



## **CNERGYICO SPREADS A MESSAGE OF OPTIMISM & POSITIVITY THROUGH THE INDEPENDENCE DAY CAMPAIGN**

**(August 18, 2022)** Cnergyico Pk Limited (formerly Byco Petroleum), Pakistan's largest vertically integrated oil refining company, celebrated the country's Independence Day with patriotic fervor. To mark the auspicious occasion, Cnergyico ran a nationwide marketing campaign to spread a message of optimism & positivity among Pakistanis, many of which are facing various challenges on the social and economic fronts.

Commenting on the occasion, Mr. Azfar Saeed Baig, Cnergyico's Vice President for Information, said, "Independence Day is not only a time of celebration but also of reflection. Pakistan's founding fathers inspired a democratic struggle for freedom in which millions of people participated, and numerous heroes made tremendous sacrifices, eventually winning us freedom. Now, it is our responsibility to serve this nation with integrity and support each other during times of need. At Cnergyico, we firmly believe that together we can make a difference."



Through its campaign, called Azm-e-Pakistan, Cnergyico motivated people to do small acts of kindness every day, no matter how insignificant they might seem. Even a word of support or a thoughtful gesture can have a lasting impact. To raise awareness on this topic, the Company effectively utilized relevant touch points like print, electronic, and social media as well as radio channels. Under this campaign, an exclusive song was developed for Independence Day, which received immense popularity on social media, to further highlight its message.

**About Cnergyico:** Cnergyico Pk Limited is one of Pakistan's leading energy firms, engaged in the businesses of oil refining, petroleum marketing, and petroleum logistics. Cnergyico's mission is to meet the nation's energy. The Company manufactures a wide range of petroleum products with a vision to achieve sustainable productivity and profitability while upholding high environmental, health and safety standards.

Cnergyico is Pakistan's largest oil refiner by design capacity, and is the nation's only firm having a dedicated Single Point Mooring (SPM). Cnergyico's SPM is the only floating liquid port in the country, and the company employs a round-the-clock crew dedicated for the safety and security of the buoy and vessels in and around the SPM's anchorage area. The SPM is Pakistan's only terminal having a Tier 3 oil spill response membership.

Cnergyico refines crude oil into various marketable components including Liquefied Petroleum Gas, Light Naphtha, Heavy Naphtha, High Octane Blending Component, Motor Gasoline, Kerosene, Jet Fuels, High Speed Diesel and Furnace Oil. The Company is proud to have the largest capacity crude oil storage tanks in the country. Cnergyico's marketing network supports retail outlets in more than 80 cities all over Pakistan and is an emerging player in Pakistan's oil marketing sector. Cnergyico's diverse and highly skilled workforce consists of approximately 900 dedicated employees across the firm's divisions.