

APNA HAI 12TH EDITION 2022 TOTAL PARCO



ONE
TOTAL PARCO

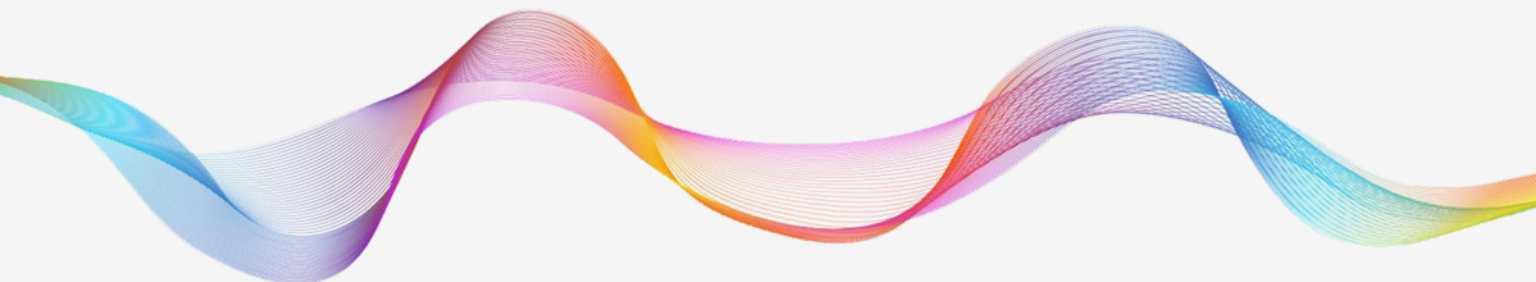


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“Customer-centricity is at the heart of our strategy at TPPL to deliver excellence in products and services”

- **Mehmet Celepoglu**
CEO, Total PARCO

MESSAGE FROM THE CEO

Last year was a year of many 'firsts' for Total PARCO Pakistan Limited (TPPL) with the launch of countless new initiatives aimed at transforming our company and enhancing our relationship with business partners, with sustainable development at the heart of our strategy, projects and operations.

We strive to keep the momentum going with more energy in 2022. I want to extend my gratitude to everyone who made the year 2021 filled with unprecedented achievements, real change and continuous improvement linked to the Sustainable Development Goals.

We will continue to serve our valued customers by delivering unparalleled excellence in products and services with our uncompromising commitment to customer centricity.

CAFÉ WELCOME OPENS AT TOTAL PARCO HEAD OFFICE

At TPPL, the employee wellness isn't just a priority but part of our commitment to Sustainable Development Goal # 3 - Health and Well-Being. Our efforts through various initiatives are guided by our commitment to our goals and vision.

Delighted by the incredible response that Café Welcome and Welcome Shops have received in the past two years at TPPL Service Stations across Pakistan, TPPL brought Café Welcome home at the Head Office.

On February 15, 2022, Mr. Mehmet Celepoglu inaugurated the state-of-the-art convenience store, 'Café Welcome', in the presence of honorable guests and dignitaries. This launch is very close to our hearts, and we are delighted to see the same level of joy reflected in the TPPL Family.

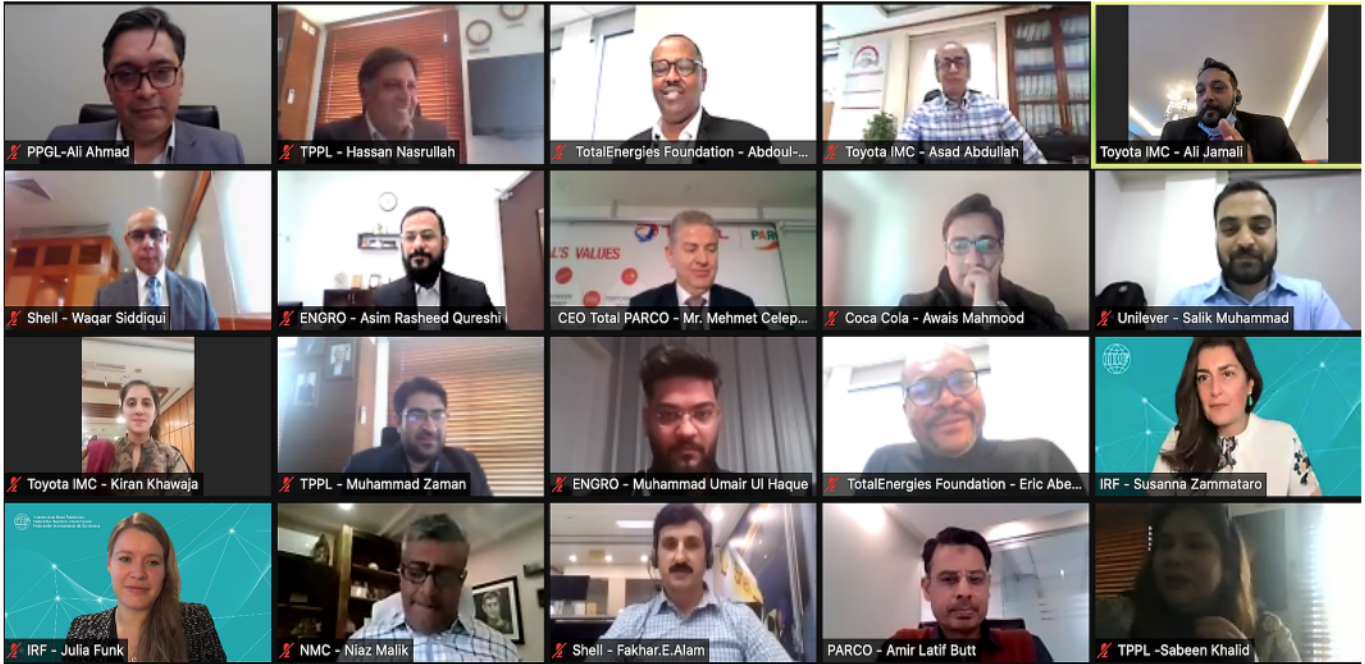


Staying true to the unparalleled variety, quality, freshness and hygiene that is consistent at Café Welcome Shops across the country, this cafe has an extensive menu at subsidized prices for all TPPL employees. Packed with good food, great conversation, and the signature vibrant environment, Café Welcome at the Head Office is also used for business meetings, company events, and a place to unwind.

This initiative is another example of how great things can happen when we Stand Together, illustrating our capacity for agility with a greater focus on Performance Mindedness. With one initiative after the other, as part of the senior leadership's consistent efforts on Better Together, to create an excellent work environment, we warmly welcome you all to Café Welcome!

We hope you will enjoy Café Welcome as much as we enjoyed bringing this idea to life because life is Better Together as One Total PARCO!

TPPL ENTERS THE ROAD SAFETY COALITION CHARTER



At Total PARCO Pakistan Limited (TPPL), Safety is not just a priority but also a core value that we exercise day in and day out in all our projects, actions, and operations. TPPL is committed to leading innovative initiatives with its partners and supporting effective solutions for safer roads.

In addition to our efforts on training and following up on drivers, monitoring and supporting transporters, and strengthening our technical requirements for equipment, with the aim to promote road safety and safer mobility in Pakistan, Total PARCO became part of The Road Safety Coalition Charter with the International Road Federation (IRF), supported by TotalEnergies Foundation.

IRF is coordinating private sector companies in the country in support of the United Nations' Decade of Action for Road Safety (2021-30), which aims to cut road traffic deaths and injuries by at least 50%.

TPPL CEO Mr. Mehmet Celepoglu stated, "Total PARCO Pakistan Limited is devoted to taking all possible steps for sustainable development creating shared efforts for Road Safety is the need of the hour and, as a responsible energy company, our responsiveness to industry needs to be in line with the global best practices, which will help us with joined forces, move closer to our dream of safer mobility and better organization of roads safety in Pakistan".

Reinforcing a collective commitment to improving road safety, the online Signing Ceremony was attended by the founding members of The Road Safety Coalition Charter - Total PARCO Pakistan Limited, Toyota Indus Motor, Unilever, Coca Cola, Shell Pakistan, PARCO Pearl Gas Limited, Engro Fertilizers & Niaz Malik Consultancy.

TPPL PLANTS THE 2ND LARGEST MIYAWAKI FOREST IN GUJRANWALA

Total PARCO Pakistan Limited (TPPL), staying true to its commitment of adapting sustainable development practices to mitigate the effects of climate change, inaugurated the 2nd largest Miyawaki Forest of Gujranwala on January 5, 2022. This forestation project was initiated by TPPL with the assistance of Parks and Horticulture Authority (PHA) at Jinnah Park, Gujranwala. "Miyawaki" is a forest regeneration technique that aims to recreate self-sustaining multi-layered indigenous forests on degraded land with little human intervention.



The chosen indigenous species of plants grow 10 times faster and absorb 30 times more carbon dioxide, compared to conventional methods.

TPPL is committed to play its part in the vision of a clean and green Pakistan and remains geared towards providing sustainable solutions for the nation.

TPPL LAUNCHES ITS FIRST ELECTRIC VEHICLE (EV) CHARGING STATION IN PAKISTAN



November 8, 2021 marked a groundbreaking milestone as Total PARCO Pakistan Limited (TPPL) inaugurated its first Electric Vehicle (EV) Charging Station in Pakistan at Packages Mall, Lahore.

Keeping in line with our mission of becoming a responsible energy major, having been a long-standing player in energy for mobility, Total PARCO embarked on a journey towards safer, cleaner and more efficient mobility with the first-of-its-kind 'Rapid Charge' EV technology in Pakistan.

This historic breakthrough by TPPL supports the country's goal of scaling up electric mobility as part of the on-going energy transition.

TPPL's EV Charging Station features DC Fast EV Charger with a capacity of 50 kW that charges vehicles within 30-45 minutes. One charging unit can charge two EV's simultaneously and this service is provided by trained operators.

The inauguration took place in an exclusive ceremony which was hosted by TPPL at the Packages Mall in the presence of honorable guests and dignitaries. Mr. Mehmet Celepoglu, CEO Total PARCO said, "Total PARCO Pakistan will continue to play its role as a responsible energy company by contributing to the country's initiative on new mobility towards cleaner energy and environmental sustainability".

TPPL WINS 4 MAJOR AWARDS

The year 2022 began with TPPL's efforts on Sustainable Development and Diversity being recognized both on a national and global level where the company won 4 awards just in the first quarter of the year.

Social Impact and Sustainability Award

On February 24, 2022, National Forum for Environment and Health (NFEH), affiliated with the United Nations Environmental Program (UNEP), presented TPPL with the award for Social Impact and Sustainability through the 14th Corporate Social Responsibility Awards 2022 for its consistent efforts on sustainable development. These efforts get us one step closer to realizing the Sustainable Development Goals.

Public Health and Safety Award

In the same ceremony on February 24, 2022, NFEH, in affiliation with UNEP, also recognized TPPL's efforts on practicing the highest standards of safety, not just internally with employees but also with business partners, customers and key stakeholders in all domains through the award for 'Public Health and Safety' at the 14th Corporate Social Responsibility Awards.



Community Impact Award

TPPL was presented with the Community Impact Award at the 11th Annual Corporate Social Responsibility Awards on March 2, 2022, for effectively translating the commitment through implementation of various impactful actions on sustainable development. Ratified by the executive board of The Professionals Network (TPN) and Ethical Business Update (EBU), this is the first and only CSR Award of Pakistan registered with IPO, Government of Pakistan.

TWICE Award

On March 10, 2022, TPPL was presented with a special award on The Local Network's Commitment during the live event of TotalEnergies Women's Initiative for Communication and Exchange (TWICE) Worldwide in recognition of the contribution on Women Empowerment, Diversity & Inclusion, and Health & Well-Being in 2021 on 7 key projects. These initiatives included TPPL being the first OMC in Pakistan to employ women, as well as differently-abled persons, campaigns on improving the mobility of women in the country as well as collaborations with government entities on road safety for women.

TPPL is honored to be receiving recognition and will continue to work on creating shared value for a better future for our communities and the country at large.



TECH EXPERT BY DAY ARTIST BY HEART

This segment has been created to celebrate the amazing skills, passions and talents of the TPPL Family other than the amazing work they do behind their desks and in the field every day.

Ahsan has been with the company for over 15 years. Apart from being a tech expert, he also has a knack for all things art. Embodying the value of 'Pioneer Spirit', Ahsan creates art of different kinds ranging from doodles to calligraphy. Some of his recent works feature beautiful Kufic Scripts. When he isn't behind his computer screen managing the IT Infrastructure for Total PARCO, he is seen lifting spirits and putting a smile on his colleagues' faces with hand-made motivational signs around the office. Check out some of his recent art on Kufic Calligraphy!



Ahsan Kamal

Manager IT Infrastructure & Support,
Total PARCO Pakistan Limited



SAIF ULLAH IQBAL

RETAIL NETWORK DEALER, NORTH



1. How did your journey with TPPL begin?

My name is Saif Ullah Iqbal and I've been running Saqib Service Station, Fateh Jang for the last 3 years. We have contracted a second service station with TPPL, 'Mehran Service Station', recently to further strengthen this relationship.

TPPL's vision and support has been paramount in achieving the goal of making our site #1 in our region.

2. How have you supported the transition of petrol stations to Service Stations for TPPL?

We believe in a one-stop-shop concept, and we have come a long way from an 'abandoned-looking' site to a well-enhanced top quality service station owing to the partnership with TPPL.

We are focused on enhancing customer experience by introducing best-in-class facilities including separate ladies praying room and wheelchair facility for differently-abled persons.

3. What positive changes did you and the management at TPPL introduce in 2021?

We are compliant with TPPL's highest standard of health and safety and have a strict policy to maintain the quality of our products and services. We are supporting TPPL's commitment to Diversity & Inclusion by giving equal employment opportunities to women, as well as differently-abled persons. We believe such initiatives will benefit the local communities across Pakistan.

We have added prime facilities like Welcome Shop, Oil Change and Tyre Shop at Saqib Service Station. As part of TPPL's goal of digital transformation, many new initiatives have been taken in 2021 including online payments, E-Fuel and use of digital mediums for communication.

4. What are the top 3 things that your customers appreciate the most at TPPL Service Stations?

A) Appearance: TPPL has a policy for a clean, illuminated and safe environment. We pay attention to detail and spend that extra money getting the premises professionally cleaned.

B) Customer Service: We make sure that our employees are kind and courteous to our customers. We have a feedback mechanism in place through regular surveys and follow it up with timely actions.

C) Quality & Quantity: Fuel Quality and Quantity is important to customers. TPPL's quality vans help us maintain it.

5. How important is a customer-centric approach in the retail network industry?

Customer-centricity is as much a strategy as a culture, and it has to be ingrained in an organization to be recognized by the final decision maker: the customer. A customer-centric approach is paramount especially in the retail industry.

SHAFI MUHAMMAD

RETAIL NETWORK DEALER, SOUTH



1. Tell us about yourself and your business relationship with TPPL.

My name is Shafi Muhammad, dealer of Mashallah Service Station, Karachi. I have had a business relationship with Total PARCO Pakistan Limited (TPPL) that dates back 2 decades.

2. Tell us about an initiative you have taken to drive excellence in customer service.

We supported an initiative by TPPL in 2021 to onboard women as part of the service station staff. At first, I wasn't sure how this change would come into effect as service stations across Pakistan had historically never employed women in these roles. But I believed in the TPPL's vision so we went ahead with this step.

3. How did this change affect your business?

It was a very positive change. The women we hired were overjoyed to get this opportunity. Their efforts improved our customer service. Our new employees expressed their gratitude and peace-of-mind from having a safe working environment where they were treated like an equal, with respect. They also encourage other women to join TPPL at the Service Stations and become part of this change.

4. What was the customer feedback on this initiative?

Thousands of customers appreciated this initiative by Total PARCO a lot. They also expressed their appreciation on how we are empowering women financially and encouraged us to take more such steps.

5. What message would you give to other TPPL dealers on such initiatives?

I would encourage the energy industry to follow Total PARCO's lead and give a fair chance to women and people from diverse backgrounds at service stations. It would benefit our local communities and allow them to transform their lives for the better.

RIAZ HUSSAIN

AUTOMOTIVE OIL DISTRIBUTOR



1. How did your journey with TPPL begin?

Usman Autos was established in Chowk Azam, Layyah some 35 years ago as a parts shop for Trucks and buses. TPPL and Usman Autos got into business right from the beginning of TPPL's presence in Pakistan and since then, are partners in serving the community.

2. How do you incorporate customer feedback in your services?

Daily doorstep delivery through our distribution network enables us to be in direct contact with our precious customers through which we receive their feedback first hand along with further knowledge and market intelligence.

3. What does the TPPL Value, 'Performance Mindedness', mean to you?

In our view, both TPPL and Usman Autos are growing horizontally and vertically through our focus on the value of Performance Mindedness. What makes this partnership even more harmonious is that both of us are working with the goal of customer centricity in mind, ensuring that we take good care of the customers as well as the business.

4. What differentiation and value addition have you brought about for customers in association with TPPL?

That would be our uncompromising commitment to quality that is synonymous with our name. We create differentiation and value addition for our customers through our ethical business practices.

5. How has TPPL supported you in your business journey?

TPPL has supported us right from the beginning by helping us establish, growing our customer base, raising service standards, helping in product management and distribution management through seminars, workshops, and sales and marketing activities.

SAAD SAEED KHAN

INDUSTRIAL OIL DISTRIBUTOR



1. How did your journey with TPPL begin?

Safan Enterprise is the brainchild of Mr. Irfan Shaikh (Late), (Ex Director Marketing – HINOPAK MOTORS). We are one of the largest industrial lubricants distributors of TPPL and are glad to be part of this growing family for the last 8 years. Our business relationship with TPPL began back when it was Total Oil Pakistan Limited. Over the years, TPPL has grown and we have grown with them.

2. Tell us something about this multi-energy industry that few people would have an insight into.

The South, especially Karachi, is the economic hub of Pakistan and with its growing demand, our goal is to support this growth and benefit the economy. The developments in CPEC projects in Power, Infrastructure, Cement, Port & Shipping, FMCG, and Steel and Metal have developed new opportunities for the industry to grow more than ever before.

3. Where do you see the IO industry going in the next few years?

The post-pandemic industrial growth has remained remarkable as we have seen the confidence of industrial investors strengthening in the Pakistani market. We are elated to witness Pakistan's industrial sector (in FY21) account for 18.11% of the GDP. The year 2021 was very successful for Safan Enterprises

4. What positive change do you wish to bring about in the IO Lubricants Distribution market?

The future of distribution lies in the strength of technology and its utilization to deliver value to the end customers. There is a need to deploy automation in order-fulfillment and real-time transparency of inventories which are necessary to mitigate the growing inventory challenges. We hope to support this transition of digitalization in the industry.

5. How would you describe your partnership with TPPL over the past years?

Our business relationship with TPPL over the past years has remained healthy and progressive. Every year is an investment for both the parties into one another, it's a marriage that strengthens every year because of sheer confidence, transparency in policies and eagerness of both partners to grow in the market.

AYESHA SAMIE CASHMIRI

FOUNDER LUSH CRUSH, SFS PARTNER



1. What is the secret ingredient to the recipe for your success?

Anything you do, especially being an entrepreneur, requires a lot of perseverance, grit and drive. Without that, it's very difficult to achieve any kind of dreams you have. This, and hard work.

2. How would you summarize Lush Crush's commitment to sustainable development?

We have biodegradable plastic wrappers for our pops. We consume a large quantity of fruits everyday to prepare our products, the fruit waste (peels and seeds) are collected by Trashit. There is almost 0% waste. It is our dream to have 100% sustainable operations one day.

3. What has stood out for you in Lush Crush's partnership with Total PARCO?

One of the most important things which has really touched my heart from Total PARCO is the respect they gave to Lush Crush. Regardless of our size, the kind of respect and integrity that they have shown to Lush Crush is something I appreciate a lot. Total PARCO has been very accommodating and agile in trying to meet our needs. I would say Respect, Agility and Integrity is what stood out most in our partnership with Total PARCO.

4. What is innovation at Lush Crush?

Innovation doesn't have to be the biggest technological advancement. It can be something very small and make a

big difference and I think Lush Crush is the perfect example of that. A simple and basic product with a little bit of fun, a little bit of twist, has been able to touch people's hearts. We have grown to over 30 flavors in the past 5 years. Each flavor is 'innovation' for us. We have a dream to expand across Pakistan. We want Pakistan to be proud of Lush Crush. For that, we have to be in different locations. We are overjoyed to be collaborating with Total PARCO. There's a footprint across Pakistan that Total PARCO has because of its scale. We are very happy that Total PARCO has chosen us as one of the partners, who can leverage on that footprint and grow with them.

5. What message would you like to give to other TPPL partners, current and future?

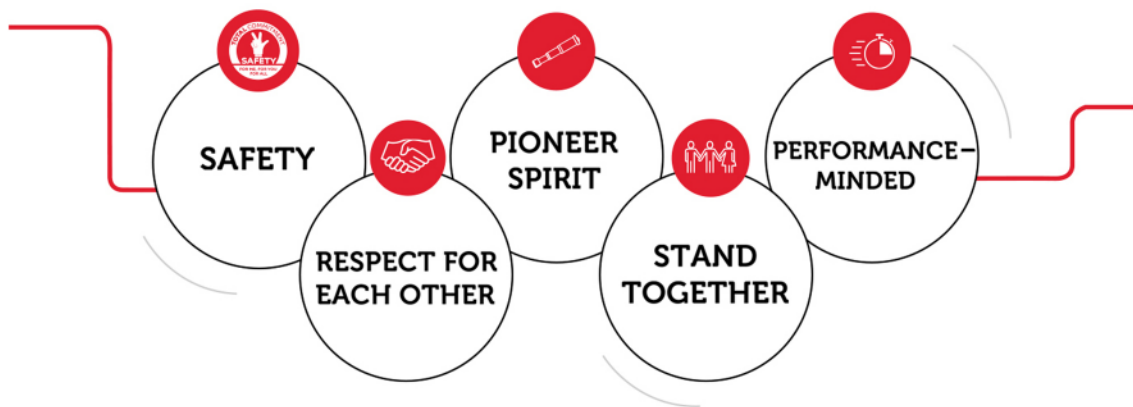
I would say that collaborating with Total PARCO has been very beneficial for us. A lot of small players, big players can benefit from this partnership with Total PARCO because they are accommodating, they are respectful, and they want to grow with you and be your partners.

THE VALUES WE LIVE BY EVERY DAY



The values 'Stand Together' and 'Respect for Each Other' are the foundation of all relationships; personal & professional. These values resonate the most with me personally and bring us together as One TPPL.

Humaira Nadeem
Manager Reporting & Budgeting



Treat people how you would like to be treated. Respect means accepting how the other person is, no matter how different your values, qualities or character traits are from them. The value, 'Respect For Each Other', holds vital importance for me, at the workplace and outside the workplace. It helps promote a positive culture and a stress-free environment. When respect is the norm between employees, it will increase motivation which will, in turn, increase productivity.



Zainab Butt
Assistant Manager Sales Information

YOUR FAVORITES AT



PREMIUM COFFEE

"One of my favourites at Welcome Shop is the quick grab of coffee from Busy Beans. Sometimes, when I'm getting late for the office and have to skip my breakfast, the sight of Café Welcome is such a treat to my eyes. The aroma of perfectly blended coffee beans is what gives me my morning kick."

- Muhammad Noman



FRESH SANDWICHES

"Busy Beans' club sandwiches have become another reason for my regular visits at Welcome Shop. Whenever I'm hanging out with my friends and we feel like mild snacking, Welcome Shop is our preferred destination. We are kind of addicted to the taste of these fresh sandwiches. So, these without a doubt have to be my favourite at Welcome Shop."

- Ahmed Raza

DELICIOUS DONUTS

"Having a sweet tooth has always been my biggest weakness. This is where Busy Beans comes in with the most delicious Nutella and Boston cream donuts. Now I don't have to wait for office parties to get my hands on these sweet delicacies. The donuts are regular partners with my cup of tea in the office."

- Kanza Khan



STAY ENERGIZED IN THE MONTH OF RAMADAN

HYDRATE WELL

Try to hydrate before daybreak as well as from Iftar to before 9 pm. Excessive fluid intake just before bedtime might disrupt your sleep with bloating sensation and also frequent restroom visits being needed. You can increase water intake by including hydrating food elements like watermelon, strawberries, oranges, pineapple as part of your suhoor meal or have it as a sweet delicacy after iftar.

DON'T OVERINDULGE IN FAT AND SUGAR

Minimize consuming food rich in fat, particularly food made with added fat, margarine or butter-like pastries, puffs, cookies. You can take up healthy cooking methods such as steaming, sautéing, baking, grilling, and stir-frying in less oil as an alternative to deep-frying.

HEALTHY IFTAR

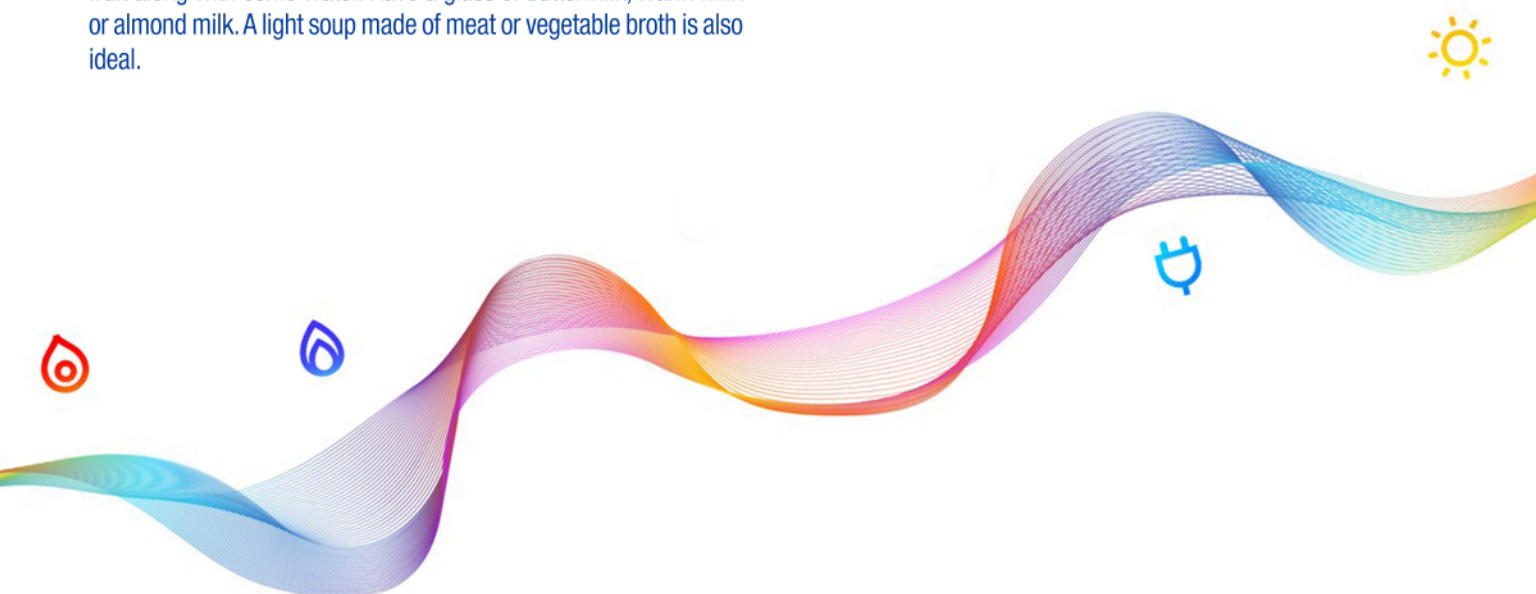
Break the fast the correct way. This is where the majority of folks tend to go wrong. Binging on fried and sugar-loaded food should be a strict no-no. You do not have to overfeed yourself as soon as the iftar time is on. Start slow and break your fast with a few dates or fruit along with some water. Have a glass of buttermilk, warm milk or almond milk. A light soup made of meat or vegetable broth is also ideal.

LIMIT YOUR SALT INTAKE

Salt is a diuretic and a higher salt intake can lead to dehydration. Avoid food containing large amounts of salt, like sausages, processed and canned food products, pickles, salted chips, biscuits, salty salad dressings, and sauces. Use various herbs to enhance the flavour of foods being cooked.

AVOID CAFFEINE

Avoid taking caffeine in the form of tea, coffee and other caffeine-containing energy drinks, sugary drinks for your suhoor as these are diuretics which increase urine output especially in the early mornings and can cause loss of water and salts from the body. This can leave you dehydrated during the day.



HOW WELL DO YOU KNOW TOTAL PARCO? SOLVE THIS CROSSWORD!



A	S	L	S	A	S	A	U	A	S	O	H	L	M	A	N	C	A	D	H
S	A	Y	A	S	A	S	I	S	A	H	J	E	U	S	G	U	S	F	F
D	J	M	D	A	D	D	E	D	D	F	K	O	L	F	L	S	J	J	L
F	D	H	I	I	F	U	S	P	F	W	L	G	T	G	N	T	D	S	F
B	F	S	A	F	E	T	Y	E	B	I	K	N	I	R	L	O	F	D	L
A	I	U	S	A	M	L	S	R	F	I	I	F	E	E	K	M	S	F	G
B	U	S	D	S	P	A	A	F	I	O	N	C	N	I	A	E	A	A	A
K	G	T	L	D	O	S	E	O	E	P	C	V	E	A	S	R	H	L	K
J	B	A	N	E	W	D	I	R	P	A	L	B	R	H	N	C	D	S	F
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B	A	A	I	C	M	L	G	N	D	B	I	E	S	E	E	T	E	F	I
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K	U	I	C	D	N	E	N	E	I	V	N	O	W	P	S	I	S	F	R
J	B	L	A	S	T	L	V	M	N	I	A	T	R	S	B	C	I	O	O
B	B	I	S	A	A	N	K	I	D	E	S	U	T	O	K	I	T	B	A
J	V	T	M	S	S	C	S	N	P	R	O	X	I	M	I	T	Y	G	I
K	U	Y	C	F	F	L	I	D	J	A	G	I	L	I	T	Y	D	S	R
S	Y	P	E	U	E	A	O	E	L	I	A	G	S	S	J	G	G	D	N
D	U	T	J	O	A	S	E	D	S	K	S	H	D	F	D	H	H	O	B