



Pakistan State Oil grows non-fuel services with Shop Stop upgrades

Pakistan State Oil (PSO) has inaugurated its 10th upgraded Shop Stop convenience store at the Stadium Service Station, in Karachi in its bid to capitalize on Pakistan's growing retail sector.

The modern convenience store offers 'all in one' retail services such as grab-and-go food and beverages, grocery items, and an ATM machine.

Customers may get their caffeine fix at the store's Espresso, a leading coffee house in Pakistan, or grab a glass of juice from Bar-Asinga, an emerging juice brand.

PSO's decision to upgrade its non-fuel retail stores and make them more 'customer centric' is the state-owned company's strategy to realize the huge potential of the country's retail industry.

"Reports suggest that Pakistan's retail sector stands around \$50 billion and has been growing faster than the economy in recent years," said Sheikh Imranul Haque, Managing Director & CEO, PSO.

Pakistan State Oil, the nation's largest energy company, is currently engaged in the marketing and distribution of various petroleum, oil, and lubricants including motor gasoline, jet fuel, and high speed diesel.