

# **Petroleum Retail Market in Pakistan**

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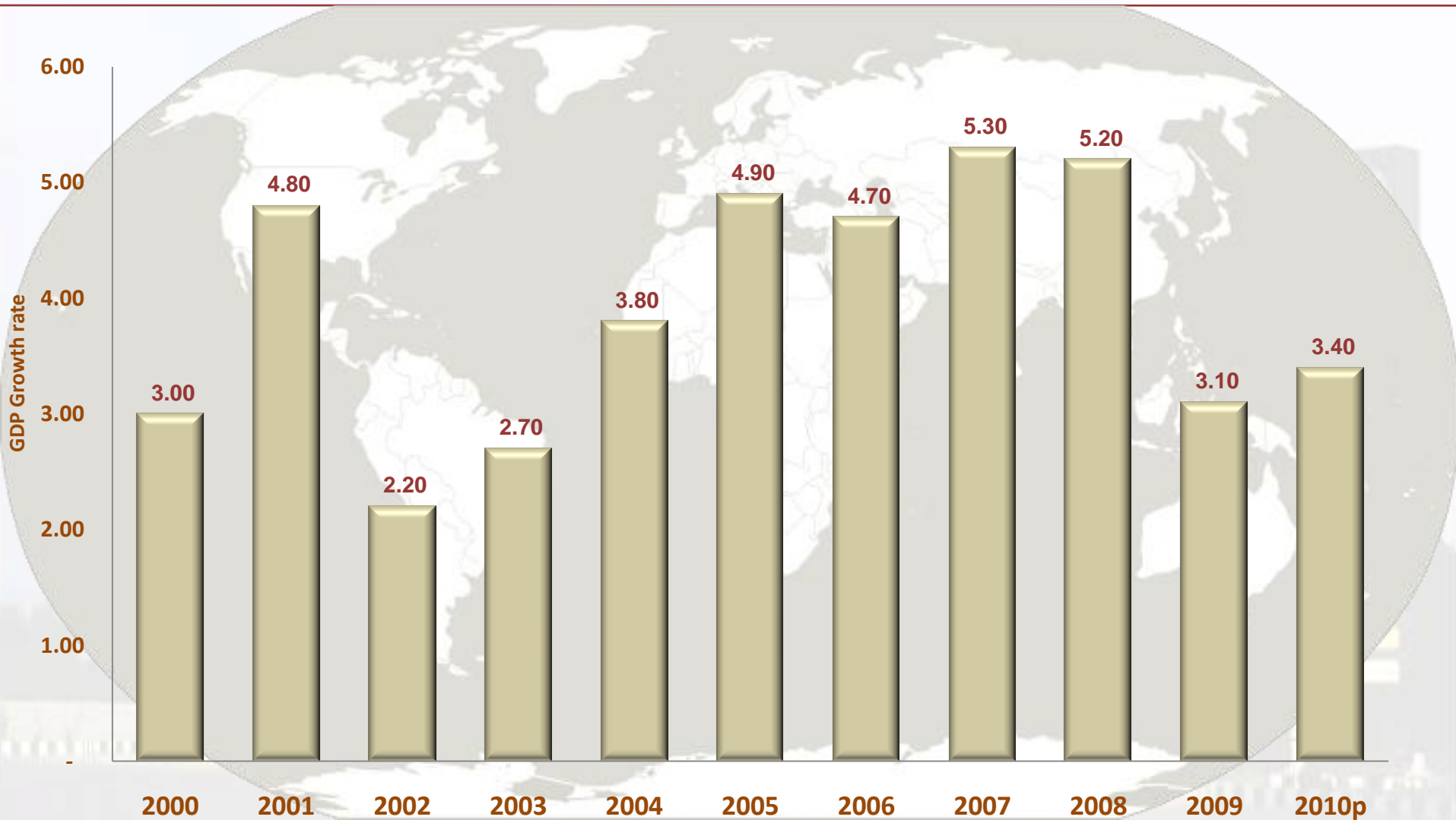
- Overview of:
  - ✓ World Economic Outlook
  - ✓ World Oil Scenario
- Overview of:
  - ✓ Pakistan Economic Outlook
  - ✓ Pakistan Oil Scenario
- Overview of Petroleum Retail Market in Pakistan
- Overview of Byco Petroleum Marketing in Pakistan
- Conclusion

A large, semi-transparent world map is centered on the slide. The map shows the outlines of continents and countries in a light beige color against a darker background. The text "World Economic Outlook" is overlaid on the map.

# **World Economic Outlook**

- Global GDP is expected to grow at 3.4% in 2010.
- The main contribution for growth is coming from developing Asia, with:
  - China expected to grow by 9.1% in 2010.
  - India forecasted to grow by 7.0% in 2010.
- The OECD is forecast to grow on a much lower level of 1.7%. The US is expected to contribute the most within the OECD at 2.5% in 2010.
- Growth in 2010 continues to be challenged by following concerns:
  - Level of public debt in almost all OECD regions.
  - Record high unemployment levels across the globe.
  - Government efforts in China to prevent the economy from overheating.

# World Real GDP Growth Rate

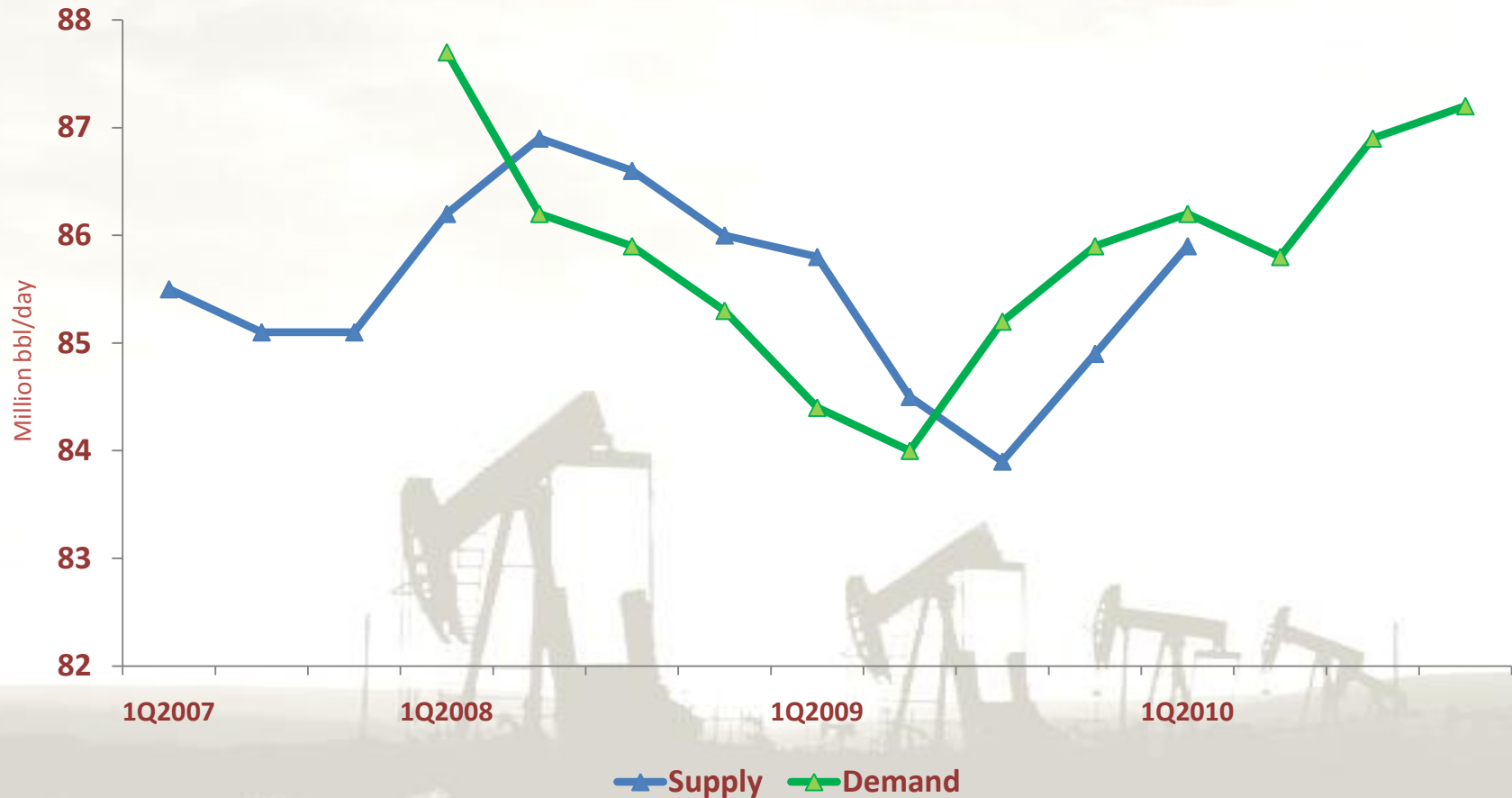


Source : CIA World Factbook

# **World Oil Scenario**

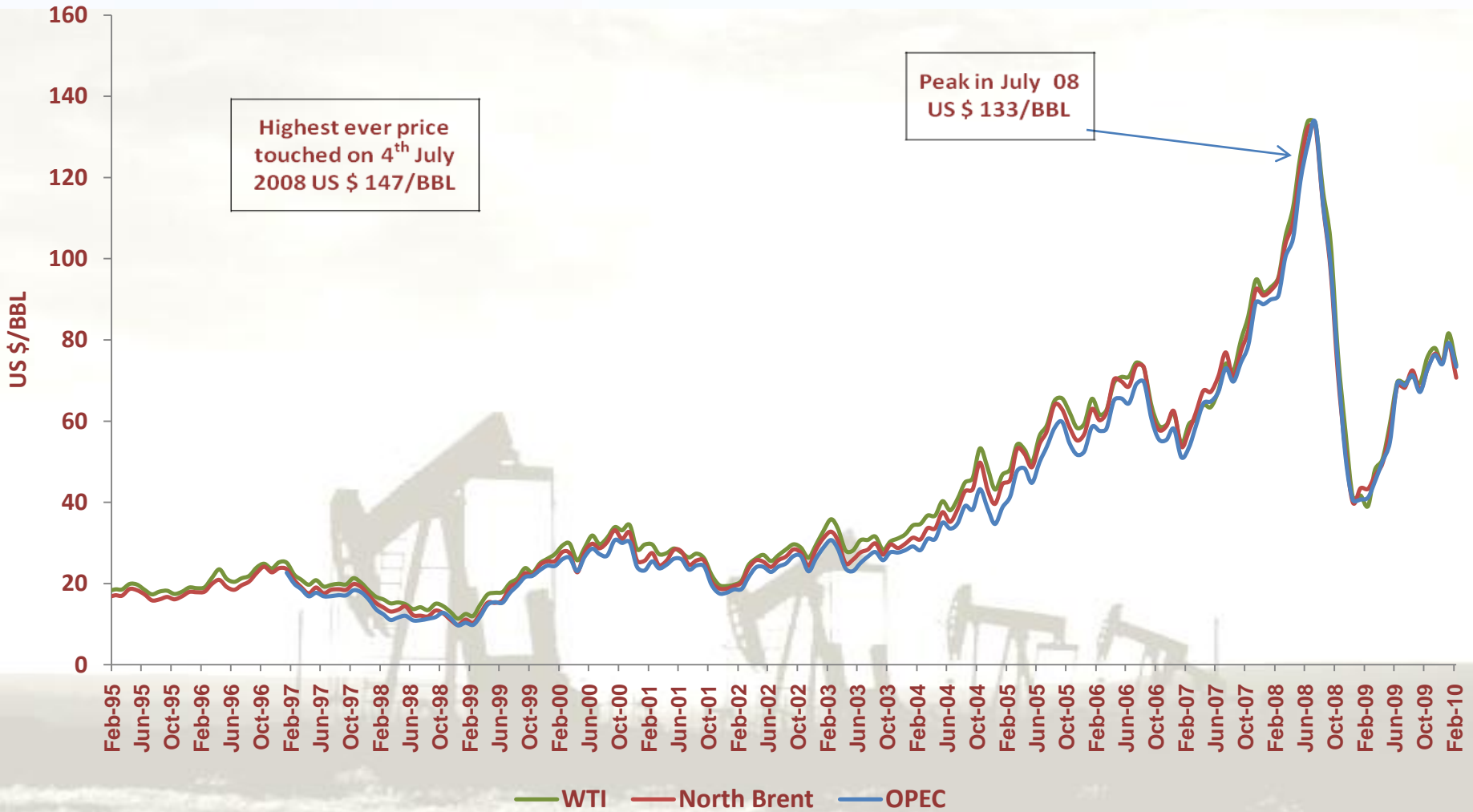


- Oil Production: 85.43 million bbl/d
- Oil Consumption : 85.98 million bbl/d
- Oil Exports: 66.13 million bbl/day
- Oil Imports: 66.68 million bbl/day
- Oil - proved reserves: 1.343 trillion bbl/day

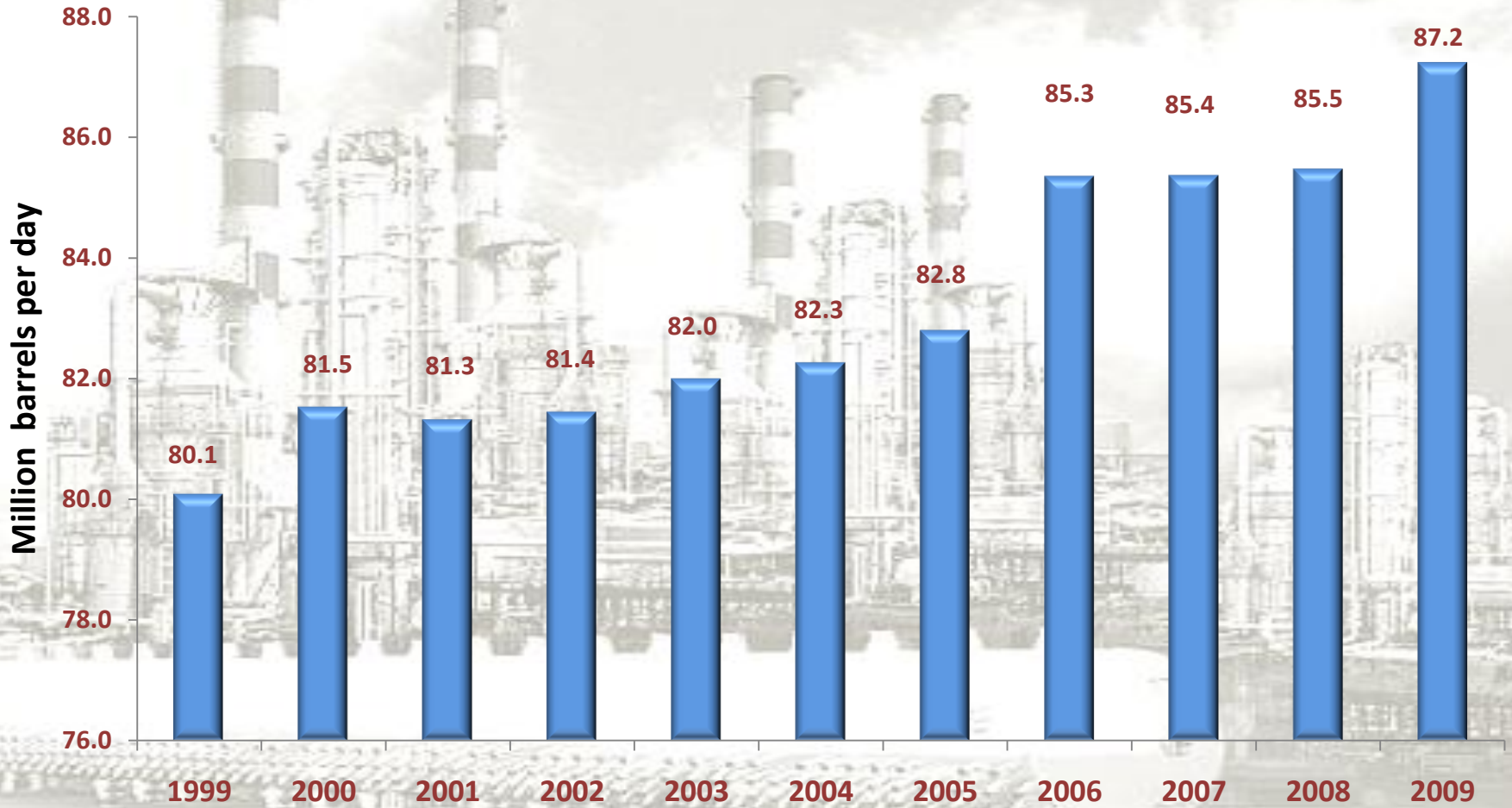




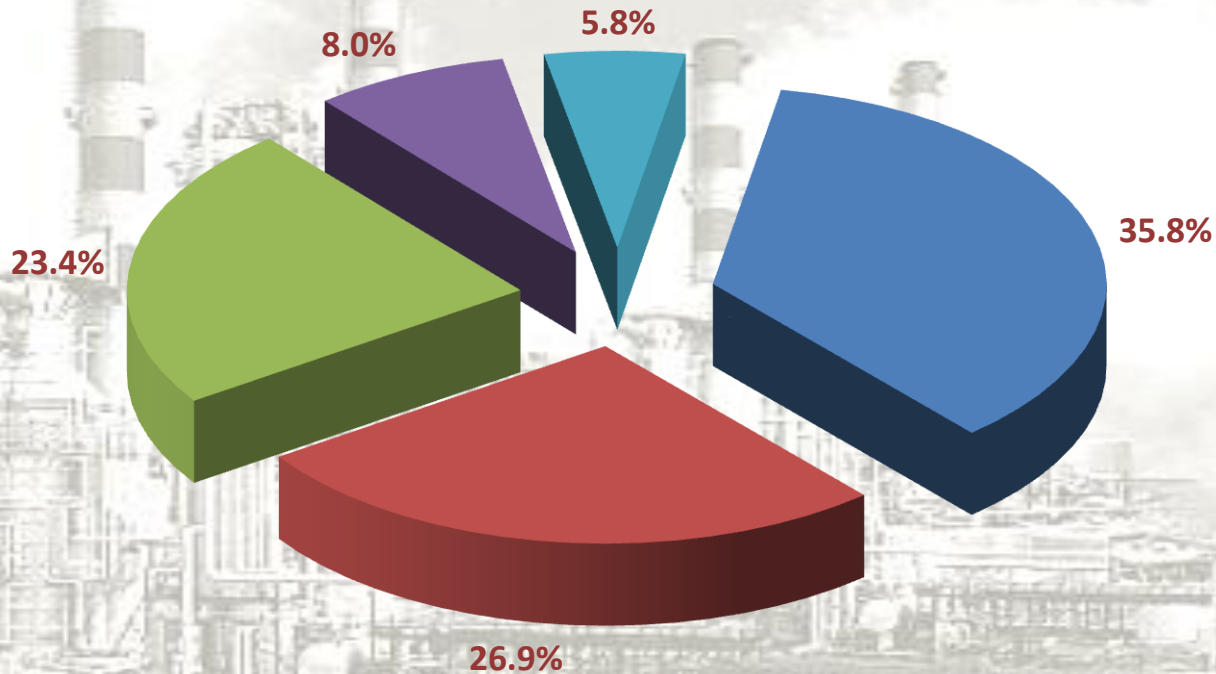
# Crude Oil Price Trend



# Global Refining Capacity

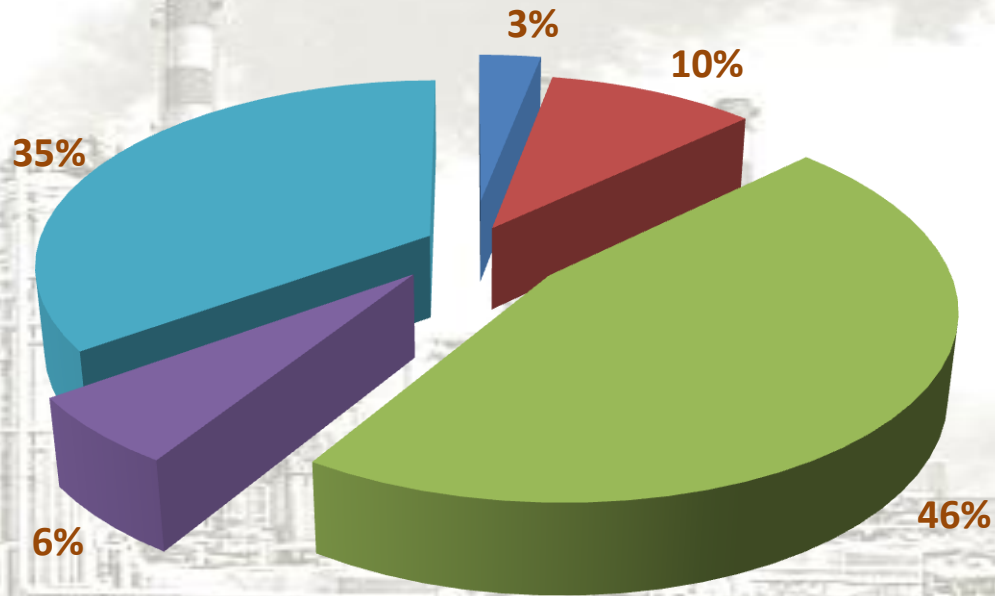


# Global Energy Mix For 2009



	Liquids	Coal	Gas	Renewables	Nuclear	Total
Share	35.8%	27.0%	23.4%	8.1%	5.7%	100.0%
Volume (MnToe)	4,421	3,341	2,889	1,005	703	12,359

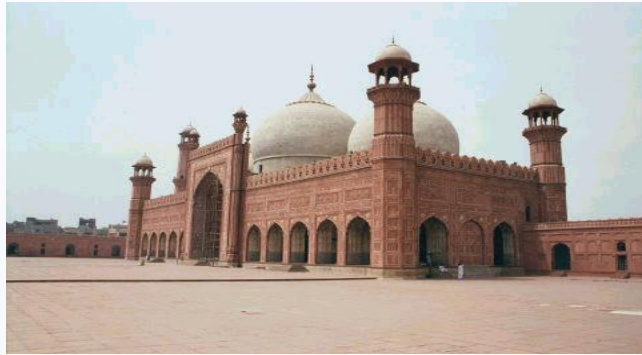
# Global Oil Consumption in 2009



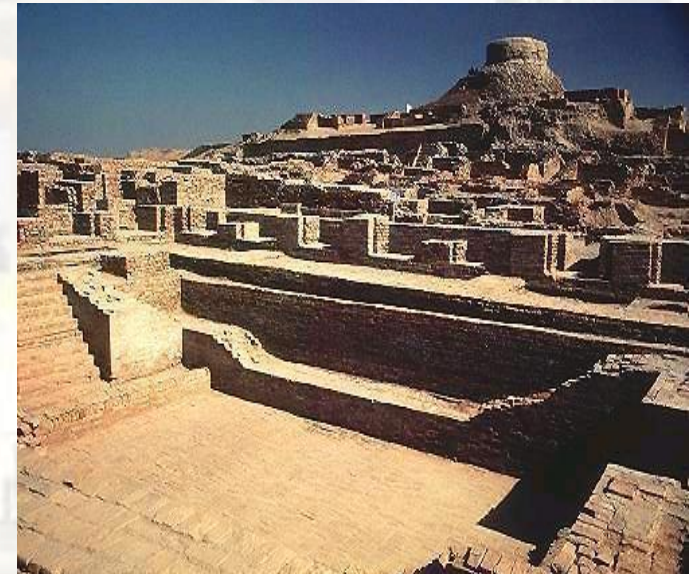
	Agriculture	Industry	Transportation	Residential	All Other*	Total
<b>Consumption</b>	<b>3%</b>	<b>10%</b>	<b>46%</b>	<b>6%</b>	<b>35%</b>	<b>100%</b>

Source : OPEC Market Review Dec 2009

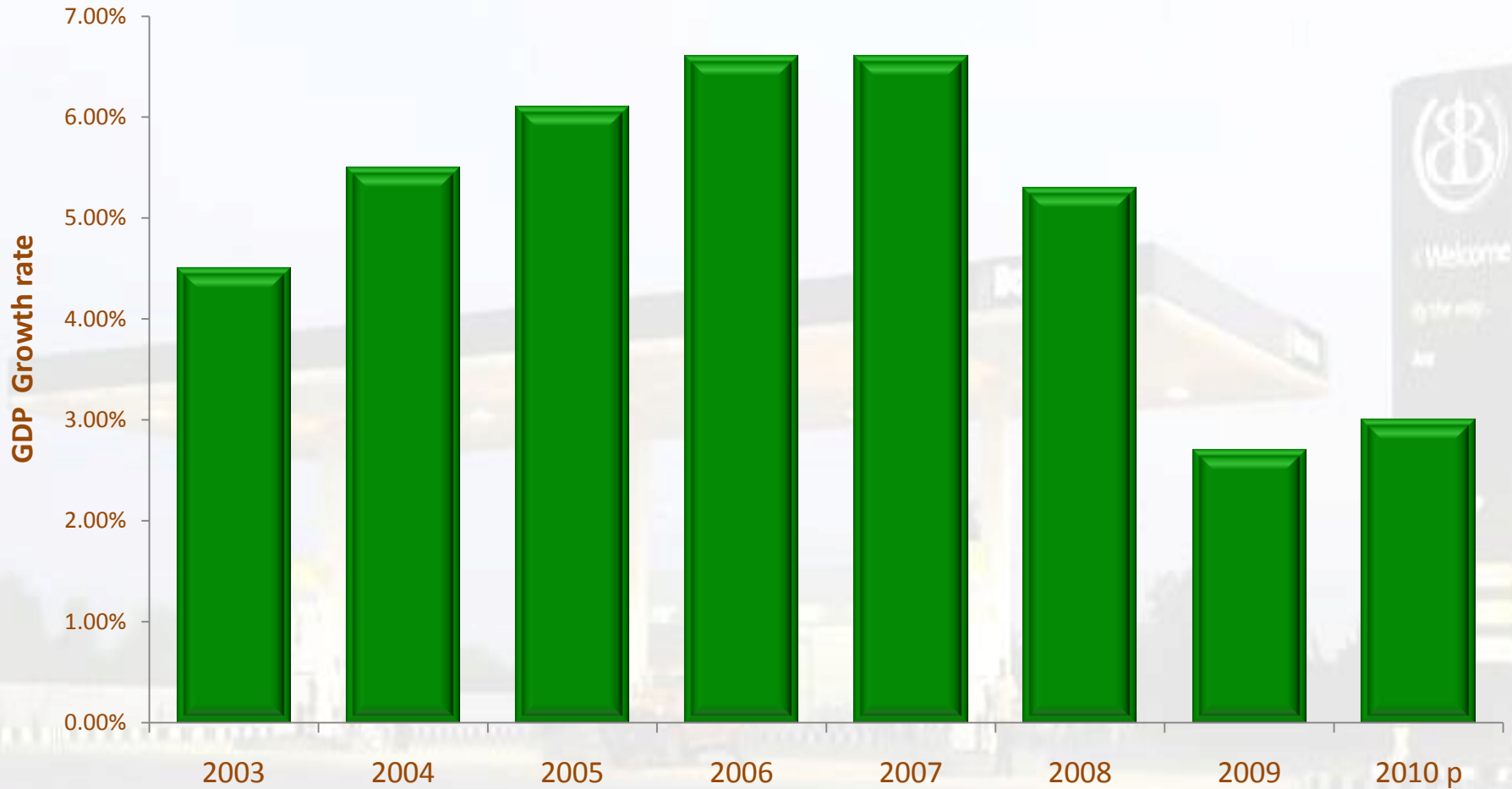
\* All Other may include Electricity generation, Non-energy uses, Commercial uses, etc



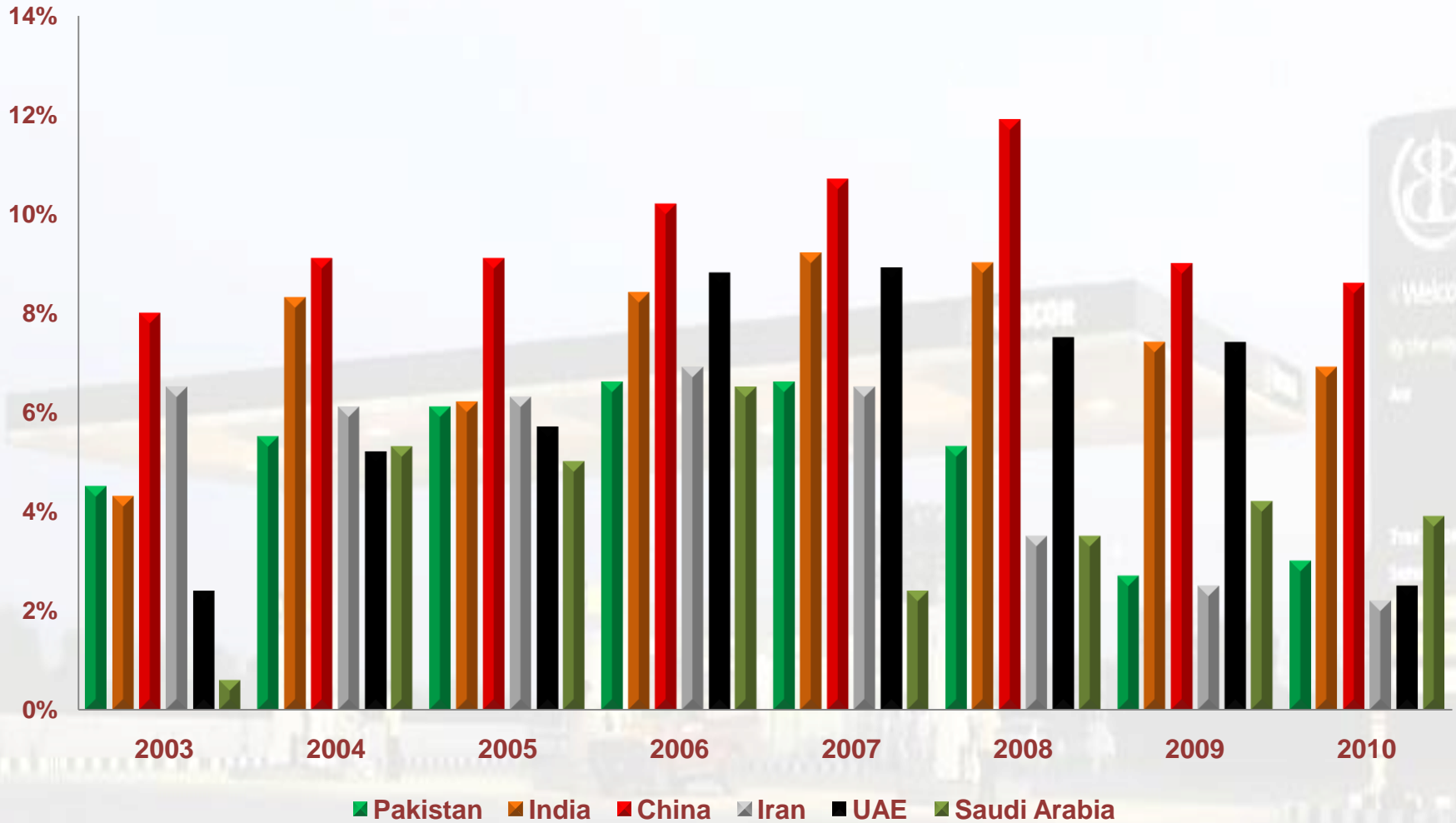
# Pakistan Economic Outlook



# Pakistan Real GDP Growth Rate



# Regional Real GDP Growth Rate Comparison



- Country GDP US\$ 168 billion
- Population: 160 million
- Per Capita GDP US\$ 2,600
- GDP Growth rate: 3%
- GDP - composition by sector: Agriculture: 20.8%  
Industry: 24.3%, Services: 54.9%
- Inflation: 10.5%
- Exports: US\$ 17.87 billion
- Imports :US\$ 28.31 billion



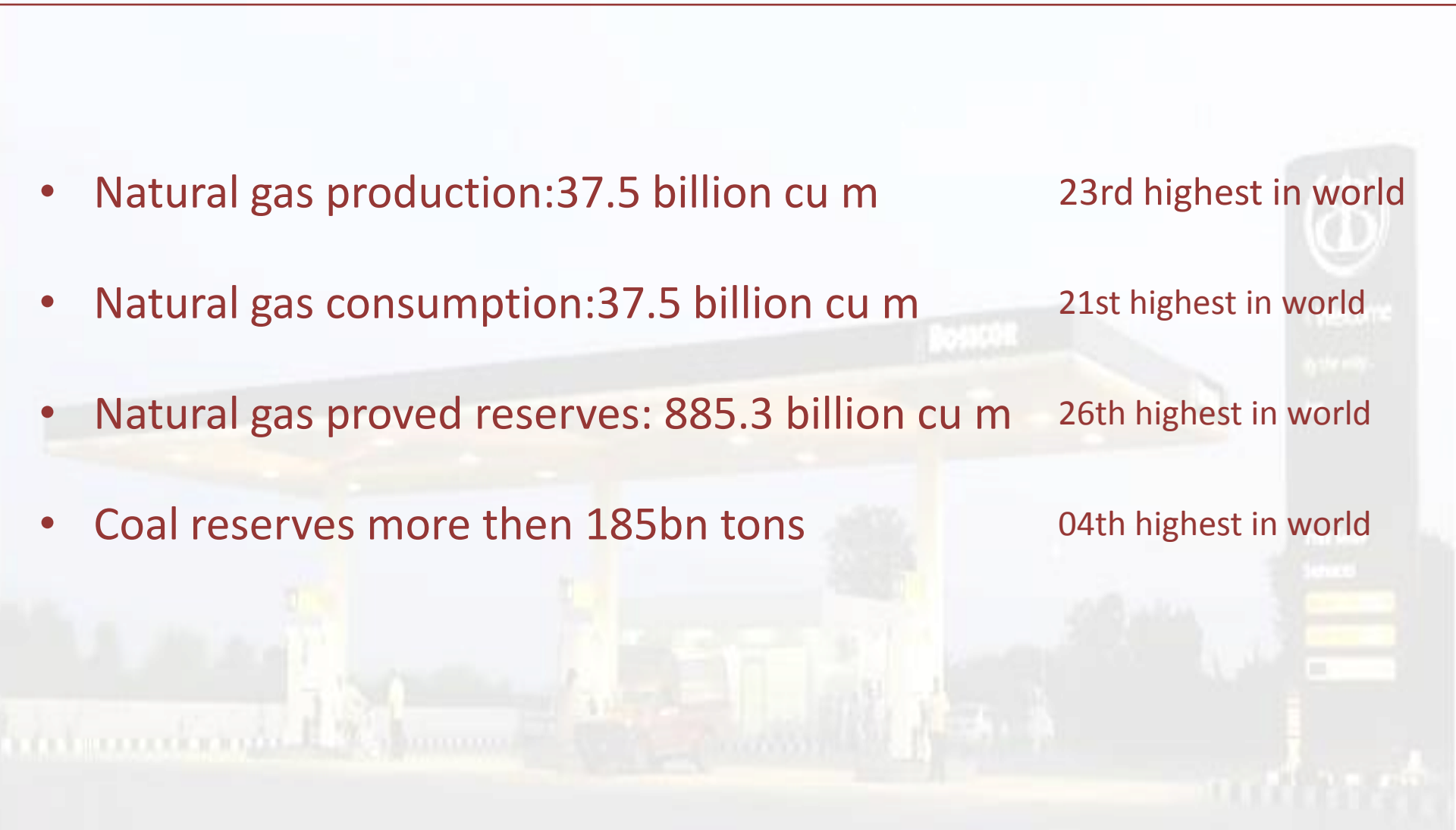
- Major Industries
  - Textile, Sugar, Vegetable Oils,
  - Agricultural products, Cement,
  - Fertilizers, Steel, Chemicals,
  - Sporting goods & carpets
- Major Trading Partners
  - US, Japan, Germany, China, EU
  - UK, Saudi Arabia & UAE
- Major Exports
  - Oils Seeds, Vegetables, Cotton, Coal, Fertilizer, Telecom equipment, Textile, Cotton, Rice, Medical instruments, Sporting goods.

# Pakistan Oil Scenario



- Oil Production 61,870 bbl/day 59th highest in world
- Oil Consumption 383,000 bbl/day 35th highest in world
- Oil Exports 30,090 bbl/day 87th highest in world
- Oil Imports 319,500 bbl/day 34th highest in world
- Oil - proved reserves:339 million bbl 53rd highest in world

- Natural gas production: 37.5 billion cu m 23rd highest in world
- Natural gas consumption: 37.5 billion cu m 21st highest in world
- Natural gas proved reserves: 885.3 billion cu m 26th highest in world
- Coal reserves more than 185bn tons 04th highest in world

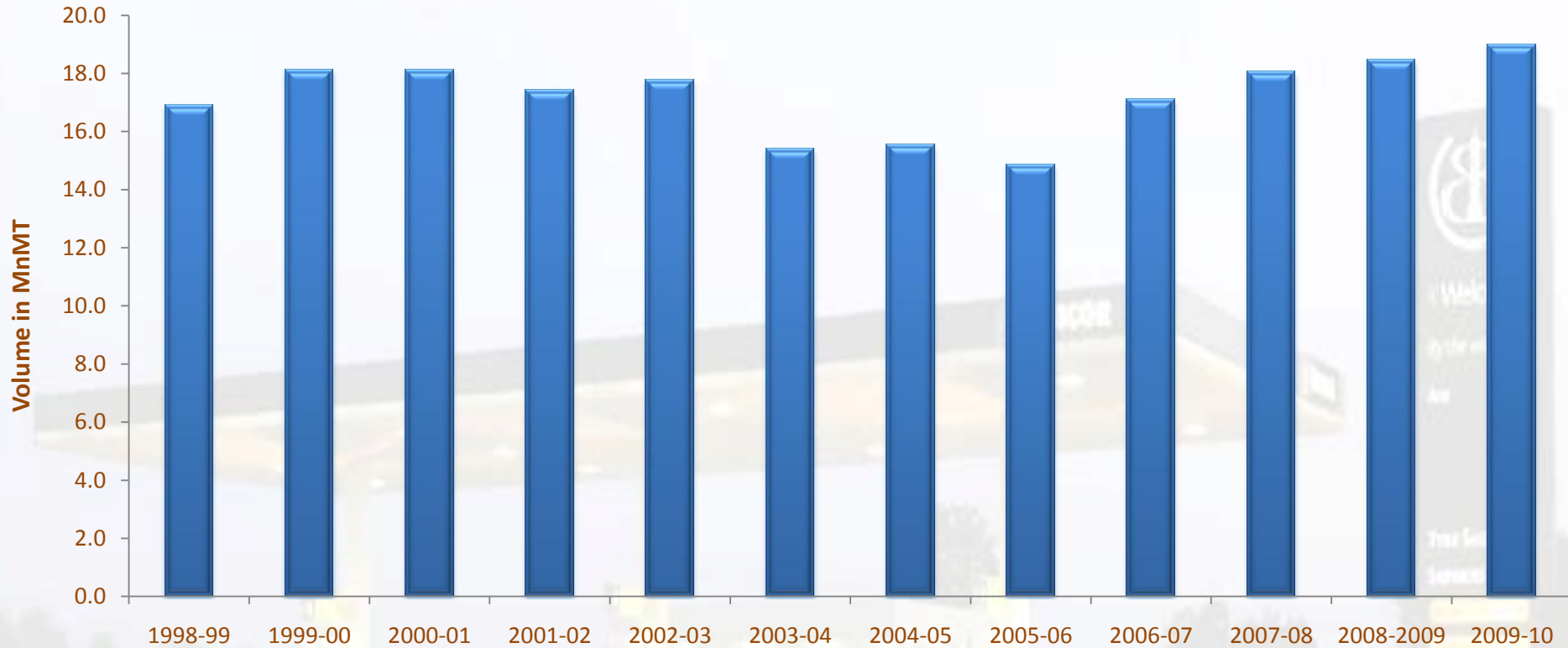


- A market location with great business potential
- Strategic location: Gateway to Central Asia (CIS countries).
- Neighboring with China, India, Iran and Afghanistan.
- Host to major multinationals and global brands in key industrial areas.

- High growth areas are education & training, agribusiness health & medical, oil & gas, building & construction, multilateral Projects (ADB-WB), information, communication & telecom, defense & aviation.
- Economy still recovering from oil price inflation and global downturn.
- Infrastructure development still under process in many areas.

- Nascent democratic /political setup and security concerns
- Proven investment potential during the past few years.
- Promising prospects as region is showing good economic recovery.
- Untapped potential of natural resources and alternative energy avenues.

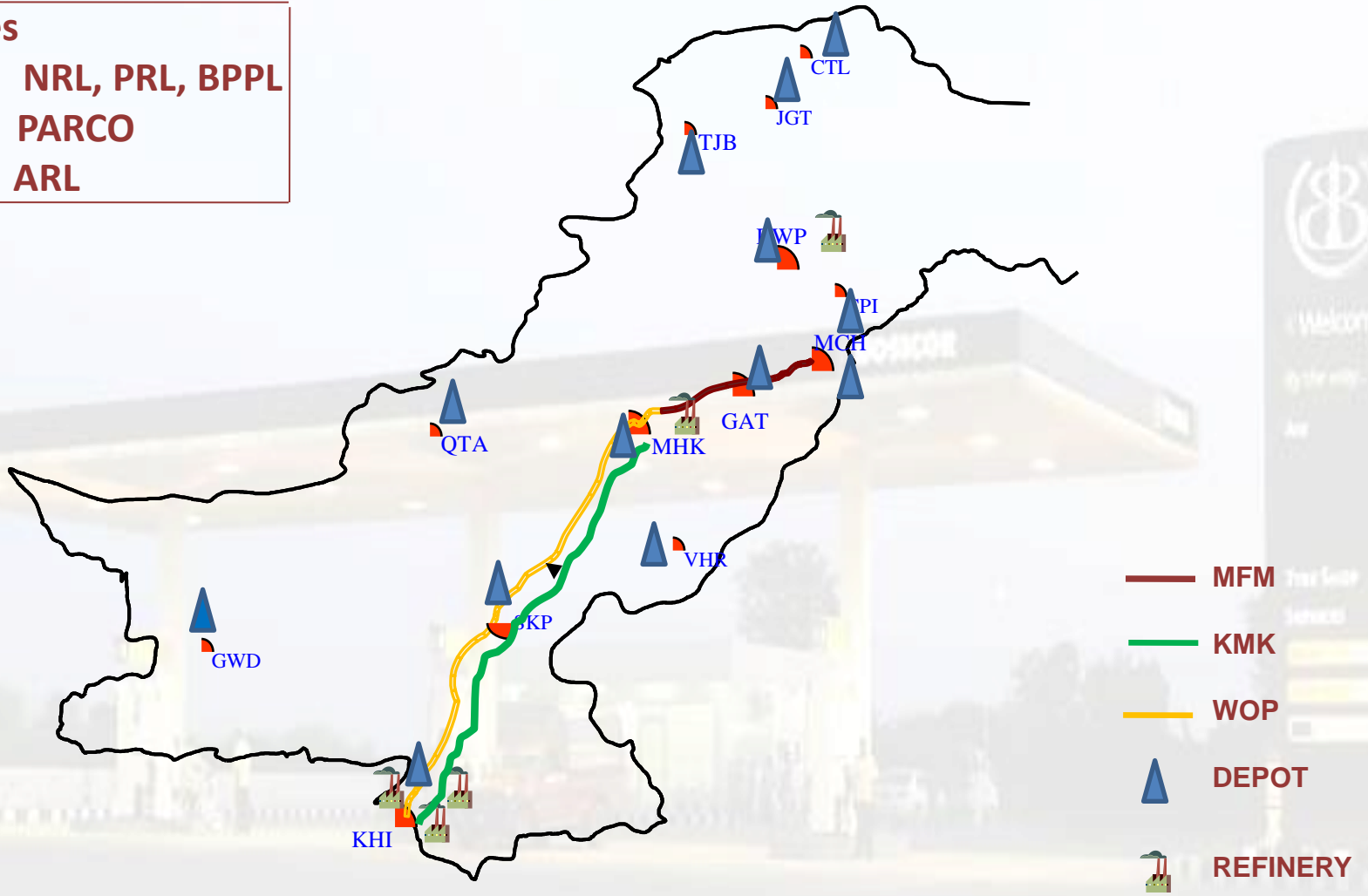
# Petroleum Products Consumption



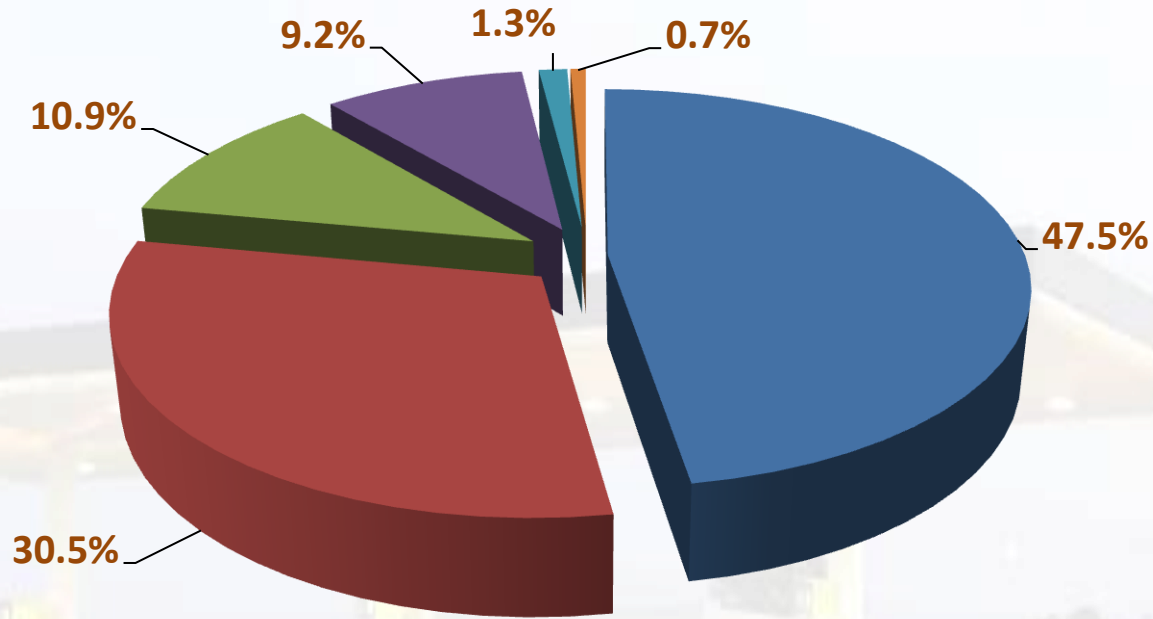
Year	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-2009	2009-2010
<b>Consumption (MnMT)</b>	<b>16.9</b>	<b>18.1</b>	<b>18.1</b>	<b>17.4</b>	<b>17.8</b>	<b>15.4</b>	<b>15.5</b>	<b>14.9</b>	<b>17.1</b>	<b>18.5</b>	<b>18.8</b>	<b>20</b>



Refineries	
South	NRL, PRL, BPPL
Central	PARCO
North	ARL



# Pakistan Energy Mix - 2009



	Gas	Liquids	Hydel	Coal	Nuclear	LPG	Total
Share	47.5%	30.5%	10.9%	9.2%	1.3%	0.7%	100%



# Petroleum Retail Market in Pakistan



- Annual sales of US\$ 11.8 billion.
- Direct employment of over 100,000 people.
- Indirect employment (transport sector) of another 24,000 persons.
- Capital investment of over US\$ 0.36 billion over last 5 years.
- Annual generation of taxes around US\$ 2.37 billion.
- Progressive IT infrastructure.

- Skill sets ranging from Technical, IT, Finance, Sales, Marketing & HR.
- Pakistan has the largest no. of CNG vehicles in the world (2.2 million)
- CNG Dispensing Facility 2,941 stations. Largest in the world.

PSO



SHELL



CHEVRON



TOTAL



APL



ADMORE



ASKAR



OOTCL



HASCOL



BYCO



PEARL

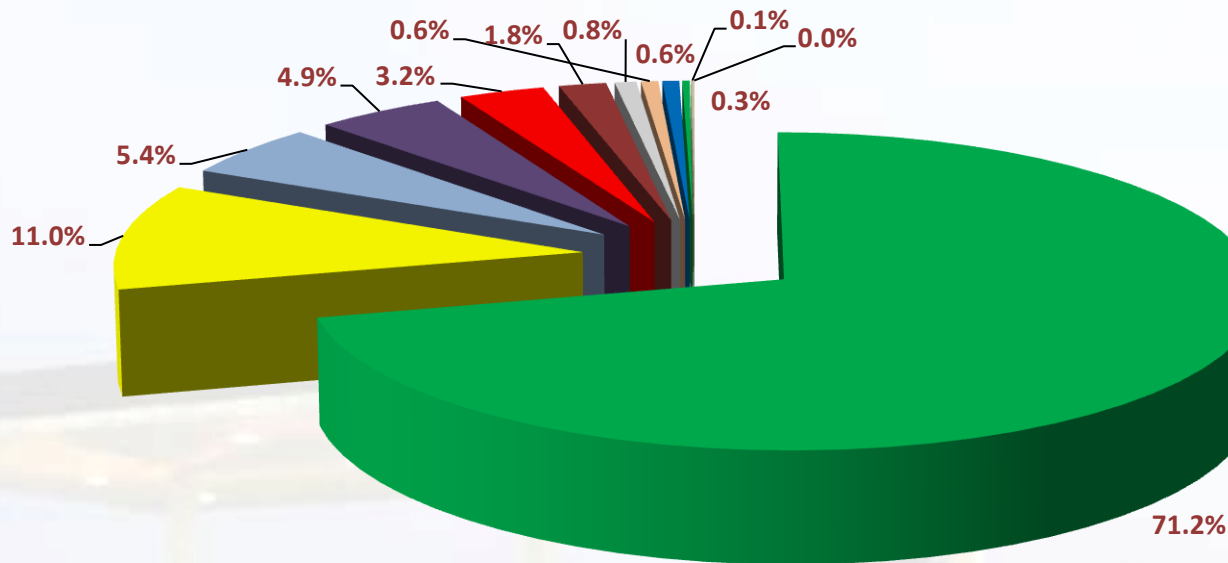


BTCPL



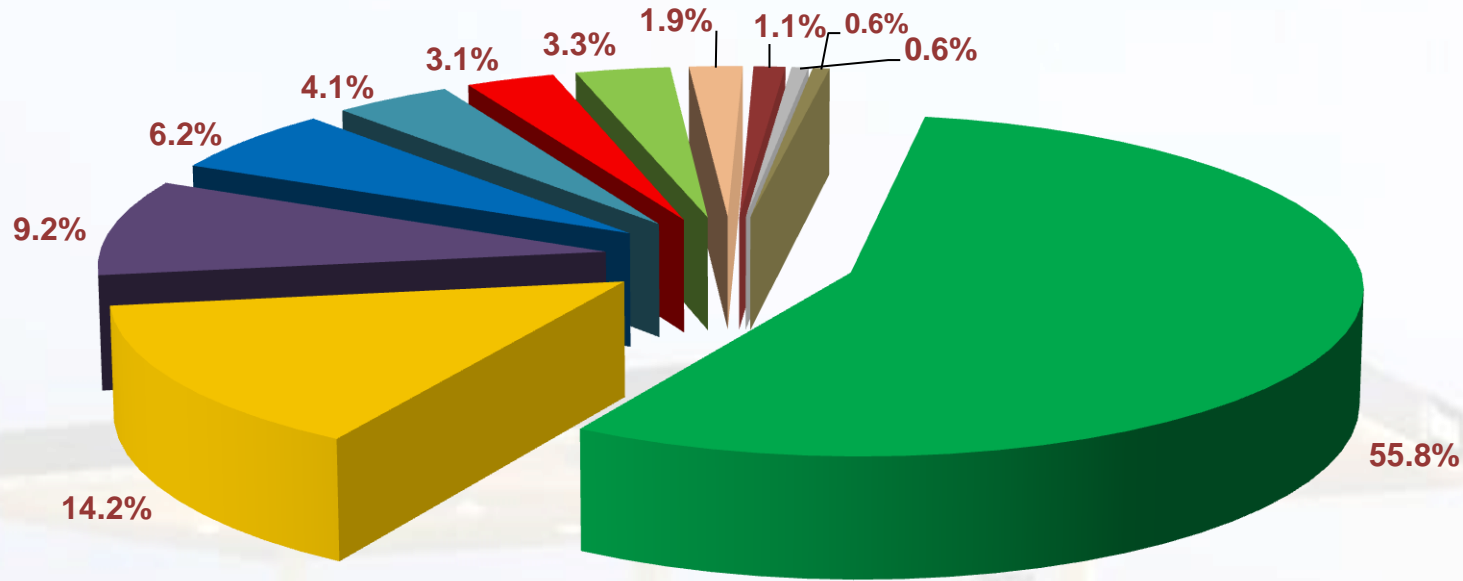
# Liquid Fuels Market Participation by OMC's

(July 2009 – February 2010)



	PSOCL	SPL	APL	CPL	TPPL	BPPL	OOTCL	Pearl	Hasombe	Askar	BTCPL	Admore	Total
<b>% Share</b>	71.2%	11.0%	5.4%	4.9%	3.2%	1.8%	0.8%	0.6%	0.6%	0.3%	0.1%	0.0%	100.0%
<b>Volume in MT</b>	8,869,234	1,372,405	678,671	607,899	401,400	223,120	101,265	80,027	79,083	34,556	11,244	3,243	12,462,147

# Retail Outlets Market Participation by Company



	PSO	SPL	COPL	Admore	APL	TPPL	Askar	Hascol	BPPL	OOTCL	BTCPL	TOTAL
Share	55.8%	14.2%	9.2%	6.2%	4.1%	3.1%	3.3%	1.9%	1.1%	0.6%	0.6%	100.0%
No. Of Outlets	3,620	922	598	401	265	200	213	120	73	38	38	6,488



- Non Fuel activities are growing fast.
- Stiff competition on retail sites development.
- Enhanced branding activities.
- Customer more demanding on product quality and forecourt services.
- Growing use of technology and innovation to provide products and services.



# Byco Petroleum Pakistan Limited



## *Emerging Energy leader*

- Current refinery capacity 30,000 bbl/day
- Upcoming refinery capacity 120,000 bbl/day
- Combined refining capacity 150,000 bbl/ day
- Will be the largest refining complex in Pakistan after commissioning of upcoming refinery
- Plan to have the first and largest petrochemical facility for the production of aromatics

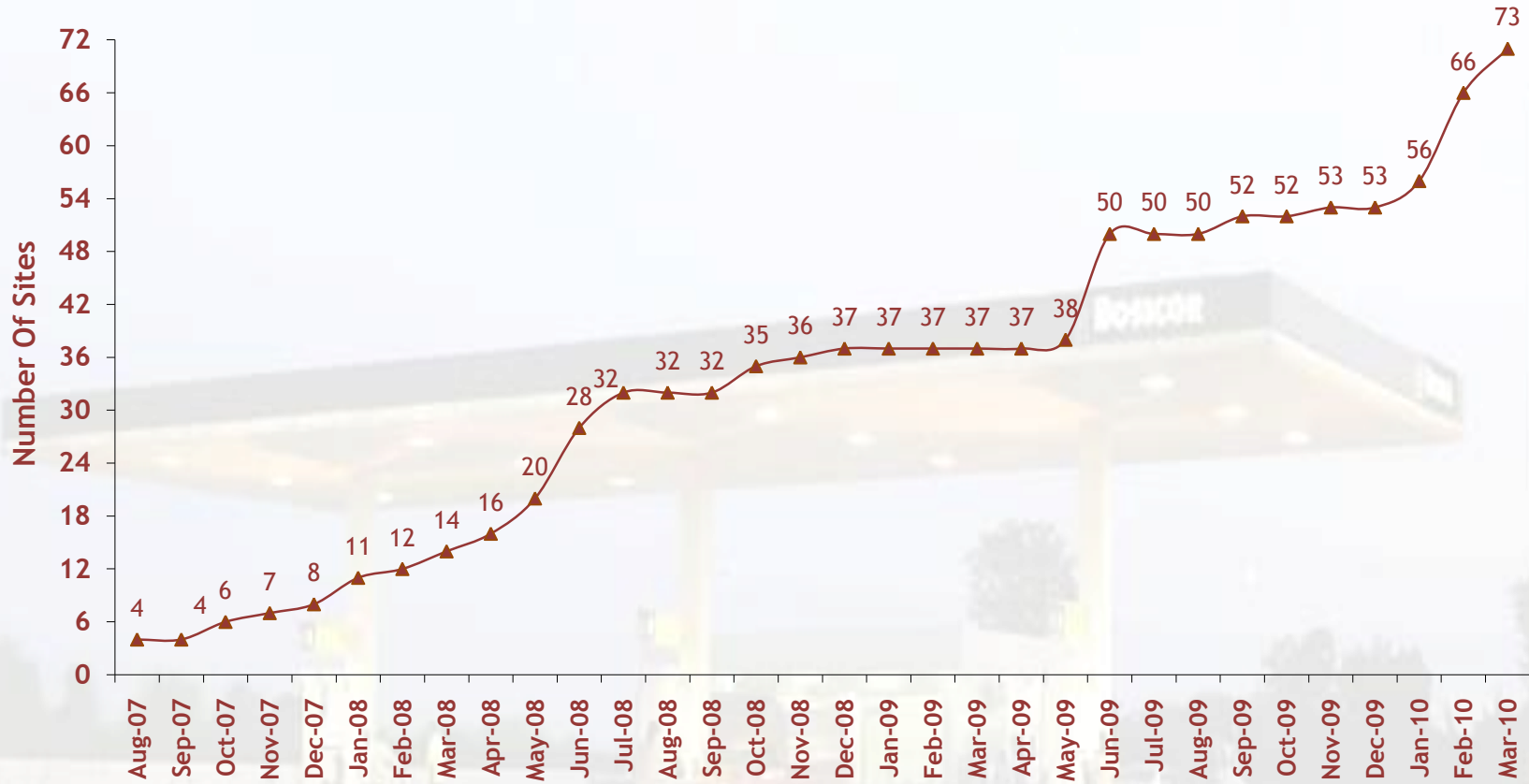
## *Emerging Energy leader*

- Aggressive expansion strategy for Petroleum Marketing to become a major player
- Developing storage / product handling infrastructure.
- Plan astronomical growth in retail network
- Plan to introduce LPG dispensing at our retail outlets
- New brand identity to be launched shortly.

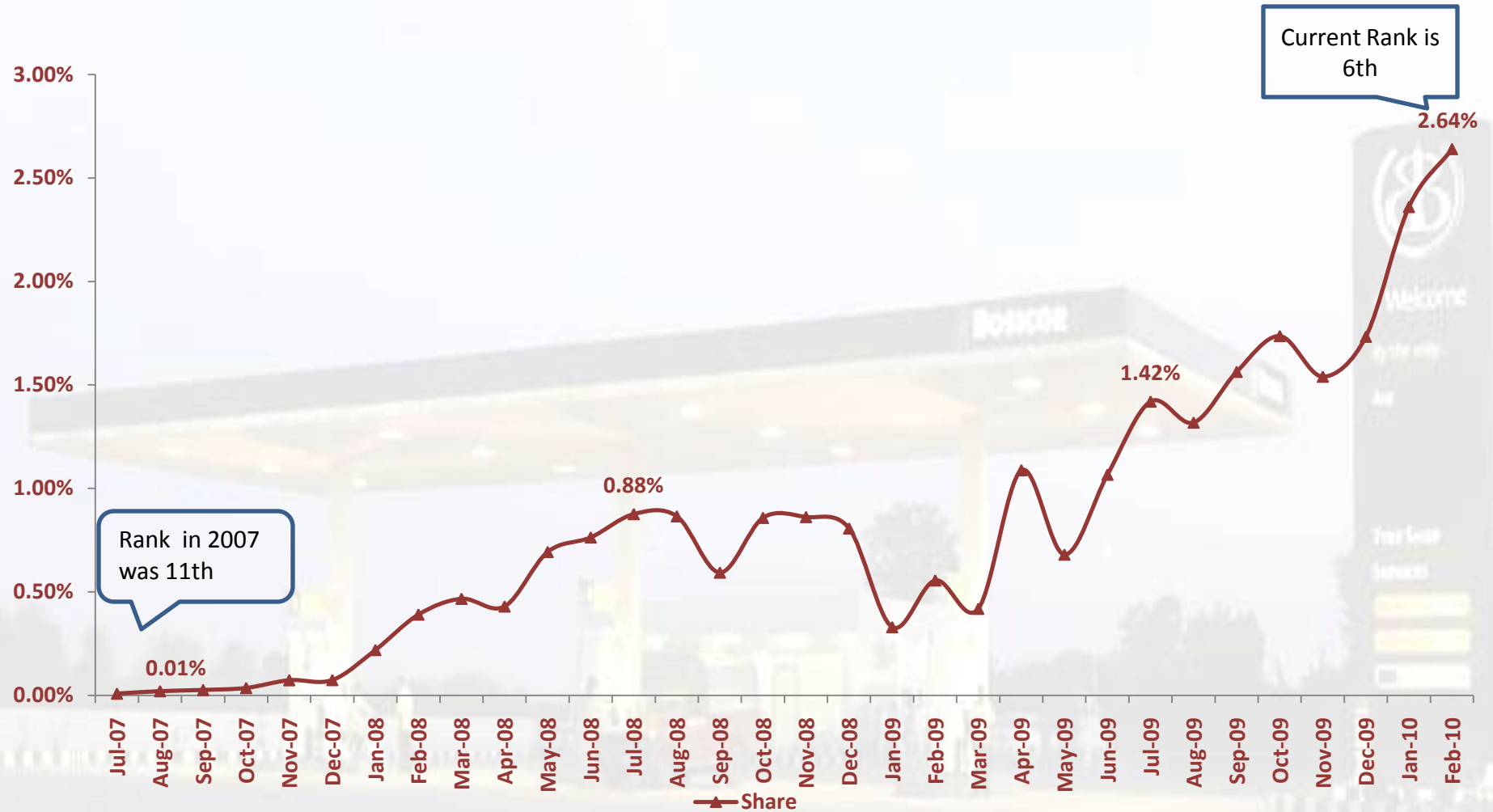
## *Emerging Energy leader*

- Plan to develop state of the art NFR facilities at our retail outlets through the provision of the following facilities:
  - ATM Services
  - C-stores
  - Fast food franchises
  - Business Centers
- Plan to introduce Byco branded lubricants for automotive and industrial segments.

# Progressive Commissioning of Retail Outlets



# Progressive Growth in Liquid Fuels Market Share



- Petroleum retail market in Pakistan is growing at a rapid pace.
- This segment Offers lucrative business opportunities for investors and vendors.
- Petroleum retail segment is dynamic and is receptive to technological and service innovation in alignment with the international market.
- NFR activities are expected to increase in this segment in the coming years.



**THANK YOU**

