medically fit drivers deployed on PSO tank lorries fleet.



Infrastructure Construction & Projects

With immense pleasure and pride, PSO announces 100 % readiness of the newly constructed 13000 MT HSD Tank at Faisalabad Depot from construction and commissioning point of view.

PSO has received the final approval from OGRA for the commercial operation of this newly constructed tank. The tank is now 100% ready and available for storage purpose.

All relevant testing and inspections, as per the recommended international standards, have already been successfully completed to ensure the strength and the accuracy of the construction process.

Team PSO has added a new HSD storage in its current storage capacity. This will definitely help its sales team to maintain / exceed its market share in the region.

Despite facing the global challenge of Covid -19 during the peak construction & procurement phase and stringent work / weather conditions of Faisalabad city, PSO Team (IP&M & Operations engineers)

successfully managed to complete this project in the most proficient and professional manner.

Special appreciation and congratulations to the Project Team (Raja Farooq Sb, Farooq Asghar, Mustafa Ali, Faisal Chishti, Sajid Mehmood, Ahmed Dar, Israr Shah and Ammar Iqbal) for their dedication, hard work and true ownership of this project. All of them are the shining stars of this project.

We are sincerely thankful to the Faisalabad Depot Team, HSE, Security, Supply, Finance and Procurement departments for supporting it in achieving this very crucial EPCC Program milestone in a timely and safe manner.

We would also like to share its sincere thanks to Government Relations Office, especially Mian Zubair, for his beyond the call support in acquiring the final NOC from OGRA.

Under the guidance of its management team, PSO is pleased to inform the completion of following projects.

1) Development of FO Loading Facility at PSO Lalpir Depot

The scope of work includes:

- Modification in gantry structure to make it suitable for the furnace oil loading operation.
- Removal / rerouting of Steam pipelines and associated structure from the old gantry to accommodate space for new system.
- Installation of new pipeline segment from Pump room to filling gantry.
- Pipeline works inside pump house and gantry for new system.
- Hydro testing of the complete system to ensure the strength and accuracy of the fabrication process.

It is pertinent to note here that PSO had the target of 15 days to complete and commission this system. With the dedicated hard work by IP&M and Operation engineers; the system was fully installed and ready for operation on April 05, 2021 while successful operational test of the system was performed on April 07, 2021 by filling one tank lorry.

2) Rehabilitation of 2100 KL HSD Storage Tank at Habibabad Depot

- Removal of complete tank bottom with removal of multiple layers of old tank pad.
- Complete fabrication and installation of tank new bottom with allied civil work.
- Pipeline works for double block and bleed arrangement.
- Fabrication and installation of additional nozzles on the tank for safety and process equipment.
- Necessary inspection and testing to ensure the fitness of rehabilitated tank.
- Complete Painting / Coating of the tank.

We are extremely thankful to the Operations, HSE, P&S, Supply and Security departments for supporting it in achieving this important milestone in timely and safe manner.

Infrastructure Projects and Maintenance

Owing to the diligent and dedicated efforts of the PSO construction team in the execution of tanks rehabilitation project – it has achieved another milestone at Keamari region.

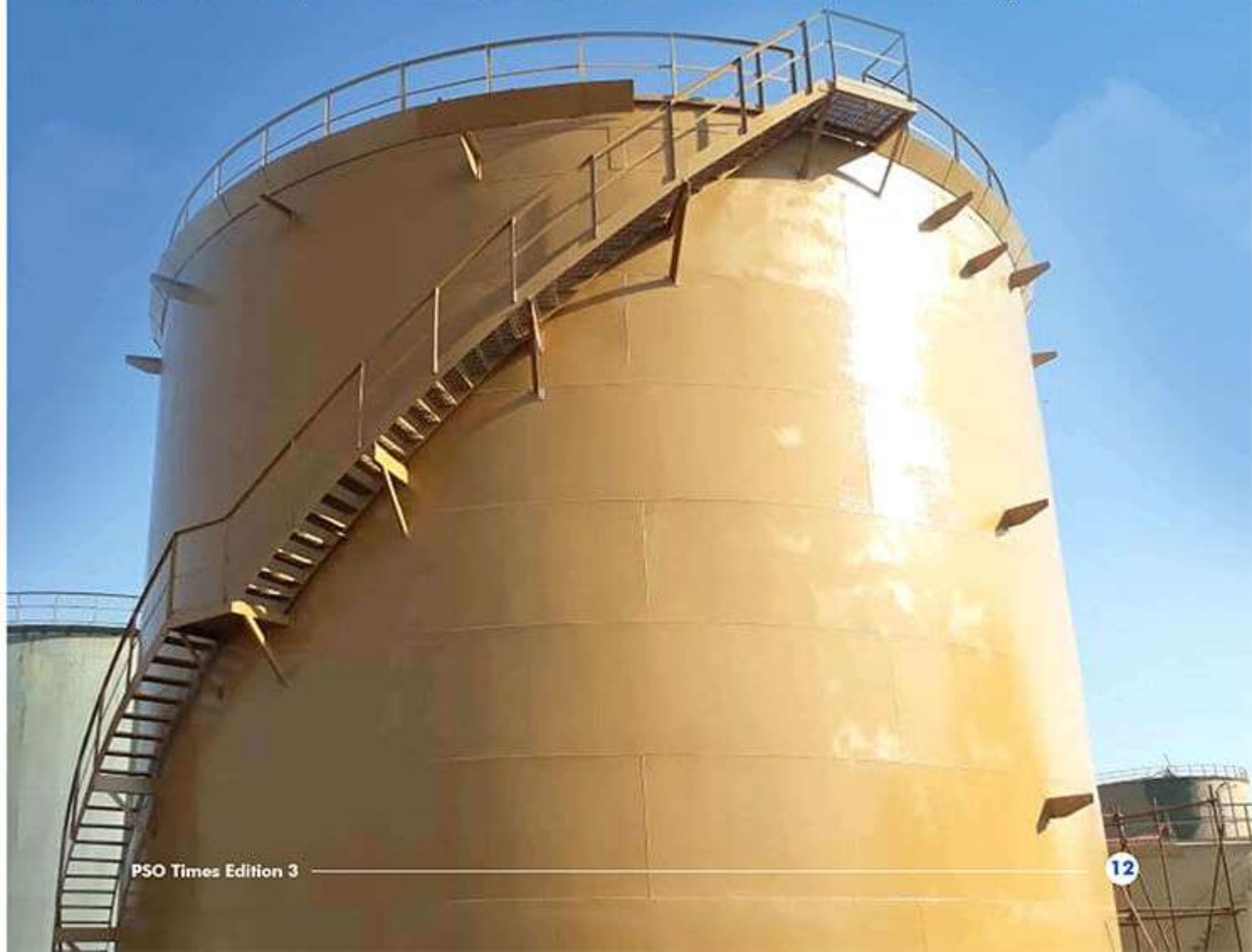
The comprehensive rehabilitation work on Tank 205 (Storage Capacity 4,400 MT-PMG) at Keamari Terminal- C has been completed.

All relevant testing and inspections, as per the recommended international standards, have been successfully completed to ensure the strength and the accuracy of the rehabilitation process.

Final painting and calibration activities on the tank are also completed with the formal hand-over to the Terminal Operation Team.

Team PSO has added / revived this 4,400 MT of storage space in its current storage capacity.

We pay sincere thanks to Keamari Terminal-C Team (Deedar Pathan, Tahwer Hussain, Talha Aslam), HSE, Security, Procurement, and Finance departments for their wonderful support in achieving this milestone.



Under the guidance & continual support from PSO's Leadership, IP&M department is pleased to inform completion of following major projects:

Rehabilitation of 62,000 MT Storage (Approx. 6% of the Company Storage)

Comprehensive rehabilitation works on Tanks 1003 & 1004 at Zulfiqarabad Oil Terminal have been completed. All relevant testing and inspections, as per the international standards, have been successfully completed to ensure the strength and the accuracy of the rehabilitation process. Tanks have been handed over to Operations Team. Receipt had already been taken in Tank 1004.

Development of PMG & HSD Pipeline Links between PSO and PARCO facilities at Faisalabad Depot

The Pipeline Links are developed and tested in-accordance with ASME B 31.3/31.4 and other relevant standards. It is pertinent to note that PSO has successfully obtained Environmental Assessment Approval from competent authority. Furthermore, during the execution of the project, PSO has successfully managed / negotiated with Other OMCs for crossing their pipeline(s), government Authorities i.e. PHA, PTCL, SNGPL, WASA and other local area resident(s) etc. during the execution of the project.

Pipeline Development Program at 4 PARCO

Locations (details mentioned below) is completed in all respects:

Location	Product	Pipeline (Size & Length)
Shikarpur	PMG	8" dia x 1.5 Km
Mehmood Kot	PMG	16" dia x 8.5 Km
Faisalabad	PMG & HSD	16" x 7.5 km & 18" dia x 7.8 km
Machike	PMG	12" x 1.9 km

We takes this opportunity to appreciate the efforts put in by Operations (especially Team leads, Installation Managers, Operations Head & M&R Team), HSE, Security, Legal, Supply etc. for their beyond the call support to complete this project.

Power Projects

PSO and K Electric successfully entered into Fuel Supply Agreement (FSA) for supply of High Speed Diesel (HSD) as backup fuel (initial fill & normal supply as & when required) for their upcoming RLNG units at KPC power plant for a period of three (03) years. The initial fill for KPC will be 9.5 million liters.

The registered record of volumetric growth in FO in last two years was of 142% (358 K MTs) against 3rd quarter targets (148 K MTs) and 155% over 3rd quarter LY (140 K MTs).

Due to increased volumetric growth, Net Earnings from FO (PP) during 3rd quarter increased by 189% over LY (Jan-Mar TY = Rs 699 mn versus LY = Rs 242 mn)

Successful efforts and negotiation were done to secure business by engaging a new customer, Liberty Power Tech Limited (non-contractual) to cater to their fuel requirement on competitive terms resulting in gross earnings of Rs 15 million.

The registered record of increase in HSD sales was of 4,901 MTs which has exceeded our annual targets.

Operations

PSO's operations network is strategically located to ensure uninterrupted fuel supplies across the country and to fulfill the increasing demand of POL products. During this corona outbreak their operation team has shown true dedication and determination, despite working with limited staff the team efficiently catered to the fuel requirement especially in this high demand season.

In view of challenging PMG demand across the country, 27,5354 KL PMG was dispatched from Karachi to up-country locations during the month of March 2021 compared to 20,8006 KL SPLY showing an aggregate growth of over 32 %.

A workshop and certification were arranged to equip skilled and unskilled non-management workers with basic electricians training. MD & CEO PSO, Syed Taha distributed certificates amongst the workers and encouraged them to learn new skills to continue their journey of professional growth.

During Jan-Mar 2021, rehabilitation work of 64000 MT of storage was completed at ZOT. Moreover, 13000 MT Tank was newly constructed at Faisalabad Depot.

In the tanks conversion project, initiative was taken by the Tarujabba team to expedite matters. In this regard the following tasks were done using in house resources which resulted in significant savings for the company:



These initiatives resulted in significant savings of around Rs. 7-8 Million and more importantly saved time. In case these jobs were tendered and outsourced precious time would have been consumed in PR approvals, tendering and SO issuances.

During Jan-Mar 2021 they were also able to complete the rehabilitation work of 600 meters (total 1700 Meters) of tanker discharge line (20 in.) at Kaemari Terminals. This pipeline plays a pivotal role in meeting energy requirements throughout the country.

PSO has always actively remained engaged on the forefront of pipeline connectivity with the cross country White Oil Multi grade pipeline (WOP). This pipeline connectivity at Shikarpur, Mehmodkot, Machike, and Faisalabad would not only increase PSO's flexibility to use safe and secure pipeline mode of product transfer but also to add value to its cost of doing business. We have successfully completed the connectivity at Shikarpur, MehmoodKot, Faisalabad, and Machike.

Consumer Business

PSO Won POL TENDER of Field Wing of Agriculture Department, Government of Punjab

PSO has always been at the forefront in serving all sectors contributing to the economic development of Pakistan, and Agriculture Department is no exception by being the largest employing sector of Pakistan. PSO has successfully won the tender for the entire Punjab POL supplies consecutively for past 3 years.

The Field Wing of Agriculture Department Government of Punjab is providing engineering services to the farmers and other stakeholders in the areas including land leveling / development, well drilling, soil & water conservation, research & development related to agriculture machinery with highly skilled labor. The department is also maintaining agricultural engineering workshops throughout Punjab for repair & maintenance of bulldozers, well drilling machinery, and transport vehicles.

CB Lahore Division made a major break-through by capturing the complete lubricants business (365 KL) and HSD (5,242 KL) volume of DG Agriculture Pan Punjab through Tender.

The picture is at the time of signing of the POL Contract on January 19, 2021. PSO was represented by Mr. Ahmer Yar Khan Business Manger CB Lahore, Mr. Usman A. Qadri Territory Manager CB Lahore along with Mr. Ghulam Saddique Director Agriculture Field Punjab executing supplies in four IC divisions i.e. Faisalabad, Multan, Islamabad, and Lahore.



PSO Secured SUV Engine Oil OEM Business of Greenfield Auto Sector Project Glory SUV of DFSK Regal Auto

Dongfeng Sokon (DFSK) is the second largest carmaker in China, the company is a joint venture between two Chinese industry giants, Dongfeng and Chongqing Sokon Group. Pakistan's Regal Automobiles Industries Limited (RAIL) has acquired the Greenfield status under the Auto Development Policy (ADP) 2016-2021 and have become the local assembler and distributor of DFSK.

PSO Consumer Business Team made breakthrough by securing initial fill business of Carient Fully Synthetic SN 5W30 for newly launched DFSK Glory SUV by Prince Regal Auto after approval from their Chinese principals as OEM Lubricant.



Successful trial run of PSO Synthetic Clear Oil at Tandlianwala Sugar Mills

PSO always strives to optimize its lubricants range and bring new products to the market as per the requirements of industry so that the position of market leader is maintained.

Changes in the field of industrial lubricants have far-reaching consequences. Sometimes they are big revolutionaries. In the field of sugar industry, bitumen oil will soon have to struggle for its survival. This is because Synthetic Clear Oil is penetrating in the market as a preferable alternative. PSO decided to conduct R&D on its own and began efforts to create a locally blended oil with imported components which is compliant or better in quality with imported oil to meet the requirements of the local industry. PSO has successfully conducted Product trial run at M/s. Tandlianwala Sugar Mill –Rehman Hajra unit – Muzzafargarh of newly developed PSO Synthetic Clear Oil.

With this successful trial, it is likely to further enhance PSO's lube sales in the segment of Sugar Mills during the upcoming Sugar season.



Retail Business

Network Development

As part of enhancing its network development, 24 New vision outlets were completed during the 3rd quarter of FY 2021.

Customer Services Days Celebrated

In order to strengthen its relationship with customers, build trust and earn their loyalty, Retail Business department organized and conducted 81 Customer Service Days at various retail outlets across the country in 3rd quarter FY 21. During the activity, retail outlets were decked with festive look and the staff were trained specially for customer interaction. All respective retail divisional teams were present during the customer service days at their relevant retail outlets who encouraged customers to share their fueling experiences and suggestions for improvement. Retail teams also educated the customers about various products and services with special emphasis given on lubricant product awareness and persuasion. Customers were also given giveaways and gifts for appreciating their inputs and making the event memorable for them. As a part of constant improvement, such events on retail outlets will continue to happen in future with even more enthusiasm and passion.



Procurement and Services

PSO LAUNCHES E-PROCUREMENT

REAL TIME, SWIFT &
CONVENIENT

Register Now!
with SAP Ariba Network to
access PSO tenders!



In pursuit of automation and aligning key processes in line with best practices, while remaining compliant with all regulatory requirements, PSO the nation's most progressive energy company, has once again taken lead in the public sector by successfully launching e-procurement through SAP Ariba for all its procurements; enabling to improve the efficiency of its procurement process by not only allowing a greater number of vendors to conveniently access PSO tenders online and provide a level playing field to a large pool of suppliers but also reducing turnaround time.

This key milestone in PSO's journey of digital transformation was marked by a ceremony held at the company's head office in Karachi on March 16, 2021, where Managing Director & CEO - PSO, Syed Muhammad Taha, formally launched the program. Managing Director - SAP Pakistan, Mr. Saquib Ahmad and Chairman Excellence Delivered Pvt. Ltd - Mr. Sajjad Syed were also present to grace the occasion along with senior company officials and project management teams.

Speaking at the occasion, Managing Director & CEO - PSO, Syed Muhammad Taha said: "PSO has once again proven that we are an energy company that gets to the future first. The pandemic has accentuated the importance of being agile and digitally ready in the fast evolving business landscape. Being technology driven is no longer a choice, but a necessity. PSO has always taken the lead in embracing emerging technologies be it the adoption of SAP back in 2005, pioneering fuel cards or the implementation of e-procurement through SAP Ariba now. This is PSO's first step towards operational sustainability and a disruptive culture and more milestones will soon follow as we are a company that leads by example."

Following Procurement and Services team members' vital role in successful and timely implementation of the project:

Ms.
Tanweer
Sultana

Ms.
Faiza
Ambreen

Mr.
Farrukh
Imran

Mr.
Osama
Sabir

Ms.
Sarah
Akber

Mr.
Saifullah
Khan



Training sessions key stakeholders including prospective vendors were also held wherein, over 300 users in different roles were trained.



Vendors currently working with PSO and prospective service providers are requested to register themselves on SAP Ariba Portal by clicking on the link below to access and participate in upcoming PSO tenders.

Human Resources

The HR strategy of PSO is to optimize its Human Resources through Human Capital Management. While PSO continues to evolve as an organization in line with the best practices, institutionalization of HR reforms is fundamental in the process. In PSO we focus on Human Resource growth, development and engagement.

A quick snapshot of HR activities undertaken during January-March 2021 is as follows:

Organizational Development

The Agility Program

- Undertaken for HR transformation to help PSO evolve into a dynamic organization.
- Re-alignment of roles being managed through C-level structure and the commercial side of the business being geographically fenced.
- Preliminary structures in place to align PSO's strengths, streamline processes, and create synergies through digitization, automation, diversification and expansion.
- Roll out plan in place and placement of Chief/Deputy Chief completed through internal sourcing.

HR Reforms

- 198 employees promoted to a higher level after successful completion of the due process in a record lead time.
- HR policies on promotion, car entitlement revisited to align with the best practices and PSO's policies.
- Employee Disciplinary Policy implementation to align completion of the process within specified timelines while ensuring that the employees are provided an impartial opportunity of personal hearing before the management.
- Half yearly performance appraisal cycle FY 2021 undertaken for the first time in PSO and employee ratings relative to the peer's performance within the department was gathered.

HR Sourcing

- 07 CA Trainees inducted as per PSO's policy – PSO's CA Trainee program was launched for the first time in previous quarter
- PSO's 2nd Mentorship program launched after completion of all the formalities in terms of need in line with policy – PSO's mentorship program was launched for the first time in previous quarter.
- Internal Job Posting (IJP) for Brand and Audit successfully completed – 03 incumbents were placed to their new positions through IJP (the concept of IJP was introduced for the first time in PSO). IJP for Finance under closure.
- Management Trainee Program 2020: Confirmation process for ___ MTs completed.
External recruitment process undertaken for Management positions including Management Trainee program 2021 undertaken.

As part of job diversity and job enrichment 222 employee transfers were made during Jan-March 2021 period.

HR Branding

The display of PSO's new Vision, Mission and Values (VMV) across PSO House through glass boards and 3D display of VMV wall at PSO's entrance was successfully completed. For PSO this display is not only to enhance the aesthetic look of the work place but it actually symbolizes the significance the Company has for its VMV that sets the parameters for the performance of the Company and the Employee. The demonstration of PSO's values through the use of vinyl stickers also serves as a daily reminder to all its stakeholders of what PSO values.



Employee Engagement

Employee birthday greeting program was launched for PSO's Management and Non-Management employees in March 2021. 65 birthdays were celebrated as part of the program.



HR Automations

- Launch of HR helpdesk application providing seamless connection with relevant HR personnel for getting HR related queries addressed in a proficient manner. In case if the query remains unresolved for three working days it automatically escalates to a higher level.
- Launch of quarterly performance appraisal application providing timely feedback to employees about their performance/assessment by their supervisor to mark the areas of their employee development. This also assists the employees to focus on their areas of improvement.
- SAP Fiori made Live! SAP Fiori provides efficient Time Management System to the employees. Companywide awareness program was conducted in January/February covering all PSO locations. Pilot testing was also successfully conducted by HR and IT teams. The application was made live in February 2020. More than 100 (on average per day) employee cases are being dealt in SAP Fiori.



Welcomed on Board



CA Trainee Program 2020 - 07 CA Trainees inducted



Mentorship Program 2020 - 08 Mentees inducted

Quality Assurance

On the invitation of Pakistan Army, Hafizabad Cantonment POL Depot, Incharge Laboratory Faisalabad, Mr. Faisal Hasan has visited their facility and briefed sampling techniques and Testing methods of POL products



Learning & Development

Customer Service training to Pump Attendants

Date: 26th Mar, 2021

The purpose of this program is to impart learning in the retail forecourt staff primarily for pump attendant with regards to Customer Service.

Learning Dept. is working on launching animated video series for Pump Attendants on various modules such as: Customer Service, HSE, Product Knowledge and Personal Grooming.

These videos would be an extension of the PSO's flagship WOW Training Program.

The animated videos would be used to train pump attendants regarding forecourt/HSE SOPs to give the customers a WOW experience on the forecourt. Moreover, with the help of learning videos pump attendants will be able to understand the key components of Excellent Customer Service at pump stations.

1st Module was launched on 26th Mar, on customer service day, where SMD screens were installed by the Learning Department in collaboration with Brands at Itehad Petrol station where the animated version of the customer service video was launched.

CISA Certification

PSO is engaged not only in trainings but also on focusing on global professional certifications which show company's commitment to superior professionalism by upholding to industry standards and demonstrating continuous learning.

1st ever Certification course has been organized for IT and Audit department.

The course started in Jan-21 and certificates were distributed on Tue 6th Apr. CISA (Certified Information System Auditor) is acknowledged globally to demonstrate the expertise required for IT Audit. This two months long training program prepared participants for globally accredited CISA Certification.

SAP Activity Based Costing

Learning Dept. caters to functional needs of the respective departments and on the request of Product Accounts/ Marketing Finance/ L&C and IT, training sessions were organized for SAP.

Training was conducted from 22-26th Feb, 21st

Departments which participated in this training were Product Accounts/ Marketing Finance/ L&C and IT. The goal of this training was to improve the quality of calculation by using the right amount of activity involved in making an item as a basis for absorbing the overheads.

Building Commitment & Drive

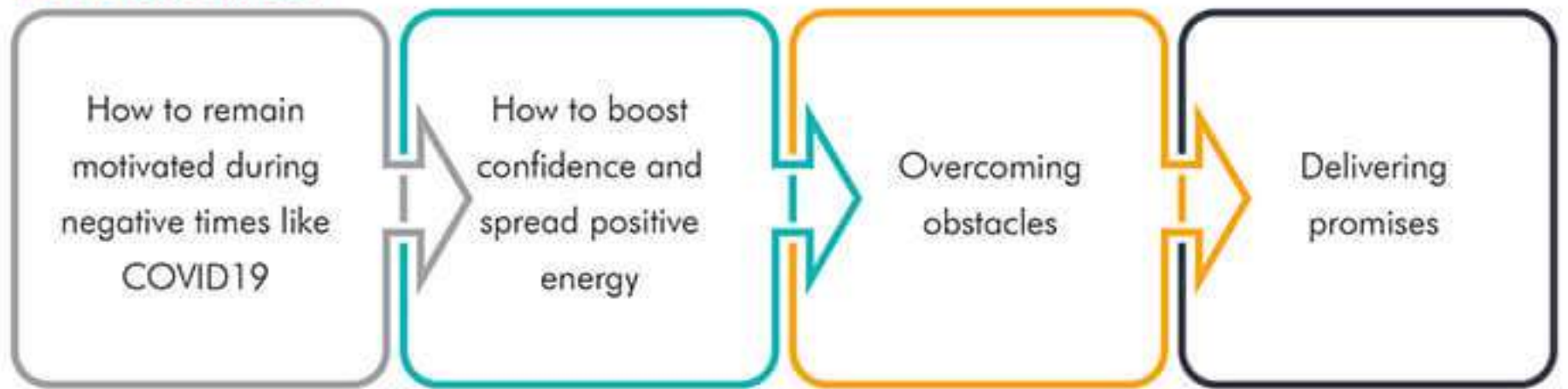
Date: Tuesday, February 25, 2021

Location: Royal Palm Lahore

The learning department strives hard to arrange trainings across all offices in Pakistan and a training

session was conducted by Rubina Jamal in Lahore. The purpose of this training was to motivate employees towards achieving their goals, and participants learnt how to align teams towards achieving one organization vision.

Deliverables



In order to engage participants: role plays, case study simulation, group activities were there.

Inner Management Training

Date: 16th Feb, 2021

Location: PSO H Auditorium

This training was conducted by one of the renowned trainers, Sohail Zindani. He highlighted the importance of personal growth and self-transformation.



Dashboard Reporting

Institute PSTD

In today's competitive environment, skill development is the key; in order to work efficiently and on real time basis learning advanced versions of Excel such as Power BI, Power Query and other useful database management tools and techniques are essential. Hence, the training was organized to make participants aware of the techniques that make database management easy.



Law for Non-Lawyers

The program was designed to familiarize the participants and train them with essential legal knowledge and skills required in everyday business environment. The course content includes contract law, real property law, and criminal law, intellectual property law along with introduction to fundamentals of law and legal system.

Training Institute: IBA

Presentation Skills workshop

Date: Jan-14 & 15, 2021

This course was designed to equip participants with selling, informing and delivering skills. The topics covered were ways to create and use effective gestures that can make impact with the help of PowerPoint and other Visual aids by mastering the art of communication.



Microsoft Project

Dates

March 4 & 5, 2021

Participants

IPM Staff

Benefits

Efficient resource
Assignments &
Management

Location

PIM House, Clifton

Microsoft Project is a powerful application that provides robust project management tools with the right blend of usability, power, and flexibility enabling projects to be managed more efficiently and effectively.

Deliverables



Certification Program for Fitters

Dates

March 15 to March 26
& (12 Weeks of
OJT Assessment)

Participants

Non-management
IR staff from OPS, LMT,
LMPA, GF & AM&E

Benefits

Learning "Fitters Skills"
that shall help them in
carrying out their routine
tasks in a safe working
environment

Location

KTC (Session) &
staff locations (OJT)

The purpose of organizing this program was to educate the existing skilled and unskilled workers from non-management staff, which were nominated by IR, the skills that shall help them in carrying out their routine tasks in a safe working environment.

This certification program is required by PSO in producing skilled certified fitters who can work at various operating locations, terminals, depots & installations across PSO network.



Work at Height & Lifting Operations

Dates	Participants	Benefits	Location
Feb 3, 2021	IPM, RF & HSE Staff	Safe workings as per international best practices	PSO House Auditorium

A comprehensive training session to enable the participants for handling work at height & lifting operations as per the following:

- Work at Height Equipments
- Risk Assessment
- Permit-to-Work System & Energy Isolation
- Working at Heights & Fall Prevention
- Safe practices for Working at Heights
- Understand difference of various types of working platforms
- Access & egress to working platforms
- Use of ladders and platforms
- Inspection Checklists
- Maintaining equipment correctly
- PPE's & Personal fall protection & rescue systems.
- Inspection of Full body safety harnesses, lanyards, fall arresters, life lines, etc.

Diagnostic Earthing of Various Structures Installed at PSO Retail Outlets

Dates	Participants	Benefits	Location
Feb 4, 2021	PSO Engineers from IP&M, RF, L&C & HSE	To learn & apply International Electrical Safety standards	PSO House Auditorium

A comprehensive learning to enable the participants to use suitable type of Earthing test as per the following:

- DG Sets
- Tanks
- Dispensing units
- Compressor
- Main Distribution Board
- Canopy
- Submersible Pump
- Tyre Changing Machine
- Water Cooler
- Monolith Tower
- Light Poles
- Decantation area
- Compressor (Tyre shop & car wash) and Household Appliances
- Earthing test reports in view of applicable International Electrical Safety standards & understanding the necessary requirements for rectification works in line with the applicable International Electrical Safety standards

Defensive Driving and Skill Assessment - LTV

Dates

March 10, 17

Participants

PSO Staff availing
Essential Mobility
of South region

Benefits

Learned to exhibit
enhanced driving
standards for safe
driving culture in the
organization.

Location

PSO House Auditorium
& ZOT

As advised by HSE a comprehensive training session on driving skills was conducted which will reduce road driving risks through enhanced driving standards for safe driving culture in the organization.

- Acquire knowledge of road accident causes
 - Accident risks and security risks
 - Build knowledge of drivers on safe driving practices
 - Appreciate the role of mind-set for safe driving
- 
- Comprehend theory and practice of reactive and proactive defensive driving techniques
 - Learn and demonstrate on-the-road, the principles of conservation of essential time and space to react safely to risky situations ahead
 - Learn and demonstrate on-the-road, the principles of conservation of essential time and space to react safely to risky situations ahead
 - Practice advanced observation techniques in the class-room and on-road
 - Practice identifying risks on the road and plan driving tasks related to fatigue management
 - Develop awareness of own areas of weakness and formulate a personal improvement strategy
 - Understand Company guidelines on driving safety

First Aid and Medical Emergency Response

Dates

February 10th & 11, 2021

Participants

HSE ERT nominated members of PSO House

Benefits

Enabling learning of emergencies & understanding of emergency evacuation plan

Location

PSO House Auditorium

A comprehensive training was conducted to provide trainees with the skills required in:

- Rendering first aid to common accidents, its related injuries and medical emergencies
- Understanding of Emergency Evacuation Plan
- Recognize an emergency situation
- Activate the appropriate emergency response system and follow the Emergency Action Principles
- Perform the necessary and correct first aid treatment to a casualty based on the emergencies, illnesses and injuries
- Recognize the signs and symptoms of a heart attack, illnesses and injuries
- Perform Cardiopulmonary Resuscitation (CPR) for adult victims



Mera Kaam Meri Zemaidari

Dates

March 25

Participants

Non-management
IR staff assistants

Benefits

Learning to perform
assigned routine work
more swiftly in an
organized manner

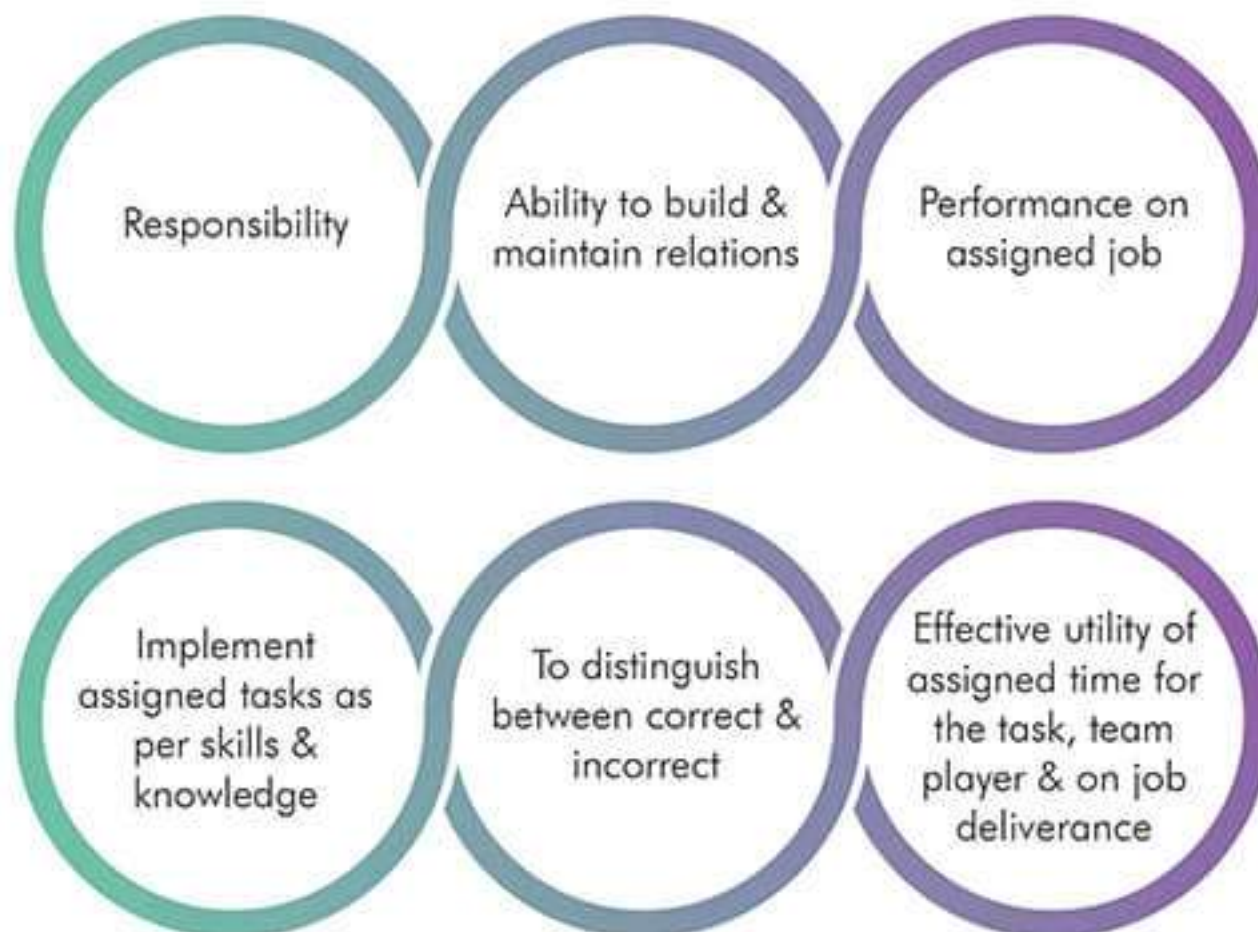
Location

PSO House Auditorium

A comprehensive training to enable the participants to learn the skills which can be immediately implemented in all aspects, to perform routine work more swiftly in an organized manner with a boost of motivation.



Deliverables



Personnel Hygiene and Professional Etiquette for Office Peons

Dates

March 25

Participants

Non-management
IR staff assistants

Benefits

Learning to perform
assigned routine work
more swiftly in an
organized manner

Location

PSO House Auditorium

A comprehensive training to enable the participants to learn the skills that can be immediately implemented to meet hygiene & professional standards as well as proficient etiquette and protocols in all aspects to perform routine work more quickly and in organized manner with a boost of motivation.



It Covers

- Workplace expectations and acceptable behaviors
- Appropriate business dress and grooming, verbal communication and ethics.
- Demonstration of serving with all professional protocols and manners
- Updating professional etiquette
- Communication, serving, and general manners

HSE Corner

Mega Emergency Drill @ Mehmoodkot Facility

HSE Culture Transformation is a vital journey towards Operational Excellence. In this respect, continual strive for Safety of People, Plant & Processes is critical.

To abreast our facilities, it is mandatory to conduct Drills to keep real time scenario / incidents in mind. So, Mega Drills have been arranged at MehmoodKot facility.

Rescue 1122, ATS, Bomb Disposal Squad, Local Administrative agencies including Police, PARCO, Shell and Total PARCO participated in the Drill. The purpose of the Drill is to keep everyone updated and improve coordination among all agencies and nearby companies to cater/ manage the emergency collectively.





Medical Camp

Medical Camp has been set-up. Apart from Awareness Session, drivers also have the opportunity to test Eyes, Hepatitis B & C and Sugar at our facilities



HSE Learning at Facilities, BM Offices, Tank Lorry Drivers and Retail Outlets

Extensive learning has been conducted in Central Region with Management / Non-Management Staff and Tank Lorry Drivers at different locations. The Retail Team was empowered through effective auditing and training systems. Tool Box talk was also conducted on Covid-19 at Offices and Locations.



Shikarpur Terminal

- On 30 March 2021 a mega fire drill on (MAERP) at the Shikarpur Installation was conducted. The HSE Engineers and representative of M/s Shell, Total Parco, Taj Gasoline, BEnergy and APL were available there for monitoring the drill. They successfully reached the assembly point within response time. Their IM SKP-T other OMCs appreciated and provided further guide line to make it better. Overall it was a nice experience for Team PSO.
- On 26.03.2021 the prize distribution ceremony for HSE Champions at Shikarpur Terminal was conducted. Furthermore, Mr. Imtiaz Ahmed Sr. Engineer (M&R) (Management) & Mr. Khadim Hussain Unar Sr.FO (Non-management) are nominated as HSE Champions of Shikarpur Installation for 4st QTR Fiscal Year 2021-22.



Corporate Social Responsibility

Institute of Business Administration

PSO and IBA join hands to help talented students from underprivileged backgrounds pursue their educational aspirations. MD & CEO PSO Syed Muhammad Taha presented the cheque to Ms. Malahat Awan, Director Alumni, Corporate Relations and Communications



Graduation Ceremony of IBA Entrepreneurship and Life Skills Training Program

PSO sponsored IBA Centre for Entrepreneurship and Life Skills Training Program wherein 125 deserving participants from different areas of Karachi learned to start and grow small business ventures. Chairperson PSO CSR Trust Mr. Babar Hamid Chaudhary was the Chief Guest at the graduation ceremony



The Indus Hospital

PSO CSR Trust supported the construction of Doctor's Lounge in TIH expansion project in Karachi. Chairperson PSO CSR Trust Mr. Babar Hamid Chaudhary handed over the cheque to Dr. Abdul Bari Khan CEO, The Indus Hospital

Shaukat Khanam Memorial Cancer Hospital & Research Centre

Mr. Zohaib Faizi, Territory Manager, Shaukat Khanam Memorial Cancer Hospital & Research Centre presented a Medal of Hope to Mr. Babar Hamid Chaudhary Chairperson PSO CSR Trust on the occasion of Shaukat Khanam's 25th anniversary to acknowledge PSO's support in treating cancer patients over the years



Medical Camp at PSO Shershah Depot

Dr. Manzoor Hussain
MBBS.

A medical camp was arranged at Shershah Depot with cooperation of Dr. Manzoor Hussain (CO's designated) and his paramedical staff. The objective of the camp was to provide free medical checkup and awareness about healthy life. All the stakeholders i.e. management, non-management, conservancy, security, drivers and mushi staff, participated.

Medical Camp Covers the followings

**Free
Consultancy**

**Free
Sugar
Checkup**

Dr. Manzoor Hussain also briefed the attendees on safety tips for a healthy life.



MEDICAL CAMP
Dr. Manzoor Hussain
MBBS.
Date: 26.03.2021
Timing:
14:00 To 16:30 Hrs.
PSO SHERSHAH DEPOT

HAPPY BIRTHDAY!



Name of Employee

Wajid Bin Mohammad
 Asghar Ali Bangwar
 Adeel Zahid
 Masub Ali Marghub
 Zia Ullah Khan
 Shoaib Javeed
 Abdul Hameed Abro
 Muhammad Ali Rizvi
 Muhammad Azhar Shaikh
 Shahid Ghafoor
 Kashif Iqbal
 Malik Sahar Gul
 Syed Yasir Abbas Zaidi
 Saira Shoaib
 Sajid Ahmed Mahesar
 Muhammad Irfan Sharif
 Muhammad Imran Sabir
 Zafar Ullah
 Atif Zamir

Birth Date

1st July
 1st July
 1st July
 1st July
 1st July
 1st July
 2nd July
 2nd July
 3rd July
 3rd July
 3rd July
 4th July
 4th July
 5th July
 5th July
 5th July
 6th July
 7th July
 7th July



Name of Employee

Mohammad Akram
 Danish Liaqat
 Khawaja Adeel Tahir
 Khuram Shahzad
 Amjad Ali Suleri
 Syed Aamir Rehman
 Shahzaman Ali Jan Larik
 Shakeel Ahmed
 Deedar Ali Pathan
 Muhammad Wajeel Ahmed
 Muhammad Asad Aziz
 Muhammad Rizwan Shakil
 Muhammad Amir Rizwan
 Waseem Shahzad
 Shahid Ur Rehman
 Khalil Ur Rehman
 Qayyum Nawaz
 Abdul Majid Abbasi
 Sheikh Yawar Mumtaz
 Ali Umman

Birth Date

7th July
 7th July
 7th July
 7th July
 9th July
 9th July
 9th July
 9th July
 10th July
 10th July
 11th July
 11th July
 11th July
 13th July
 13th July
 13th July
 15th July
 15th July
 15th July
 15th July

Employees' Corner

PSO Club

PSO Club Organized 14th Inter-Departmental tape ball Cricket Tournament 2021 in February/March at UBL Sports Complex; where 29 teams participated.

After an exhilarating competition throughout the group and knockout stages; Product Account, IT, Finance and HR qualified for Semi Finals, where HR defeated Finance and IT defeated Product Accounts to book their places in the Grand Finale.

After a thrilling contest, and suffering early losses while chasing the target, HR successfully defended their Title of Defending Champion and Won the Tournament two years in a row; thanks to match winning partnership between Raja ImranUllah and Hamza Saeed, the latter was also awarded Man of the Match in the Final for his performance.

Mr. Shaheryar Omar graced the occasion and distributed Awards/Trophies as Chief Guest of the event.

Other Individual Awards were as follows:

Man of the Tournament: Had Dad (IT)

Best Batsman: Fawad (HR)

Best Bowler: Ashfaq Channa (Product Account)

Best Fielder: Salman (Product Account)

Best Keeper: Hamza (HR)



Doris's Photography from a Bird Show



Lube Gala Activity at Expo View





Syeda Umaima Hasan, daughter of Nazia Shamim, Manager (HR) scored 2nd position in Global English Essay Writing Competition 1



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