











TIMES

PSO

19th Edition

1st JAN- 31st MAR, 2025



BE A PSO TIMES STAR: SHARE YOUR STORY!

PSO Times is your window into our world. We are excited for you to share your stories, experiences, and perspectives with us.

Our newsletter will feature exciting sections that you can contribute to, including:

- **PSO Personas:** Nominate a colleague who embodies traits or values that inspire you
- **Celebrating Our Team:** Share your personal and professional milestones
- **Undiscovered Gems:** Highlight hidden talents, unique initiatives, or favorite food spots

*Email your submissions to **brand.management@psopk.com** with the subject "PSO Times Contribution."*

Let's shape the narrative of PSO Times together!

PSO Times Family



Table Of
CONTENTS

» IN THE HEADLINES 02

» AWARDS & RECOGNITION 04

» BEYOND THE NORM 06

19 » PSO CARES: OUR CSR STORY

» PSO PERSONAS 22

» GET TO KNOW ME 25

» PARTNERING FOR SUCCESS 27

» CELEBRATING OUR TEAM 30

» UNDISCOVERED GEMS 32



IN THE HEADLINES

RESILIENT PERFORMANCE AMIDST MARKET VOLATILITY: PSO POSTS A PROFIT OF PKR 11.2 BILLION

PSO delivered a stable performance in first half of FY25, posting a net profit of PKR 11.2 billion and gross sales of PKR 1.74 trillion.

The company's Board of Management reviewed the group's performance for the half-year ended December 31, 2024, in a meeting held on February 13, 2025. The group reported a net profit of PKR 9.1 billion translating into earnings per share of PKR 19.48.

PSO remained committed to ensuring a reliable fuel supply across Pakistan, maintaining optimal stock levels to support economic growth. To drive business excellence, the company focused on strategic initiatives such as digitization, automation, and process optimization, while also pursuing targeted capacity expansions to enhance its financial and operational performance.

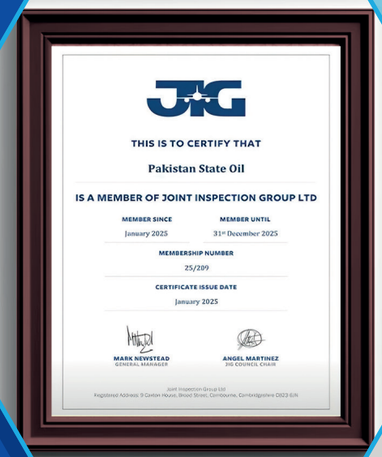




AWARDS & RECOGNITION

JOINT INSPECTION GROUP MEMBERSHIP

With the vision of taking Pakistan's success to new heights, PSO secured the prestigious JIG Global Membership, reinforcing its commitment to safety and quality in every fuelled flight.





PSO WINS AT GDEIB 2025 FOR ADVANCEMENT AND RETENTION EXCELLENCE

PSO received the Global Diversity, Equity and Inclusion (DEI) Benchmarks Award 2025 for Excellence in Advancement and Retention!

This recognition honors the company's commitment to nurturing its people's growth, well-being, and success.



BEYOND THE NORM

EVENTS



Fuelling Pakistan's Future

The Senate Standing Committee on Petroleum, led by Chairman Senator Umer Farooq, visited PSO's head office to discuss energy security.

Syed Taha, MD & CEO of PSO, shared the company's performance, key challenges, and opportunities for progress. PSO's senior management and key stakeholders from SSGC and PPL actively participated.



Connecting Talent with Opportunity: Career Fairs 2025

The company actively participated in dynamic career fairs at LUMS, NUST, and IOBM. These events were a fantastic opportunity to meet ambitious talent, spark meaningful conversations, and showcase the exciting career paths that await at PSO.



4th PSO Islamabad Cricket League

The 4th PSO Islamabad Cricket League concluded with an action-packed final, showcasing sportsmanship, teamwork, and a healthy work-life balance.

In the final, DEO Max Tigers faced Ultra-Predators and with disciplined bowling, tight fielding, and sharp strategies, secured a 12-run victory, clinching the championship.

BEYOND THE NORM

COLLABORATIONS & AGREEMENTS



PSO Driving Innovation with Faysal Bank to Boost Bank Card Acceptability

PSO, Faysal Bank, and Altpay joined forces to bring bank card acceptance to 1,500 locations across our retail network. This partnership is all about making life easier for our customers, streamlining our operations, and gaining valuable insights to improve our services.



Fueling Progress, Transforming Journeys

The company upgraded Pakistan Railways' fuel infrastructure, boosting capacity and efficiency across 8 key locations.



Fueling Up the Customer Experience: PSO x Häagen-Dazs & Hardee's

With a mission to transform PSO outlets into ultimate one-stop destinations, the company has partnered with Häagen-Dazs and Hardee's to introduce premium retail spaces at its fuel stations nationwide.

BEYOND THE NORM

COLLABORATIONS & AGREEMENTS



Tap, Sip & Save: PSO x Coca-Cola

PSO is excited to partner with Coca-Cola Beverages Pakistan Limited (CCBPL) on the VIBE platform! Customers can now enjoy exclusive promotions, giveaways, and unbeatable deals, making online shopping more rewarding.



Staying Connected on the Go: PSO x WestPoint & PakWheels

In its ongoing commitment to enhancing customer experience, the company has partnered with WestPoint Pakistan and PakWheels to bring customers top-quality products on the go.

DEPARTMENTAL INITIATIVES

NFR





PSO Unveils VIBE: A New Era in Retail Excellence

VIBE, PSO's revamped store, sets a new standard for retail excellence. Featuring curated selections and an immersive shopping experience, the store unlocks new revenue streams and enhances customer convenience, redefining the retail journey.

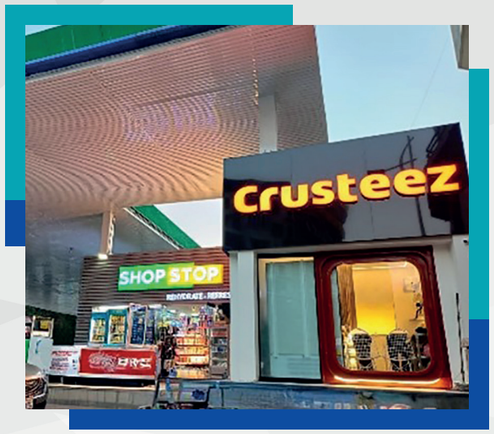
BEYOND THE NORM

DEPARTMENTAL INITIATIVES



Revolutionizing Road Travel in Pakistan: Asaan Safar Program

Designed to transform road travel across Pakistan, PSO introduced the Asaan Safar Program. With a focus on comfort and convenience, the program offers well-equipped sites featuring executive washrooms, convenience stores, and essential travel merchandise. The first site, inaugurated at Al-Rafay, Lahore, marks the beginning of a growing network across major highways and travel spots, ensuring hassle-free and refreshing journeys.



The Perfect Pit Stop: PSO x Crusteez

Crusteez, a valued partner of the company, significantly expanded its presence across multiple key outlets, including PSO Bahria Township III in Rawalpindi, Abid F/S in Islamabad, and MS Diplomatic Enclave in Islamabad, boosting convenience and driving increased foot traffic, leading to revenue growth for both partners.



Fuel Up, Treat Up: PSO x O'Donut

PSO onboarded O'Donut at VIBE located at Cliff where customers can now indulge in a mouth-watering selection of freshly made donuts and refreshing beverages, making every stop a delightful and satisfying treat while refueling.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES

AVIATION



Powering Up Aviation at Gwadar Airport

The company officially commenced its jet fuel fueling facility at the New Gwadar International Airport (NGIAP)—a milestone in strengthening Pakistan's aviation infrastructure.



Securing Historic 30-Year Lease for Aviation Fueling Facilities

In a landmark achievement, PSO secured a 30-year lease tender for the operation, maintenance, and management of the aviation fueling facilities at Multan and Faisalabad airports.



Upskilling for Success

The company participated in the prestigious CARB & MECAV International Training in France and Germany, organized by Total Energies. This valuable opportunity allowed the team to enhance their skills and expertise, further strengthening their capabilities in the energy sector.



Grounding Safety

Reinforcing its commitment to capacity building and maintaining high safety standards at all levels, PSO has been working closely with airport authorities to deliver valuable HSE training at key airports.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES

BRAND MARKETING



Transforming Gilgit's Energy Landscape

Building on the success of its pilot in Central Hunza, PSO has officially launched BLUE LPG in Gilgit city, marking a significant step in expanding clean energy access across the region. The city was transformed with a stunning visibility campaign, along with a 360° media blitz across print, radio, TV, and social media, ensuring the message reached every corner of the city.



Das pe Das Grand Finale: Winner Drives Home a Tractor!

Das pe Das wrapped up in true style and celebration at the vibrant hi-street market of Multan. One lucky winner from Bahawalpur proudly received the grand prize—a brand-new tractor—staying true to the brand's promise of delivering big rewards and unforgettable moments!





Tohfa-e-Ramadan at SOS Village

Adding a ray of hope in the lives of others is what the true spirit of Ramadan is all about, keeping that spirit alive, the PSO team visited SOS Children's Village where they organized an iftar for the little children sharing the beautiful gift of patience and reward together.

BEYOND THE NORM

TOHFA-E-RAMADAN - 360° LAUNCH



Tohfa-e-Ramadan

For the second year in a row, PSO's Tohfa-e-Ramadan initiative touched the lives of customers across 25 retail outlets in Karachi, Lahore, and Islamabad. Embracing the spirit of generosity and sharing that defines Ramadan, the company introduced the innovative ""box in a box"" concept, where iftar boxes were distributed to customers, fostering a sense of community and togetherness. Employees volunteered actively participating in the meaningful outreach at the company's retail outlets. Through this effort, PSO strengthened its bond with the community, spreading joy and warmth during the blessed month.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES

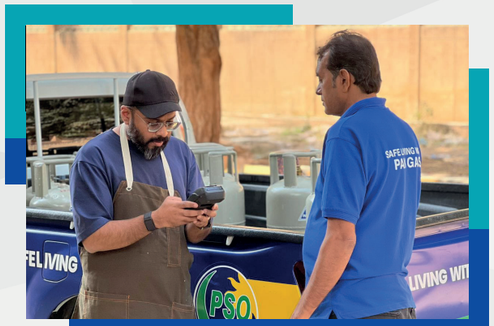
PROCUREMENT & SERVICES



Synergy Conference 2024

The company held a series of Synergy Conferences in 2024 themed "Road to Excellence" in Karachi, Lahore and Islamabad, which brought together distinguished business partners and stakeholders. This initiative aimed to foster stronger relations with the company's business partners by streamlining procurement and payment processes, SAP Ariba, Vendors Invoice Management System (VIMS), and tax issues, and uncovering innovative business opportunities that fuel mutual growth, success, and long-term collaboration.

GASEOUS FUELS



Revolutionizing LPG Delivery with Quality, Convenience, and Innovation

PSO PAK GAS is quickly establishing itself as one of the top LPG providers in the industry. With a strong focus on safety, quality, and customer satisfaction, the company now offers the convenience of LPG home delivery across Karachi. Expect superior quality, full quantity, on-time delivery, and the best prices right at your doorstep.

LEARNING



Welcoming New Talent

During the quarter, PSO hosted engaging orientation sessions for 30 new inductees, introducing them to the company's core values, policies, and best practices. These sessions ensured onboarded candidates felt empowered, confident, and ready to make a meaningful impact.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



PSO's Training Program for Army Officers

An intensive one-month training program was successfully conducted for Army Officers from POL Course-56, aimed at equipping them with industry-specific knowledge and practical skills. This initiative helped enhance their expertise, preparing them for the challenges of the energy sector.



Employee Training Programs

To support ongoing development, the company organized a series of engaging training sessions for its employees. Focused on enhancing diverse skill sets and keeping up with industry trends, these programs empower the team to lead with expertise and stay ahead in their fields.



Bridging Academia and Industry

In a pioneering engagement between academia and industry, PSO hosted 55 Executive MBA students from Lahore University of Management Sciences (LUMS) at PSO House offering a deep dive into the company's operational excellence and strategic vision for the future, providing students with valuable insights into the energy sector.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES

HSE





Promoting Road Safety

In a strong push to encourage safer roads, a 2/3-Wheeler Safety Campaign was recently held at two key CORO sites in Karachi—S/S 23-Defence and S/S 28-Bhittai. The initiative aimed to raise awareness among 2/3-wheeler riders about essential safety practices.

The campaign saw enthusiastic participation, as riders engaged with the team, received practical safety tips, and appreciated the focus on their well-being.



Preparing for the Unexpected: PSO's Emergency Evacuation Drill

Putting its emergency response plan to test, the company conducted a simulated evacuation drill to ensure staff safety and preparedness at its Karachi and Lahore offices. Key takeaways and areas for improvement were identified during a debriefing session with floor wardens.



Hazard Hunt Program

To start off a new chapter in safety awareness, PSO launched the Hazard Hunt Program – Series 1. Designed to sharpen hazard identification skills and reinforce the safety culture, this interactive program invites employees to identify hazards and risks in real-world workplace scenarios through engaging, real-life images.

BEYOND THE NORM

DEPARTMENTAL INITIATIVES



Strengthening Emergency Response

PSO recently hosted an engaging training session with the floor wardens of its head office, designed to reinforce the emergency response plan and enhance preparedness. Participants were briefed on HSE policies, the importance of HSE culture, emergency protocols, and their duties as wardens.



Customized HSE Dashboard

The company developed a customized HSE Dashboard designed to provide the management with a clear view of key Health, Safety, and Environment performance metrics. This dynamic monthly dashboard showcases essential data, including HSE audits, incident management, training updates, process safety, and other critical areas.



Earth Hour 2025

In line with its commitment to environmental sustainability, PSO joined the global Earth Hour movement on Saturday, March 22, from 8:30 PM to 9:30 PM. Earth Hour is not just about switching off lights for an hour—it's a powerful symbol of collective effort to raise awareness about climate change and promote energy conservation.

QA



Enhancing Capabilities to Meet Future Needs

The successful completion of the Machike Laboratory extension marks a significant achievement, reflecting a strong pledge to excellence and customer satisfaction. This strategic expansion addressed the rising demand for advanced testing, particularly for Euro V standards in High-Speed Diesel (HSD) and Premium Motor Gasoline (PMG), ensuring the facility meets both current and future industry needs.

BEYOND THE NORM

GLIMPSES OF REGIONAL ACTIVITIES



Inauguration of Batkhela Filling Station in Malakand District, Kyber Pakhtunkhwa by Chief Supply Chain Officer, Abdus Sami.



Inauguration of LPG Cylinder Exchange Facility at M/s. Pearl P/S, Multan Division by General Manager Operations, Raja Faisal.





Customer Care days celebrated across PSO forecourts in Multan.



PSO CARES: OUR CSR STORY

CELEBRATING TALENT AND INCLUSION: EMPOWERING DIFFERENTLY-ABLED STUDENTS

PSO hosted a heart-warming event at its head office for the differently-abled students of Karachi Vocational Training Centre (KVTC). The event celebrated their unique talents, featuring creations from Jiddat, an apparel and home accessories brand, and Khudee, a café managed by these students. What made the day truly special was the active participation of employees in hands-on activities, offering support, motivation, and fostering inclusivity.





RESTORING INDEPENDENCE WITH BIONIKS

In partnership with BIONIKS, the company is proud to support Mr. Aqeel ur Rehman, a dedicated worker at PSO's Galaxy P/S Retail outlet in Gujranwala. Despite the immense challenge of losing both arms, Mr. Aqeel's determination to continue working as a windshield cleaner to support his family is truly inspiring. Recognizing his resilience, the company provided him with advanced BIONIK prosthetic arms, significantly improving his ability to perform daily tasks with ease and comfort.

BRINGING RELIEF TO COMMUNITIES: NATIONWIDE RATION DISTRIBUTION DRIVE

Staying true to its core values of Caring & Giving. PSO, through its CSR trust, launched a nationwide ration distribution initiative to support those in need. Partnering with Saylani Welfare International Trust, the company's employees stepped up to volunteer and contribute to this meaningful cause. The initiative aims to ease the burden of rising inflation on underprivileged communities.

As part of this effort, over 25,000 ration bags, worth PKR 120 million, were distributed across the country, ensuring that essential food items reached those who needed them the most. In addition, more than 3,500 ration bags were provided to PSO contractor employees and their families, which included essential items for a more comfortable Ramadan.



PSO CARES: OUR CSR STORY

TRANSFORMING LIVES THROUGH EDUCATION: PSO X FESF

Believing in education's power to transform lives and uplift communities, PSO in partnership with the Family Educational Services Foundation (FESF) and Deaf Reach School Sukkur, is supporting programs that empower differently-abled children with the skills and confidence needed to succeed.





JOINING HANDS FOR HOPE: PSO X CHILD AID ASSOCIATION

To support children battling Acute Lymphoblastic Leukemia (blood cancer), PSO joined hands with the Child Aid Association, providing life-saving peg-Asparaginase injections, a crucial component of their treatment, to give these young fighters a better chance at recovery and life.

EMPOWERING FUTURES: PSO X ROSHNI HOMES TRUST

In collaboration with Roshni Homes Trust, PSO CSR Trust is sponsoring the education of six orphan girls. This support provides them with access to quality education, unlocking opportunities for a brighter future and nurturing their full potential.





PSO PERSONAS

A CONSTANT SOURCE OF SUPPORT AND POSITIVITY

Asif Ladha is a true gem of PSO. His kind and compassionate nature shines through in everything he does, always offering help without expecting anything in return. Asif's unwavering support for his colleagues and subordinates, combined with his ever-present smile, makes him a joy to work with and have him around.

– FAIZA JAMEEL (GASEOUS FUELS)





THE CALM IN THE CHAOS!

Meet the office zen master, Duaa Iqbal! She's always cool, positive and calm. Duaa brings positivity and kindness wherever she goes, always ready to lend a helping hand and make everyone feel welcome. Her supportive nature makes her an invaluable part of the HR team.

- ALI TAIMOOR – STRATEGY

A KIND-HEARTED SOUL

Known for being fun, chatty and kind hearted, Shifa Iqbal is a treat to be around. Her technical expertise in engineering is second to none—she's a brilliant, creative engineer who knows the ins and outs of every project. Every conversation with her is a learning experience, and her ability to teach and inspire is truly admirable.

– USMAN SHAH (CARDS)



PSO PERSONAS

DATA DYNAMO WITH A HEART OF GOLD!

Amjad Ashraf is a powerhouse when it comes to data analytics. His ability to take complex data and turn it into actionable insights is unmatched. What truly makes him stand out is his down-to-earth attitude—he's always ready to offer a hand or share his expertise, making him a valuable resource for the team.

– SHAH MUDASSIR (CORPORATE PLANNING)





THE SPREADSHEET HERO & OFFICE ENERGIZER

Abdul Qadir is the ultimate office superhero! He is a master of Cards Finance, always saving the day with his spreadsheet skills. When he's not crunching numbers, he's the go-to guy for a good laugh, clever solutions, and some serious motivation. Whether he's dominating the table tennis table or enjoying a cup of tea with the crew, Abdul adds an unbeatable energy to the office.

- JAMAL A. KHAN (COMPLIANCE)

THE COMPASSIONATE CHAMPION

Beenish Magsi has a remarkable gift for making everyone feel welcome and valued. Her warm smile, kind words, and genuine interest in others create a sense of community and belonging. She spreads joy and compassion wherever she goes, because for her, its people over anything.

– AMBREEN ISHAQUE (NFR)



GET TO KNOW ME



NIMRA WASIM

Current Designation: General Manager – Corporate Planning, Strategy Division.

Industries associated with: Terminals/Chemicals and Gas Industrial Infrastructure, Fertilizers, Petrochemicals, Onshore LNG and Solar project.

Fun Fact: I'm exploring local and international food blogs and experimenting with simple yet new dishes in my own kitchen!

A Super power you wish you had: The ability to traverse the timeline, effortlessly jumping between eras, and experiencing the thrill of different ages.

Your biggest Strength: The power to break down overwhelming complex pieces of information into easy to understand single-frame situation narrative which can aid in developing effective solutions.

Favorite Pastime: Indulge in timeless English classics and discover online architectural/cultural vlogs that enrich your mind and teach you about other cultures and design elements.

Most Memorable event of your life: Launching a transformative project for Engro Fertilizers, that bridged the gap between corporate services and farming communities in Sindh and Punjab.

Why PSO?: A reputable energy company that plans to make energy affordable to every citizen, has a vision for bringing in cutting-edge technology to Pakistan, values its employees and fosters a positive, thriving culture.

PARTNERING FOR SUCCESS



SUNDAR INDUSTRIAL EXPO - 2025

PSO participated as the key sponsor at the Sundar Industrial Estate Industrial Expo 2025 which brought together over 643 operational factories, multinational investors, and key trade associations, offering a prime platform to showcase PSO's leadership in industrial and automotive lubricants.

PSO's participation in the expo strengthened our industrial footprint, generating high-value leads and expanding business opportunities. It boosted brand awareness, reaching new segments in the industrial lubricants market, and opened doors for potential partnerships. Engaging with key industry leaders provided valuable market insights, helping us refine our strategy and solidify PSO's position as a sector leader.

PAKISTAN ADVERTISERS SOCIETY – YOUNG LIONS COMPETITION

The company supported innovation, creativity, and excellence in Pakistan's marketing and advertising industry through the sponsorship of Pakistan Young Lions Competition (PYLC). Organized by PAS and Jang Group in partnership with Cannes Lions, PYLC has become the country's premier competition since 2019. It offers young professionals (30 and under) a platform to tackle real-world marketing challenges and develop impactful communication solutions—all within a high-pressure 24-hour timeframe.





ICAP SAFA CONFERENCE

PSO sponsored the SAFA Conference on "South Asia's Economic Outlook: Challenges & Opportunities." The event brought together policymakers, industry leaders, and economic experts to discuss the key challenges and opportunities shaping South Asia's economic future.

PARTNERING FOR SUCCESS

PAKISTAN PADEL COACHING WORKSHOP

In support of sports development in Pakistan, PSO Power Play proudly backed the Pakistan Padel Coaching Workshop, organized by the Pakistan Padel Federation. As Padel grows in popularity across the country, PSO recognized the opportunity to support this emerging sport, offering a platform for skill development and fostering its growth.





PAKISTAN LITERARY FESTIVAL

The company supported a vibrant celebration of Pakistan's rich literary heritage by sponsoring the Pakistan Literary Festival – Sukkur Chapter. The event brought together renowned writers, poets, and intellectuals for dynamic panel discussions, insightful debates, poetry recitations, book launches, and cultural performances, creating an inspiring platform for literary expression and artistic appreciation.

14TH CHAIRMAN JOINT CHIEF OF STAFF COMMITTEE (JCSC) GOLF OPEN CHAMPIONSHIP

PSO Sponsored the 14th Chairman Joint Chiefs of Staff Committee Golf Open Championship in Islamabad.





CELEBRATING OUR TEAM

PERSONAL MILESTONES

DAUGHTERS OF SYED NADIR RAZA SHAH BUKHARI

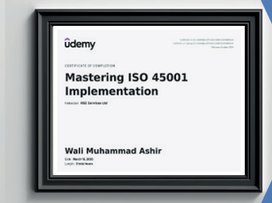
- ACCOUNTS OFFICER, ZOT

Congratulations to Nadir's twin daughters on completing their Bachelor's degrees in Textile Design and Media Science!









WALI M. ASHIR

- QUALITY ASSURANCE

Wali M. Ashir successfully completed a comprehensive Incident Investigation & Report Writing training by PIP, and also achieved mastery in ISO 45001 Implementation through Udemy.

ISO 9001:2015 LEAD AUDITOR COURSE

Yasir Hameed & Waseem Tahir successfully completed the prestigious "ISO 9001:2015 Lead Auditor Course," gaining the essential skills and expertise to conduct comprehensive Quality Management System (QMS) audits.





UNDISCOVERED GEMS

PAKISTAN SWEET HOMES

In 2009, Pakistan Sweet Home was founded by Mr. Zamurrad Khan with a single child from Swat, KPK, under the umbrella of Bait-ul-Mal. Today, it has grown into a beacon of hope with 5 centres across Pakistan: Islamabad, North Waziristan, Sohawa, Sukkur, and Sargodha.

These centres provide critical support to vulnerable communities, offering food parcels, access to education, essential medical care, and emotional support.





CHIPS

The famous roast beef burger eatery at Boat Basin, which had been closed this May after 27 years, has made a comeback at a new location under a new owner. Located at Badar Commercial, Karachi, CHiPS opened its doors at 6pm on Independence Day on Friday, and customers who came to know about the reopening through Facebook, thronged the place for its beef burgers.

NATIONAL HISTORY MUSEUM

Located in the heart of Greater Iqbal Park, the National History Museum in Lahore is revolutionizing the way we engage with history. Pakistan's first digital history museum takes you on a journey through time, showcasing the region's rich history from the East India Company era to the post-independence period up to the 1960s.

With cutting-edge technology, including holograms, virtual reality, and audiovisual aids, the museum brings to life the epic stories of migration, settlement, and nation-building.

