

COMPANY PROFILE



LUCKY
PETROLEUM



FUELING EVERY MILE

Welcome to Lucky Petroleum

A Legacy Built on Family Values and Partnerships

Founded in 2003, Lucky Petroleum has grown from a small family-run enterprise into one of Pakistan's leading oil marketing companies. What began as a modest operation under the name Lucky Oil has now become a trusted provider of petroleum and petrochemical products across the country, with a strong reputation for quality, reliability, and customer service. Our journey has been fueled by a commitment to supporting businesses of all sizes, delivering high-quality petroleum products to meet their operational needs.

In 2023, we reached a major milestone by transitioning into the mainstream oil industry. Acquiring an Oil Marketing License from the Oil and Gas Regulatory Authority (OGRA) of Pakistan, we rebranded as Lucky Petroleum Pvt. Limited, positioning ourselves to better serve our growing customer base. This strategic move enables us to expand our services and offerings while establishing state-of-the-art fuel stations throughout Pakistan.

As part of our expansion, we are launching 60 retail outlets in Sindh in the first phase, offering top-notch fuel solutions with modern facilities. We have also completed a Bulk Oil Storage Depot in Dolatpur, District Benazirabad, and acquired additional bulk storage at Kemari Oil Terminal in Karachi. Furthermore, construction is underway for a Bulk Oil Terminal in Sahiwal, Punjab, and we have secured land in Kohat, KPK, to further extend our reach.

Lucky Petroleum remains committed to delivering energy solutions and achieving satisfaction for both our business partners and end consumers.



Vision

To become a leading force in the energy sector by consistently delivering innovative, efficient, and superior-quality petroleum products, while setting the benchmark for operational excellence and reliability across Pakistan.

Mission

Our mission is to empower businesses and communities by providing top-quality petroleum products that ensure operational continuity and efficiency. With a customer-centric approach, we strive to exceed expectations, foster growth, and contribute to the energy needs of Pakistan with unwavering commitment to quality and service.



Lucky Petroleum
driving success through innovation,
quality, and a relentless focus on
customer satisfaction.

CEO's Message

Welcome to Lucky Petroleum! Our journey is fueled by the pursuit of excellence in the oil and energy sector. At LPPL, we are dedicated to delivering superior quality and an exceptional experience for our retail and corporate clients. Our mission is to unlock Pakistan's energy potential responsibly and sustainably, contributing to economic prosperity and securing a brighter future for generations to come.

We believe that true success is built on relationships. We treat our employees, business partners, and customers as part of our extended family, grounded in trust, integrity, and mutual respect. Our unwavering focus on growth, profitability, and exceptional service is complemented by our commitment to ethical and sustainable business practices.

As we expand, we welcome all our new partners into the Happy Lucky Family. Together, we will continue to drive innovation, collaboration, and care.

Yours Sincerely,

Nasim Aqsar Abbasi
CEO, LPPL



Our Brand

Our brand provides us with a clear vision and direction, acting as the foundation for what we do and what we aspire to achieve. At Lucky Petroleum, we are on a mission to establish ourselves as a revolutionary name, synonymous with quality, safety, and excellence. We are committed to delivering on the promises we make to our stakeholders and customers, adding value to their businesses and lives.

"We believe our brand is a driving force for both internal and external growth." Our employees embody the brand's promise and commitment, projecting it in everything they do. Our customers are not just clients—they are our brand ambassadors. As we evolve, we leverage cutting-edge technology, state-of-the-art facilities, and operational efficiency to remain the first choice for partners in the energy sector.

At Lucky Petroleum, our global portfolio is united by a single entity, one identity, and one team. Four core elements define our brand: simplicity, appeal, universality, and a strong business essence. Together, these values drive us to lead and innovate in the ever-changing energy landscape.



Our Logo (Corporate Identity)

The Lucky Petroleum logo serves as a unifying symbol of our organization, embodying both our name and our core mission: "our commitment to advancing energy." The logo is designed to represent two hands coming together, symbolizing the bond of friendship and mutual trust between Lucky Petroleum and our customers. The word LUCKY reflects not only good fortune but also the confidence our customers place in us. Together, we build a lasting and infinite relationship, underscoring the company's forward-thinking approach and dedication to providing innovative energy solutions.

Our Values



Ethics

We believe in conducting our business with integrity and fairness, ensuring that all our practices align with the highest ethical standards.



Transparency

Open and honest communication is at the core of everything we do. We build trust by being transparent with our stakeholders, customers, and employees.



Responsibility

We are committed to operating responsibly, not only for the benefit of our business but for the well-being of society and the environment.



Professionalism

Our team is dedicated to delivering excellence with every interaction. We approach every challenge with expertise, discipline, and a focus on continuous improvement.



Team Work

Success is a shared journey. We foster a collaborative environment where ideas thrive, and partnerships flourish, driving collective growth and innovation.

Daulatpur Depot

Our flagship depot in Daulatpur is equipped with advanced storage tanks for High-Speed Diesel (HSD) and Motor Gasoline (PMG). With a total capacity of 3,000 MT, the depot houses 950 MT of HSD and 2,100 MT of Motor Gasoline, ensuring a reliable supply for our customers.

Advanced Depot Solutions

At Lucky Petroleum, we take pride in operating state-of-the-art storage facilities across Pakistan. Built to international standards and adhering to proven industrial practices, our depots ensure safety, asset integrity, and operational excellence. We consistently go the extra mile to maintain the highest standards of quality and safety in all our storage facilities.

Leading with Innovation

Lucky Petroleum is proud to be the first OMC to own and operate a floating roof tank for Mogas, enhancing our storage capabilities and efficiency. In addition to our existing depots, we are actively expanding with plans to establish new storage facilities in Sahiwal, Kohat (KPK), and other key locations.

Expanding Our Reach

Our upcoming terminals will be designed to meet business challenges with safe, efficient, and smooth operations. As a trusted service provider, we are also planning to offer hospitality services to other OMCs at our future terminals, ensuring transparent, hassle-free operations for our valued partners.



Ongoing Projects

At Lucky Petroleum, we are focused on expanding our footprint and enhancing our storage and distribution capabilities to meet Pakistan's growing energy demands. Our ongoing projects aim to increase our reach, improve delivery efficiency, and ensure safe fuel storage. Below are two of our key developments:

- **Kohat Depot (KPK)**
- **Sahiwal Depot (Punjab)**



Kohat Depot (KPK)

Situated in Kohat, KPK, this depot will handle 3,000 metric tons of high-speed diesel and motor gasoline. Our team is working diligently to begin construction, with an estimated project completion date of July 2024. This facility will play a vital role in improving fuel distribution across the region.



Sahiwal Depot (Punjab)

The upcoming Sahiwal Depot will feature a total storage capacity of 6,000 metric tons, handling both high-speed diesel and motor gasoline. This strategic location is set to enhance transportation efficiency, reducing delivery times and minimizing quantity losses. The expected completion date for this project is December 2023.



Lucky Retail Outlets: Beyond Fueling

At Lucky Petroleum, we believe that the customer experience should go beyond just refueling. Our retail outlets are designed to provide a seamless and convenient stop for all your needs, ensuring that every visit is quick, efficient, and satisfying.



PETROL R92

1



Rs.
Litre
Rate



PETROL R97

3



Rs.
Litre
Rate



5







 **LUCKY**
PETROLEUM

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PETROLEUM

PETROL R92

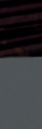
1

PETROL R97

3

DIESEL

5





Customer Benefits

"One Stop, Many Solutions"

Our retail outlets are more than just fuel stations. Visit our on-site marts to enjoy a wide selection of groceries, essentials, and refreshments for your journey. We ensure that your short stay at our outlets is both pleasant and productive.

Car Wash Services

"Quick, Efficient, and Spotless"

Our retail outlets feature state-of-the-art steam car wash facilities to provide high-end vehicle care. We use advanced technology to ensure your vehicle leaves looking refreshed with a spotless finish. Our car wash logo, designed in solid blue, reflects water and steam, perfectly aligning with our brand's clean, modern look.

Tyre Care Services

"Keeping You Safe on the Road"

Our Tyre Zones are equipped with cutting-edge machinery and staffed by highly trained professionals to deliver fast and efficient tyre care. From balancing to pressure checks, we ensure your tyres are in top condition, making your drive safer and smoother. The tyre care logo follows our solid blue design theme, reflecting our commitment to quality service and brand consistency.



Lucky Stop

Convenience at Every Stop

At Lucky Petroleum, we go beyond fueling. Our Lucky Stop marts offer a range of snacks, groceries, and essentials to meet your needs on the go. With a clean and welcoming environment, we ensure your stop is quick, convenient, and satisfying, making Lucky Stop the perfect part of your journey.



Lucky Fuels

At Lucky Petroleum, we play a dynamic role in developing high-quality fuels that meet the demands of today and tomorrow. Since 2003 we have been committed to producing fuels that exceed industry standards. Our state-of-the-art depots are equipped to ensure the quality and integrity of our products, guaranteeing that only the best reaches our customers.

"Ensuring Quality at Every Step"

Our promise is simple: we deliver fuels of the highest quality to power the engines of progress. Through our unwavering commitment, we continue to address the energy challenges of the future while providing our customers with reliable, efficient, and premium fuels.

Lucky Benefits

"Your Satisfaction, Our Reward"

At Lucky Petroleum, we believe that a great fueling experience is key to customer satisfaction. That's why we've developed Lucky Tips—designed to help you get the best mileage and performance from your vehicle.



Fuels for Enhanced Performance

At the heart of every engine is the fuel that powers it. At Lucky Petroleum, we understand that not all fuels are created equal. This is why we are dedicated to developing superior fuels that not only meet but exceed customer expectations.

"The Science Behind Better Fuels"

To create fuels that deliver tangible benefits, we delve deep into fuel components, chemistry, and engine performance. Our fuels are meticulously refined and tested to ensure that they deliver optimal results—whether in terms of mileage, engine cleanliness, or overall performance.

"Fueling the Future of Mobility"

Designed with cutting-edge fuel technology and innovative automotive advancements in mind, Lucky Fuels not only boost mileage but also maintain the health of your engine. Choosing Lucky Fuels means choosing the best for your car, ensuring both superior performance and efficiency.

LUCKY Lubricants - Engineered for Excellence

Our LP Oils are formulated to meet the demands of modern automotive technologies, ensuring unmatched performance and reliability. Whether for industrial or automotive use, our lubricants are crafted to keep your engine running smoothly and efficiently for longer.

"Innovative Lubricants for Every Need"

We specialize in both industrial and automotive lubricants, known for their superior quality and cost-effectiveness. Our products are trusted to maintain engine health, reduce wear, and provide lasting performance in all conditions.



Industrial Lubricants

Our industrial range includes:

- Extreme Pressure Gear Oils • Turbine Oil • Compressor Oil • Machine Oil • Hydraulic Oil

These products are designed to meet the high demands of industrial machinery, ensuring longevity and efficiency at a competitive cost.

Automotive Lubricants

Our automotive lubricants cater to both heavy commercial vehicles and motorbikes, offering high performance and protection. With a selection of three different diesel oil grades, our products are crafted to deliver excellent mileage and outstanding engine performance.

Zero Deposits, Maximum Power

Our lubricants are engineered to minimize deposits, ensuring your engine remains strong and efficient for years to come.



Logistics

Powering Efficient Fuel Transport

At Lucky Petroleum, our logistics network is the backbone of our operations. With a dedicated fleet of fuel transport vehicles, we ensure that fuel reaches every corner of Pakistan with safety, speed, and precision. Our logistics system is designed to meet the growing demands of the energy sector, ensuring that our customers receive timely deliveries while adhering to the highest safety and environmental standards.

A Fleet Built for Reliability

Safe, Secure, and On Time

Our fleet consists of state-of-the-art vehicles equipped with advanced safety features, ensuring that every delivery is secure and reliable. From high-speed diesel to motor gasoline, we transport various fuel types across the country, maintaining strict protocols to prevent spills, contamination, or delays. Each vehicle is regularly maintained and monitored to ensure maximum efficiency and performance.

Safety First in Transportation

Committed to Safe Fuel Transport

We prioritize the safety of our drivers, fuel, and the communities we serve. Each of our drivers undergoes comprehensive safety training, equipping them with the knowledge to handle potential risks on the road. Our vehicles are fitted with advanced tracking systems, allowing real-time monitoring of fuel transportation to ensure both security and efficiency.

Nationwide Reach

Delivering Fuel, Driving Growth

Our extensive logistics network allows us to serve businesses and communities across Pakistan. Whether in remote regions or urban centers, Lucky Petroleum is committed to providing the fuel needed to keep industries running and communities growing. Our logistics team works around the clock to ensure smooth and uninterrupted deliveries, powering the nation's energy needs.





Sustainability at Lucky Petroleum

At Lucky Petroleum, sustainability is at the heart of everything we do. As an ethical corporate citizen, we are committed to balancing economic growth with environmental and social responsibility. Our goal is to contribute positively to the planet by promoting technologies and practices that protect health, safety, and the environment.

"A Commitment to Balance"

We believe sustainability is essential for maintaining the delicate ecosystems that support life on Earth. We have developed skills and practices that foster environmental awareness and responsibility in all of our business activities.

HR and HSE Values

At Lucky Petroleum, our human resource values are built on empowering our people and fostering a culture of responsibility and growth. We are committed to supporting the communities we operate in, upholding strong governance, and prioritizing the well-being of our employees.

Value to Society

"Investing in Community Growth"

As Lucky Petroleum expands its storage terminals in Sindh and Punjab, we place great emphasis on our interaction with local communities. By creating jobs and supporting health initiatives, we actively contribute to the social and economic development of the areas in which we operate. We focus on skills training programs that uplift local populations and enhance community prosperity.

Governance

"Strengthening Governance through Corporate Responsibility"

Governance is crucial for national development, and we recognize our role in contributing to this process. At Lucky Petroleum, we are committed to playing a positive role in strengthening governance by engaging both economically and socially. Our operations reflect our belief that responsible companies can help shape a more stable and prosperous society.

Employee Benefit

"Empowering Our People for Success"

Our greatest strength lies in our people. The HR Department at Lucky Petroleum is dedicated to creating a supportive environment where employees can thrive. By streamlining tasks, developing effective policies, and fostering a culture of innovation, we ensure our workforce is motivated and equipped to perform at their best. We encourage creative ideas and contributions, making our employees an integral part of our continued success.

Safety Matters at Lucky Petroleum

At Lucky Petroleum, safety is at the core of our operations. We prioritize personal, operational, local, and environmental safety to ensure a secure environment for our employees, communities, and the planet. Our primary objective is to guarantee zero harm—protecting people, preserving the environment, and preventing any disruption in our processes. We are committed to maintaining the highest safety standards across all aspects of our business, ensuring smooth and safe operations.

Our Principles



National Refinery Limited



PAKISTAN REFINERY LIMITED



Energyico

Our Business Partners



آغا خان یونیورسٹی ہسپتال
The Aga Khan University Hospital



Bank Alfalah



BARRETT
HODGSON

HBL



Khaadi



MCB



PARAGON
DEVELOPERS (PVT.) LTD.



standard
chartered



Young's



Gul Ahmed



Ideas



Imtiaz



HANGZHOU
JINJIANG GROUP
Sanitation Services Co. Pakistan (Pvt.) Ltd.



FAUJI FERTILIZER COMPANY LIMITED



Soneri Bank



LUCKY
PETROLEUM



LUCKY
PETROLEUM

**LUCKY
STOP**

**LUCKY
PETROLEUM**

AZAD ELLING STATION

PETROL R92

1

PETROL R97

3

5

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