

TMO

PSO

22nd Edition

1st OCT - 31st DEC, 2025

SMART PHONE
WINNERS

PLAYSTATION 5
WINNERS



BE A PSO TIMES STAR: SHARE YOUR STORY!

Hello Team PSO,

Welcome to our latest edition of PSO Times! In this issue, we are excited to share stories of teamwork, innovation, and community spirit that showcase the best of PSO.

We would love to hear from you! Share your project successes, team achievements, or personal milestones with us. Your story could be featured in our next edition, inspiring your colleagues and showcasing your accomplishments.

Your contributions will help enrich our magazine and make it a valuable resource for PSO family! We look forward to hearing from you.

Happy reading!



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IN THE HEADLINES

49th ANNUAL GENERAL MEETING
ENERGY & IMPACT

PSO posted Rs 20.9B PAT for FY25

Pakistan State Oil (PSO) held its 49th Annual General Meeting in Karachi, chaired by Mr. Asif Balighmohamed, Chairman of the Board of Management. Managing Director & CEO, Syed Taha, along with the senior management, attended the session. PSO reported a profit after tax of PKR 20.9 billion and declared a dividend of PKR 10 per share, representing a 22.5% payout ratio for FY 2024-25. The management informed shareholders that PSO continued to expand its footprint with a robust network of 3,649 retail outlets across the country. The company made significant progress on the White Oil Pipeline project, enhancing fuel transportation efficiency and digitization, including the Faisalabad Terminal. Shareholders' queries, reaffirming PSO's strategic vision and commitment to ensuring a sustainable future, were addressed. Shareholders commended the management for its strong performance and the steps taken to inspire.

PSO Inaugurates Model Village in Dadu

PSO has inaugurated a model village in Dadu, featuring modern infrastructure and facilities. The village is designed to demonstrate sustainable living and development. The inauguration ceremony was attended by Syed Turab Shah, Managing Director of PSO, and local officials. The model village includes houses, schools, and other essential amenities, providing a better quality of life for the local community.

PSO Q1 FY25 results reflect a powerful start to the fiscal year for Pakistan State Oil, the country's largest oil marketing company. The fellowship according to the benefit subsequently assess of PKR 94 billion and net per part. (EPS) of PKR 200 for the initiative stem close cardinal 2025. This robust effectiveness demonstrates Improved operational Productivity and sustained fuel demand despite economic pressures and cash flow concerns across the energy sector.... See more

PSO Strengthens Market Leadership in Q1 FY25 with PKR 9.4 Billion Profit

National Tennis icon Aisam-ul-Haq kicks off PSO's 'RISE' employee wellness program

KARACHI: Pakistan State Oil (PSO), the nation's leading energy company, has launched RISE, a nationwide employee wellness initiative aimed at energizing employees and promoting healthier, more active lifestyles across all levels of the organization. The program aligns with PSO's commitment to employee wellbeing, recognizing that healthy and active employees contribute to higher organizational productivity, long-term growth, and sustainable development. RISE focuses on nutrition, stress management, and mindfulness practices. By nurturing a resilient and engaged workforce, PSO aims to strengthen its capacity to meet the evolving demands of the energy sector and deliver consistent value to stakeholders.

The initiative was kicked off by Pakistan's internationally acclaimed tennis star Aisam-ul-Haq, whose discipline, focus, and self-care. Speaking about RISE, he highlighted that maintaining an active and balanced lifestyle enhances both physical fitness

PSO Leads Nationwide Effort to Teach Road Safety to the Next Generation

ISLAMABAD: Pakistan State Oil (PSO), the nation's leading energy company, is successfully implementing Safety Starts Young, a nationwide road safety education program designed to empower school-going children with essential knowledge for staying safe on the roads. The initiative has been widely appreciated by teachers, parents, and school administrations for its engaging, interactive approach.



AWARDS & RECOGNITION

MAP 40TH CORPORATE EXCELLENCE AWARDS

PSO clinched the Oil & Gas Corporate Award, honoring its sustained excellence, strong governance, and leadership in Pakistan's energy sector.



PSO TRIUMPHS AT SAFA BPA AWARDS 2025

PSO took home Gold at the SAFA BPA Awards 2025, celebrating excellence in corporate reporting, transparency, and best-in-class governance.



PSO CSR TRUST HONORED AT THE 11TH INTERNATIONAL EHS AWARDS 2025

PSO CSR Trust honored at the 11th International EHS Awards 2025 for Best Environmental Practices & Support to Healthcare.



AWARDS & RECOGNITION

LEADING THE WAY IN RESPONSIBLE ENERGY AND SUSTAINABILITY

PSO earned recognition with the ESG Excellence Award in the Health & Safety category, underscoring our strong commitment to sustainability and workplace safety.



CONTINUING OUR TRADITION OF EXCELLENCE TO MARK YET ANOTHER MILESTONE

PSO has once again secured the Best Corporate Report Award 2024 in the Fuel & Energy Sector, presented by ICAP and ICMAP, an honour we have proudly achieved year after year.



BEYOND THE NORM

EVENTS - COLLABORATIONS & AGREEMENTS



PSO Partners with Air Karachi to Power Domestic Aviation

PSO has signed a fuel supply agreement with Air Karachi, a new entrant in the domestic aviation segment. The signing ceremony was attended by MD PSO Syed Muhammad Taha and Air Karachi Chairman Mr. Hanif Gohar, along with senior management from both organizations.



PSO Partners with South Air to Fuel Domestic Aviation Growth

PSO has signed a fuel supply agreement with South Air, an emerging player in the domestic aviation sector. The signing ceremony was attended by senior leadership from both organizations, including South Air Chairperson Ms. Nishat Fatima.



PSO Welcomes Walls

PSO has entered into a nationwide merchandising agreement with Walls (Unilever), bringing one of Pakistan's most loved ice cream brands to its retail network. The partnership enhances customer experience by offering convenient, on-the-go indulgences at PSO outlets across the country.

BEYOND THE NORM

EVENTS - COLLABORATIONS & AGREEMENTS



Brewing the Buzz: PSO X Melbrew

PSO has partnered with Melbrew as a Quick Service Restaurant, bringing Karachi's fastest-growing specialty coffee brand to its forecourts. A Gen-Z favourite, Melbrew adds bold brews and contemporary coffee culture to the PSO customer experience.



Redefining Everyday Convenience: PSO X Naheed

PSO has joined hands with Naheed Supermarket to redefine convenience retail in Pakistan. Naheed Pharmacies will now elevate the forecourt experience at PSO outlets as quick-service retail facilities, bringing trusted essentials closer to customers.



PSO POWERPLAY Hits the Ground Running

PSO POWERPLAY spotlights under-recognized athletes across Pakistan. With a high-energy campaign featuring talent nationwide, the initiative fuels dreams, hypes the hustlers, and powers the next generation of sports stars.



PSO Powers Pakistan's First F1-Style STEM Racing Challenge

PSO is proud to be the Title Sponsor of Formula Pakistan, the nation's first F1-style STEM racing competition for students. Merging motorsport energy with hands-on learning, the platform gives students real-world experience in engineering, design thinking, and problem-solving. The initiative aims to spark innovation, develop future-ready skills, and nurture Pakistan's next generation of engineers.

BEYOND THE NORM

EVENTS - COLLABORATIONS & AGREEMENTS



Shaheens Take Flight: Phase 2 in Full Swing

PSO Shaheen has expanded from 1 city with 100 participants to 3 cities and 700 participants. Phase 2 in Karachi was charged with energy and dedication, celebrating the progress of our Shaheens as they advance toward turning their skills into real, sustainable earning opportunities..



Arshia Akhtar: Racing to New Heights with PSO POWERPLAY

Arshia Akhtar is Pakistan's first and only FIA PRO-licensed female racing driver and one of just three women worldwide competing at her level, ranking among the top 10 female racers globally. She is also the first South Asian woman to race at Formula Regional/Formula 3. Beyond the track, Arshia is a medical professional contributing to cancer research, proving that boundaries are meant to be pushed.

PSO is proud to sponsor her upcoming racing ventures.



Inaaya Jahanaz Zaidi Rowing Strong with PSO POWERPLAY

Inaaya Jahanaz Zaidi dominated the 2025 Thailand Rowing & Indoor Rowing Regatta, bagging 8 medals and earning the Best Female of the Tournament title. Representing PSO POWERPLAY, she showcased elite skill and proved that PSO athletes don't just compete, they conquer.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES

AVIATION



JIG HOME / INSPECTIONS / INSPECTION DATABASE

INSPECTION DATABASE

Public database of participating locations and latest inspection date for airports and fuel facilities active in the JIG INSPECTION PROGRAMME (IJS - Inspected to JIG Standards).

AFRICA +

ASIA PACIFIC +

CENTRAL AND SOUTH AMERICA +

EUROPE +

MIDDLE EAST +

NORTH AMERICAS +

A Historic Milestone for Pakistan's Aviation Industry

PSO's fuel farm and into-plane facilities in Lahore, Sialkot, and Multan are now JIG-certified, a first in Pakistan's history. After rigorous inspections under the JIG IJS Program 2025, this achievement sets a new national benchmark for aviation safety and fueling excellence, reinforces PSO's leadership, and puts Pakistan on the global aviation fuel map.



CERTIFICATE OF REGISTRATION

The management system of certificate number 609432
Pakistan State Oil Company Limited (PSO) House Khayabon-e-Istehlil,
Offices, Karachi 75620, Pakistan.

DEPARTMENT(S) with respective locations: Procurement Services (PS); Supply, Aviation
Marine & Export (AME); Operators, General Fuel, Commercial Sales (Retail), Logistics,
Lubricants, HSE, E&S and Other Departments

has been assessed and certified as meeting the requirements of:
ISO 9001:2015

The document, 'Management of Aviation, Marine & Export Fueling Services along with the Manufacturing & Distribution of Lubricants', is the scope of this certification.

Further confirmation regarding the status of this certificate and the availability of documents may be obtained by contacting the certifying body.

CERTIFICATE OF REGISTRATION

The management system of certificate number 629980
Pakistan State Oil Company Limited Aviation, Marine & Export
HEAD OFFICE: PSO House - Khayabon-e-Istehlil, Karachi - 75620, Pakistan.

has been assessed and certified as meeting the requirements of:
ISO 14001:2015

Procurement, Storage, Quality Control, Marketing & Distribution of JET-A1
and Management of Related Activities

Further confirmation regarding the status of this certificate and the availability of documents may be obtained by contacting the certifying body.

Initial certification: 29 August 2018
Expiry date: 29 August 2020
Recertification before: 29 August 2020
Subject to annual surveillance.

Valid from:
Latest certification: 29 August 2018
Expiry date: 29 August 2020
Recertification before: 29 August 2020
Subject to annual surveillance.

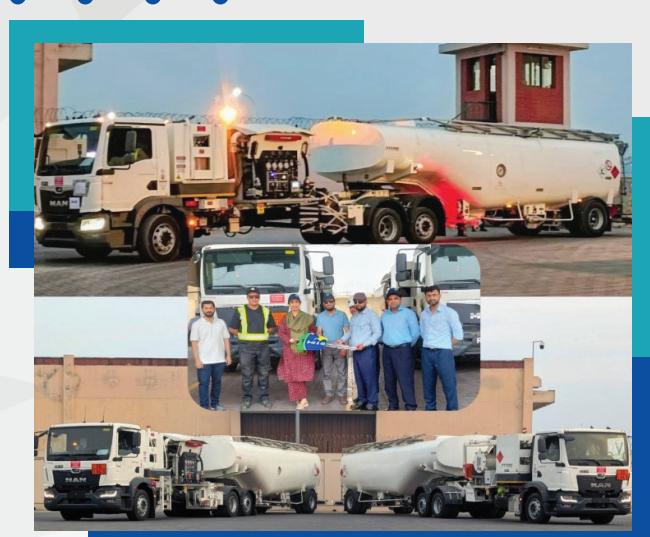
Authorized by:
Mike Tirm
Chief Executive Officer
amtivo.com

ISO 9001:2015
AMTIVO
IAF

ISO 14001:2015
UKAS
AMTIVO
IAF

ISO Certifications Achieved Across Multiple Locations

PSO successfully achieved ISO certifications across six locations, including ISO 45001:2018 certification at five major sites; Lahore, Multan, Peshawar, Sialkot, and Faisalabad, and ISO 14001:2015 recertification at its Karachi Airport facility.



MAN

MAN

Induction of International-Standard Aviation Refuellers

PSO has enhanced its aviation fuelling with five state-of-the-art aircraft refuellers (5,000 & 10,000 US gallons), marking a major leap in operational efficiency and fuel delivery performance



MAN

MAN

Aviation Facility Audit Success

TotalEnergies Aviation France completed its annual inspection across PSO's regional aviation stations on a 7-point scale. New Islamabad, Sialkot, and Lahore stations earned the top rating of "Excellent", while all other facilities were rated "Good".

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



MECAV & CARB Training

Six Aviation Management staff enhanced their technical expertise through training on MECAV & CARB standards at Total Energies facilities in France.



PSO Briefs Federal IT Minister on Digital Transformation Initiatives

PSO Chief Strategy & Technology Officer Mr. Mohsin Ali Mangi met Federal Minister for IT & Telecom Shaza Fatima Khawaja, along with Federal Secretary Zarrar Hasham Khan, in Islamabad. The meeting focused on PSO's digital transformation initiatives, including cashless economy and smart governance solutions, and emphasized collaboration to support Pakistan's digitally inclusive and innovation-driven economy.

HUMAN RESOURCE



PSO Celebrates High Achievers

PSO's High Achievers Recognition Ceremony honoured employees who demonstrated exceptional performance, dedication, and commitment. The event celebrated talent, reinforced a culture of merit, and inspired all employees to strive for excellence.



Breast Cancer Awareness Session

PSO partnered with Essa Laboratories for a Breast Cancer Awareness session featuring an oncologist, psychologist, and survivor. The panel emphasized early detection, prevention, treatment, and emotional resilience, while dispelling myths and inspiring timely action.

BEYOND THE NORM DEPARTMENTAL INITIATIVES



Celebrating PSO's Digital Transformation Champions

HR, in collaboration with IT, hosted the S/4HANA Recognition Ceremony to honour employees and teams who were instrumental in the successful implementation of S/4HANA. The event celebrated their dedication, expertise, and collaborative spirit, highlighting PSO's commitment to digital transformation, operational excellence, and future-ready processes.



VUCA Leadership Development Sessions

PSO organized two leadership sessions on VUCA-based decision-making, facilitated by Mona Hussain. Leaders explored practical frameworks, real-world strategies, and adaptive thinking to navigate volatility, uncertainty, complexity, and ambiguity, enhancing resilience, agility, and effective decision-making in a dynamic business environment.



Strong & Sorted – Men's Wellness Sessions

PSO organized "Strong & Sorted" wellness sessions facilitated by Sohail Zindani, focusing on physical fitness, mental well-being, and healthy lifestyle choices. Participants explored practical strategies for stress management, nutrition, exercise, and resilience, encouraging a proactive approach to health as a foundation for personal effectiveness and long-term performance.

ESG & ENERGY EFFICIENCY



Pledges for Inclusive Climate Action

PSO has joined Climate2Equal Pakistan (C2E), an IFC-PBC initiative promoting women's leadership in business-led climate action. This strengthens PSO's ESG commitment and sector leadership. At the C2E Pledge Signing, PSO committed to embedding inclusive climate awareness in training, policies, and SOPs, with annual progress reporting to advance gender-inclusive climate action.

BEYOND THE NORM

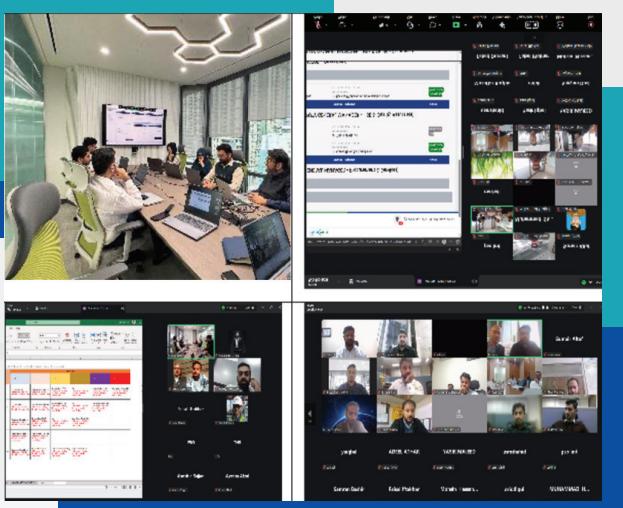
DEPARTMENTAL INITIATIVES



ESG Team Boosts Capacity for Regulatory Readiness

As part of its ESG transformation, PSO's ESG and Energy Efficiency team completed advanced training by WWF-Pakistan and IFC, strengthening readiness for evolving ESG regulations, including SECP guidelines and IFRS S1 & S2 adoption from July 2025. The training enhances PSO's capacity to govern, measure, and disclose ESG and energy performance, supporting compliance, climate risk management, investor reporting, and sustainable business integration.

HSE



Launch of E-HSE ProGen

PSO has launched HSE ProGen, its first indigenous e-HSE management system, to digitize and modernize HSE processes through AI and advanced integrations. The multi-site pilot introduces MOC, PTW, Incident Reporting, and Safety Observations modules, supported by comprehensive training across business units, strengthening HSE governance, visibility, and a proactive safety culture.

NON-FUEL RETAIL



A New Brew at the Forecourt: VIBE Café Launch

PSO launched its in-house café brand, VIBE Café, at Al-Askar Station, Karachi, enhancing the forecourt experience with premium quality offerings. Inaugurated by MD Syed Muhammad Taha and CSTO Mohsin Ali Mangi, the café serves barista-made coffees, desserts, artisanal sandwiches, and curated savouries. With a positive launch response, VIBE Café is set to expand to more PSO locations, redefining fuel stops into experience-led moments.



PSO Rehbar Programme

The PSO Rehbar Programme is a dedicated Safety & Traffic Warden initiative at PSO retail forecourts. Under this programme, Rehbar personnel act as both Traffic Controllers and HSE Ambassadors, managing customer movement while ensuring strict adherence to safety protocols, thereby enhancing overall forecourt safety and customer experience.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



Road Safety Campaign & Awareness Session on HSE Mindfulness Across Locations

HSE, in collaboration with the Brands department, conducted nationwide Road Safety Awareness Campaigns and HSE Mindfulness sessions across multiple PSO locations. Employees and tank lorry drivers actively participated, reinforcing road safety compliance through interactive discussions and Q&A sessions with incentives, supporting efforts to reduce road accidents and injuries.



Fire Extinguisher Training Sessions Conducted for PSO Staff

Fire extinguisher training sessions were conducted for PSO staff to strengthen workplace safety and emergency readiness. Employees learned how to identify fire risks, operate different types of extinguishers, and respond calmly during emergencies. The hands-on practice boosted confidence and reinforced PSO's commitment to a safe working environment.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



Barracuda XIII Exercise

PSO participated in the biannual EX Barracuda-XIII maritime exercise organized by PMSA with the Pakistan Navy. The cross-functional PSO team showcased Marine Oil Spill Response Equipment, highlighting strong capabilities in rapid response, containment, and environmental protection. PSO's stall was recognized as one of the best and highly appreciated by the Pakistan Navy and other key maritime stakeholders.



Awareness Session on Stronger Heart & Prevention of Cardiovascular Disease

HSE and HR teams organized an awareness session titled "Stronger Heart & Prevention of Cardiovascular Disease," aimed at educating employees on heart health, risk factors, and preventive measures to promote a healthier lifestyle and overall well-being.



Awareness Session on Osteoporosis & Osteoarthritis

An awareness session on Osteoporosis and Osteoarthritis at the PSO Auditorium organized, aimed at educating employees about bone and joint health, early risk identification, preventive measures, and the importance of adopting a healthy lifestyle to reduce long-term health risks.



Awareness Session on "No Smoking"

HSE and HR teams organized a session on "No Smoking", aim to raise awareness about the harmful impact of smoking and to guide employees toward healthier, smoking-free lifestyles.

BEYOND THE NORM DEPARTMENTAL INITIATIVES

HSE TRAINING SESSIONS CONDUCTED AT DIFFERENT LOCATIONS



HSE awareness and road safety session at Faisalabad Aviation.



HSE awareness and road safety session at PSO retail outlet MG motors.



Road Safety Awareness Campaign & HSE Learning Session – Lahore Regional Office Road Safety and Sahiwal Depot



Mera Kaam Meri Zimma Dari Session at South Region



Mera Kaam Meri Zimma Dari Session at North Region



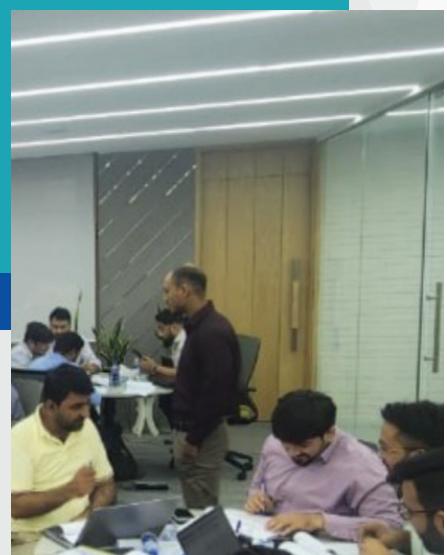
Mera Kaam Meri Zimma Dari Session with BM Office Bahawalpur



Mera Kaam Meri Zimma Dari Session at ZOT

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



HAZOP Training session at South Region



HAZOP Training session at Central Region



HAZOP Training session at North Region

HAZOP Training

HAZOP training sessions were conducted across all regions to enhance process safety and minimize operational risks. The training covered key operations such as product receipt, pipelines, decantation, storage, and filling. Cross-functional teams practiced the full HAZOP cycle through theoretical discussions, incident reviews, case studies, group exercises, and hands-on Excel and Kenexis Open-PHA-based HAZOP activities.



HSE Defensive Driving course in Islamabad (North Region)



Training on Defensive Driving Training

The HSE team, in collaboration with the Learning Department, organized a Defensive Driving Training (DDT) session for mobility users and departmental staff to reinforce awareness of the importance of complying with road safety rules. The session also included hands-on training.

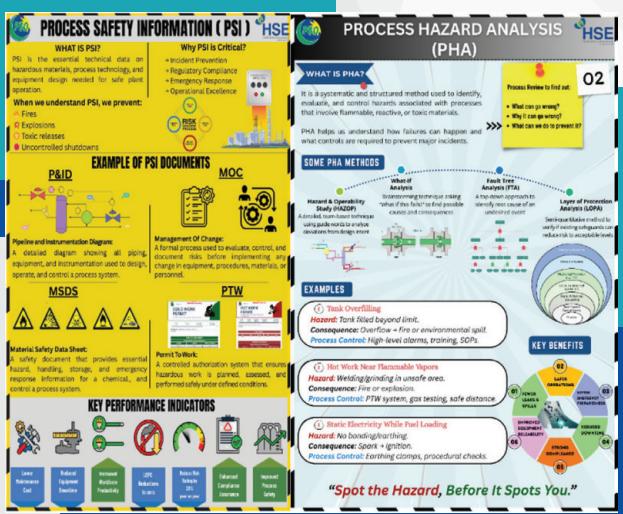


Tank Farm Management training – Mahmoodkot and Machike installations



BEYOND THE NORM

DEPARTMENTAL INITIATIVES



Process Safety Newsletters

HSE has launched a new initiative to enhance employees' knowledge of Process Safety Management by introducing monthly newsletters covering each PSM element.



Procurement Sustainability Conference 2025

The Procurement Sustainability Conference at PSO House brought together vendors and suppliers to advance ESG commitments. Highlights included the Vendor ESG Pledge on ethical sourcing, environmental responsibility, and transparent governance, along with strategic insights from leadership and ESG best practices shared by global expert Sam Achampong, FCIPS. Sessions by DGM-HSE and DGM-ESG emphasized safety and ethical partnerships, concluding with an interactive Q&A.



PFI Panel at LPG Korangi



ATS Panel for 300 KVA DG Set at Kemari

Advancing Infrastructure and Retail Excellence

Efforts to enhance infrastructure and retail operations have boosted efficiency, reliability, and service quality across key locations. Major upgrades include a 75 kVAR PFI Plant at LPG Korangi, a 300 KVA DG ATS Panel at Kemari Terminal A, and a new steel parking structure at Skardu Airport. On the retail side, 20 new Vision Outlets have opened nationwide, while 9 existing sites were revamped under the New Vision initiative, delivering an improved customer experience and higher operational standards.

BEYOND THE NORM DEPARTMENTAL INITIATIVES

LEARNING & GR DEPARTMENT



Strengthening Academia-Industry Ties: IBA Visits PSO

20 IBA students toured PSO House through the Learning Department, gaining insights into operations, strategy, and key functions. The visit connected academic learning with real-world energy sector experience, highlighting PSO's commitment to fostering industry, academia collaboration and developing future leaders.



Building an Inclusive Workplace Through Sign Language

The Learning Department organized a Sign Language Awareness initiative to promote an inclusive and accessible workplace. By equipping employees with skills for equitable communication, the program supports social sustainability, enhances team well-being, and reinforces PSO's commitment to building an empathetic, connected, and future-ready organization.



Welcoming New Talent to Team PSO

PSO warmly welcomes 67 new professionals across multiple departments. The inductees participated in a comprehensive orientation program covering PSO's operations, strategic priorities, and core values, ensuring a smooth integration and alignment with the organization's culture and long-term vision.



Empowering Our Technical Workforce

The Learning Department launched targeted programs for non-management technical staff across multiple zones, enhancing skills, competencies, and long-term performance. Beyond core training, participants explored AI applications and specialized modules, including image & video generation, teamwork, defensive driving, and advanced firefighting, reflecting PSO's commitment to continuous learning and workforce readiness.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES

BRAND MARKETING



Blaze Xtreme x Umair Jaswal

PSO Blaze Xtreme partnered with Umair Jaswal, showcasing rugged style and biker spirit. The campaign featured a social media reel, VR bike-riding activations across Karachi, Lahore, and Islamabad (22,000+ interactions), and concluded with Umair Jaswal's live appearance at Centaurus Mall, Islamabad.



Blaze Xtreme Digital Wing

As part of the 360° launch campaign, influencer-led content was deployed across social media to build strong resonance with Blaze Xtreme's core target audience.



DEO Grand Prize Distribution Event

Following the successful DEO 'Khareedo Aur Jeeto' Consumer Promotion, a special event in Lahore celebrated the presentation of the Grand Prize, a truck. The occasion reinforced positive sentiment in high-street markets and strengthened PSO's relationships with key retailers, marking a memorable milestone in the campaign's success.

BEYOND THE NORM DEPARTMENTAL INITIATIVES



The Mile Quest

DEO Max's "The Mile Quest" campaign showcases its engine oil lasting 36,000 KM on a single change. The journey across Pakistan highlights iconic landmarks and hidden gems, with the first episode now live on social media for audiences to follow mile by mile.



Fueling Passion: PSO Lubricants in Action

PSO strengthened connections with key audiences by sponsoring signature events. The Vintage Classic Car Rally celebrated the passion of vintage car enthusiasts, while the Fleet Operators Cricket Tournament engaged core users of Carient and DEO Max, enhancing brand visibility and creating memorable experiences.



Fueling Speed and Skill: PSO Carient at RaceWars

PSO Carient proudly backed Dina Patel at RaceWars 2025, where precision meets performance. Competing on one of Pakistan's most electrifying motorsport platforms, Dina showcased the skill, confidence, and speed that mirror PSO Carient's commitment to innovation, advanced technology, and uncompromising quality, on and off the track.



Exciting 'Win Free Fuel for a Year Every Week' Promotion

A new consumer promotion, "Win Free Fuel for a Year Every Week and Much More," is now live at selected forecourts, featuring weekly draws for free fuel for a year plus prizes including PS5s, smartphones, smartwatches, fuel vouchers, and store vouchers. Launched with its first draw on 26 December 2025, the campaign is driving excitement, increasing premium fuel sales and footfall, and reinforcing a strong commitment to rewarding customers.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



PSO Carent x Foodpanda: Superior Performance, Big Rewards!

PSO Carent is back with its exciting consumer promotion, giving customers a chance to enjoy Foodpanda gift vouchers worth up to Rs. 1,200 on the purchase of Carent S-PRO, Fully Synthetic, or Ultra. Building on last year's success, the campaign rewards loyalty, encourages trial, and reinforces Carent's leadership in the premium lubricants segment.

BEYOND THE NORM DEPARTMENTAL INITIATIVES



Safety Starts Young

PSO is promoting safer roads through Safety Starts Young, a nationwide program educating children aged 5-12 on road safety through interactive theatre, mini-city simulations, and activity-based learning. The initiative has reached 30+ schools and is expanding to 42 schools across 14 cities, reinforcing PSO's commitment to building a safety-conscious future generation.



National Tennis Icon Aisam-ul-Haq Kicks Off PSO's 'RISE' Employee Wellness Program

PSO has launched RISE, a nationwide employee wellness initiative promoting healthier, more active lifestyles across the organization. The program was inaugurated by tennis legend Aisam-ul-Haq, who emphasized the role of fitness, focus, and balance in personal and professional success. RISE reflects PSO's commitment to employee wellbeing, fostering a resilient, energized, and high-performing workforce.



PSO 49th Anniversary Celebrated

Fueling Pakistan's Progress for 49 Years!

With resilience, innovation, and a commitment to excellence, PSO continues to power the nation's growth and development. Here's to many more years of energizing Pakistan!



Calendars 2026 - Safe for Miles

Let's Reclaim our Roads with Mindful Driving, where every Journey Prioritizes Safety and Respect for others.

BEYOND THE NORM

GLIMPSES OF REGIONAL ACTIVITIES

NORTH REGION
ISLAMABAD



Collaborating for Sustainable Growth

The North Region hosted a Business Partners' Conference in Islamabad, chaired by MD/CEO Syed Muhammad Taha with senior management. Partners from Islamabad, Peshawar, Jhelum, and D.I.K. discussed market dynamics, challenges, and growth opportunities. Key focus areas included future plans, new technologies, EV and solar initiatives, ESRG policies, service enhancements, and incentive schemes. The conference concluded with open dialogue and direct engagement, reinforcing collaboration and shared success across the region.



Expanding Reach, Serving More: New PSO Retail Sites

Five new retail outlets have commenced soft operations across key locations, from motorway sites serving travelers in both directions to strategically positioned stations in Islamabad, Rawalpindi, and Peshawar Road. These additions enhance customer convenience and strengthen market presence, reflecting a commitment to accessibility, reliability, and nationwide brand visibility.

BEYOND THE NORM

GLIMPSES OF REGIONAL ACTIVITIES



Retail Outlet Upgradation and NVRO Conversion

The upgradation of Makkah Gas Station on Sihala-Kahuta Road, Rawalpindi, was marked with a ceremony highlighting improved forecourt outlook and customer experience at this strategically located site connecting Islamabad Expressway to Sihala. The event was attended by DCCO-North, RH CS-North, and other officials. Raja Muhammad Faisal Abdullah, DCCO North, reaffirmed the commitment to enhanced forecourt standards, stronger staff capability, sales growth, and robust partnerships in a competitive market.

SOUTH REGION KARACHI



A High-Impact CORO Conversion at Gulberg

PSO 91 S/S Gulberg has been successfully converted into a Company-Operated Retail Outlet (CORO), strengthening PSO's presence in the FB Area and effectively serving the Water Pump and Gulberg catchment. The outlet has received an encouraging customer response, marking a strong start for this strategically located site.



Rahbar Program Enhances Forecourt Operations

The Rahbar Program has been rolled out across retail outlets in Rawalpindi and Islamabad, with phased expansion planned. The initiative strengthens safe, efficient, and standardized forecourt operations, reinforcing the commitment to operational excellence and customer safety.

SUKKUR



Celebrating Success at the Lube Promotion Closing Ceremony

PSO concluded a lube promotional scheme at Larkana PS, attended by GM Operations Mr. Amir Zaib. Led by the Sukkur Commercial Sales team, the initiative boosted brand visibility with dealer-financed promotions. The event included training on CSD, HSE, and forecourt services, reinforcing PSO's focus on service excellence.

BEYOND THE NORM

GLIMPSES OF REGIONAL ACTIVITIES

HYDERABAD



Strengthening Partnerships: Dealers' Engagement at Ali PS, Jhuddo

A Dealers' Engagement session was held at Ali PS, Jhuddo, led by RHCS South and DMCS Hyderabad. Discussions focused on network expansion, HSE compliance, and key updates including centralized nozzle monitoring, solar integration, revised freight rates, new credit policy, and the discount scheme.

Regulatory requirements were also shared, followed by an interactive Q&A, with dealers reaffirming commitment to shared growth.

CENTRAL REGION

MULTAN



She Can Fix It

At M/s. DHA F/S, Multan, we organized the "She Can Fix It" workshop to equip women with essential car care skills, boosting their confidence on the road.

CSR



PSO CARES: OUR CSR STORY

INAUGURATION OF PSO MODEL VILLAGE SHER MUHAMMAD BABBAR, DADU

A vision of hope turned into reality as the PSO Model Village Sher Muhammad Babbar was inaugurated in Dadu. Rising from the aftermath of devastating floods, this transformative initiative by the PSO CSR Trust has given 101 families the priceless gift of safe, permanent homes, along with a water reservoir and filtration system to secure clean water for the community.

The joy of families entering their new homes reflected resilience, dignity, and a fresh beginning. With the presence of PSO CSR Trust members, PSO officials, and HANDS representatives, the event stood as a powerful example of how compassion and collaboration can rebuild lives and restore hope.



PSO INAUGURATES SENIOR SCHOOL FOR BOYS AT KAGHAN MEMORIAL SCHOOL

PSO Block II, the new Senior School for Boys at Kaghan Memorial School in Kawai Village, Kaghan Valley, was officially opened, reinforcing the company's commitment to quality education for underserved communities.

Building on PSO Block I completed in 2018, the facility features classrooms for Grades 9–12, a science laboratory, and earthquake-resistant mountain-style architecture. With both blocks in place, the school now serves 112 students, providing a safe and inspiring learning environment for future generations.

EMPOWERING FUTURES: PSO CSR TRUST MEETS IBA NTHP STUDENTS

PSO CSR Trust welcomed IBA National Talent Hunt scholars to PSO House for an inspiring session with MD Syed Muhammad Taha and the CSR team. Alumni shared how education transformed their lives, while new scholars began their journey with excitement and hope. The meet highlighted PSO's commitment to empowering young leaders and shaping a brighter future for Pakistan.



PSO CARES: OUR CSR STORY

NEW VASCULAR SURGERY DEPARTMENT OPENS AT JPMC

In partnership with the Patient Aid Foundation, PSO CSR Trust inaugurated the Vascular Surgery Department at Jinnah Postgraduate Medical Centre (JPMC), a significant milestone in expanding healthcare access in Pakistan. The facility strengthens JPMC's ability to diagnose and treat complex vascular conditions, providing timely, life-saving care—especially for underserved patients. This initiative highlights PSO CSR Trust's ongoing commitment to impactful healthcare and community well-being.



A DAY OF WONDER: PSO CSR TRUST SPARKS YOUNG MINDS AT DISCOVERY DAY

PSO CSR Trust brought the magic of science to life at the TDF MagnifiScience Centre for children of PSO employees, inspiring curiosity and a love for learning. Over 100 young participants explored interactive exhibits, hands-on experiments, and guided activities in a fun, immersive environment. Packed with laughter, creativity, and discovery, the day left lasting memories and ignited a passion for science in the next generation.

PSO JOINS FORCES WITH THE KIDNEY CENTRE TO ELEVATE SURGICAL CARE

PSO has partnered with The Kidney Centre to improve surgical treatment for patients with kidney and bladder conditions. The collaboration features a dedicated operation theatre equipped with a modern anesthesia machine and diathermy, enabling safer and more effective procedures for patients in need.

The agreement was signed by Muhammad Asif Khan, Trustee of PSO CSR Trust, and Dr. Rashid Jooma, CEO of The Kidney Centre.



PSO CARES: OUR CSR STORY

INSPIRING LEADERSHIP: DR. AMJAD SAQIB SHARES VISION WITH PSO TEAM

PSO CSR Trust hosted Dr. Amjad Saqib, founder of Akhuwat Foundation, for an inspiring Thought Leadership Session. He shared insights on turning passion into social impact, motivating participants to lead with purpose.



PLANTING TODAY FOR A GREENER TOMORROW

In partnership with the Capital Development Authority (CDA), PSO CSR Trust supported the 2025 Monsoon Plantation Drive in Islamabad, adding over 15,000 indigenous plants to enhance air quality, boost climate resilience, and promote community participation. Families, volunteers, and partners came together to nurture a future grounded in responsibility and care. Through its continued focus on environmental stewardship, PSO remains committed to building a cleaner, greener Pakistan.



PSO PERSONAS

WAQAS NAZIM

- (SENIOR MANAGER RETAIL CONSTRUCTION CENTRAL REGION)

I will take this opportunity to express my sincere admiration and appreciation for our colleague- Waqas Nazim (Senior Manager Retail Construction Central Region) for his solution-oriented and optimistic mindset. His positive energy, creativity, calm confidence and problem-solving approach set a leadership standard that inspires us all and fosters a culture of excellence where tackling difficult challenges feels easier and collaboration comes naturally.

- TABAN RUKH KIZILBASH - ACTING GM NON-FUEL RETAIL, INNOVATION & PRODUCT DEVELOPMENT STRATEGY DIVISION



AINA ZAIDI

- ASSISTANT MANAGER - BRAND

Aina Zaidi is a standout in the workplace, effortlessly blending smart work with a positive, energetic attitude. Since joining, she's taken ownership of tasks with enthusiasm, regardless of complexity. Her responsibility, maturity, and drive have reshaped my view of Gen Z's work ethic. Aina uplifts the team with her supportive, proactive vibe, tackling challenges with confidence and contributing meaningfully. Her energy and collaborative spirit make a real impact, making working with her both motivating and rewarding.

- ABEERA QAZI - DEPUTY MANAGER - BRAND



DANISH ASHRAF

- MANAGER ACCOUNTS PAYABLE

Danish Ashraf is a true professional in his role as Manager Accounts Payable. He consistently follows rules and regulations with integrity and accuracy. His guidance on work-related matters is thoughtful and reliable, and his disciplined approach reflects a strong commitment to responsibility and excellence.

- NASEEM AHMED - ASSISTANT - BRAND MARKETING





GET TO KNOW ME



FAIZANULLAH SIDDIQUI

Current Designation: Manager Research

Industries associated with: I work within Consumer Insights and have partnered with clients across FMCG, Finance, Automotive, and the Energy sector.

Fun Fact: I am currently learning the art of origami and can make a paper bird.

A Superpower you wish you had: The ability to time travel and witness moments such as the building of the Pyramids of Giza, the age of Socrates in ancient Athens, first moon landing, etc.

Your Biggest Strength: Curiosity and a strong learning mindset, with a constant desire to learn something new every day from anyone.

Favorite Pastime: Spending quality time with my family and watching science documentaries such as Cosmos and Veritasium.

Most Memorable Event of Your Life: Becoming a parent, an experience that completely redefined my sense of responsibility, patience, and perspective.

Why PSO? PSO's scale, national importance, and ongoing transformation journey offer a unique opportunity to create meaningful impact while contributing to a legacy organization.



CELEBRATING OUR TEAM PERSONAL MILESTONES

BEENISH MAGSI

- MANAGER CSR

I am truly honoured to receive the Ambassador Recognition Award from The Indus Hospital & Health Network as part of the iInspire Visionary Woman Inspiring Change initiative.

This recognition is not just a personal milestone, but a reminder of the power of vision, resilience, and collective effort in driving meaningful change. I am grateful to be part of a journey that uplifts communities and inspires others to create impact.



IMRAN SIDDIQUE MINHAS

- DY.DM COMMERCIAL SALES - ISLAMABAD

Over the past two years, I have visited schools across Rawalpindi, inspired by the courage of children with disabilities and their supportive families and teachers. I was honoured to be a Guest Speaker at Ghazali School's International Day of Persons with Disabilities event at Gordon College, Rawalpindi. Grateful to Ms. Shumaila Khan for the participation shield, I look forward to collaborating with the PSO CSR team to support these schools and enhance learning environments for these deserving children.



ABUBAKAR MAHMOOD

- DEPUTY MANAGER - CENTRAL, HSE

I recently completed training and earned certification in NFPA-70E Electrical Safety in the Workplace. This milestone strengthens my commitment to promoting a safer and more compliant work environment for everyone.



FAIZAN HANIF

- DEPUTY MANAGER SAP
INFORMATION & OPERATIONS TECHNOLOGY

I have successfully completed the "SAP Certified Associate – SAP S/4HANA Cloud Private Edition, Sales" certification, marking a significant milestone in his professional development. This achievement has further strengthened his SAP expertise and closely aligns with his current responsibilities, enabling him to contribute more effectively to ongoing SAP initiatives.