

NEWSLETTER

OCT '21 - MAR '22

Win Like a QALANDAR!

BOP and Lahore Qalandars give you the chance to win exciting prizes

MULTIPLE WAYS TO ENTER LUCKY DRAW

NEW CARDS

Khaas Platinum Debit Card : 5 Entries
Platinum Debit Card : 1 Entry
Gold Debit Card : 2 Entries

DEBIT CARD SPEND

Minimum Rs 20,000 monthly : 1 Entry
Every additional Rs 20,000 : 1 Entry

DIGITAL BANKING

digibank Internet Banking &
Mobile App Registration /
Transaction : 2 Entries
SMS Banking Subscription : 1 Entry

ACCOUNT OPENING

Current Account : 1 Entry
Saving Account : 1 Entry

MONTH END ACCOUNT BALANCE

Incremental 100k vs Last Month : 1 Entry
Each additional 100k : 1 Entry

RDA INFLOWS

Min. inflow of USD 1,000 or equivalent : 1 Entry
Additional inflow of USD 1,000
or equivalent : 1 Entry

LUCKY DRAW & WINNER ANNOUNCEMENT

Lucky draw will be done to select winners. 2 lucky draws will be conducted during 2nd week of March and April 2022
Winners will be announced on monthly basis using BOP Social Media Pages. One Customer can win One Prize during campaign.

PRIZES

- 10 LQ signed Cricket Bat
- 50 LQ signed Cricket Balls
- 50 LQ signed T-shirts
- 10 LQ signed T-shirts (RDA customers only)



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PRESIDENT'S MESSAGE

Dear Colleagues,

I am proud and content with our journey so far. The preceding year was declared as the 'Year of the People', and the bank fully upheld the values and goals of its appellation. Our core focus was the well-being of the community we live in our BOP family. People are the foundation of our values and success; your consistent efforts acted as a tour de force for milestone achievements.

As times change, ways of conducting business evolve as well. We focused on revising our policies and benefits for our employees which turned out to be great game changers for us in all terms. To support the 'Banking on Equality' principle, we introduced and promoted Diversity and Inclusion policies as well as performance-driven culture.

Parallel to investing in the well-being of our team members, we were mindful of the community we make a part of and took numerous initiatives for all segments of community. From launching the 'Mazdoor Card' for the financial inclusion of our labour workforce, to the award-winner Prime Minister's Youth Programme,



Roshan Digital Account for Non-Resident Pakistanis, Sadqah Jariyah for provision of quality education to under-privileged children, and finally, giving strong support to our women entrepreneurs – all of these programs have been nothing but exceptional in their vision and the services rendered through them. BOP went international this year, making a presence at the Dubai Expo 2020; an experience that makes me proud and motivated at the same time.

Looking ahead, the year 2022 brings with it new hopes, aspirations, and goals. While we continue to focus on our people, we must avow to incorporate 'the Spirit of Empathy' within our purview as individuals, team members and leaders. I am confident that this skill will enable us to be great team members, responsible citizens, exceptional service providers, and humane leaders.

Warm regards and keep your spirits high.

ZAFAR MASUD
PRESIDENT & CEO



SUCCESSFULLY LAUNCHED THE FIRST-EVER MAZDOOR CARD IN THE COUNTRY

Lahore, Sep. 30th, 2021: The Bank of Punjab (BOP) and Punjab Employees' Social Security Institution (PESSI) have launched "Punjab Mazdoor Card – Powered by BOP" which is Pakistan's first-ever Mazdoor Card exclusively designed for labour workforce. An MOU has been signed between BOP and PESSI with the objective to achieve Digitization of the Health & Social Security programs and Financial Empowerment of Labour workforce in Punjab. The MoU ceremony was attended by Chief Minister Punjab Sardar Usman Khan Buzdar, Minister for Labour and Human Resource Department Mr. Ansar Majeed Khan, Minister for Higher Education and Information Technology Board, Punjab Mr. Yasir Humayun,

Commissioner PESSI Syed Bilal Haider, President & CEO of The Bank of Punjab Mr. Zafar Masud, Group Chief Consumer & Digital Banking Group BOP Mr. Zahid Mustafa, and many more dignitaries.

Punjab Mazdoor Card - powered by BOP, brings a new revolution in the country with a step forward towards financial inclusion of labour workforce, an exclusively designed ATM / Debit Card with direct disbursement of health and social financial benefits into the card which include sickness, maternity, injury, death grants, disablement gratuity, pensions and more offered by PESSI. Punjab Mazdoor Card will eventually play a major role in digitization of Labour Wage Payment in Punjab.



Punjab Mazdoor Card - powered by BOP, is a first-of-its-kind initiative in the Country which fulfils multiple objectives in transparent, reliable and efficient manner. The Card will be utilized by the labour workforce in Punjab registered with PESSI and their dependents to access 250+ Social Security healthcare facilities across Punjab. Financial inclusion of this under-banked labour workforce through Punjab Mazdoor

Card will uplift them with a structured financial history, helping them to access various poverty alleviating financial programs launched by Government of Pakistan, including Naya Pakistan Housing Scheme, Punjab Rozgar Scheme, etc.

MAZDOOR CARD REGISTRATION ACTIVITY

After the formal launch of Punjab Mazdoor Card, The Bank of Punjab (BOP) and Punjab Employees Social Security Institution (PESSI) mutually planned the registration activity to onboard more than

1 million workers at PESSI designated establishments and till 31st Dec, 2021, BOP successfully registered more than 50,000 employees to whom Mazdoor card will be issued.

LAUNCH OF PUNJAB EHSAS HUMQADAM PROGRAM

The Bank of Punjab (BOP) and Punjab Social Protection Authority (PSPA) have launched “**Hamqadam Program**”. It’s an Unconditional Cash Transfer Program for Persons with Disabilities (PWD) the most vulnerable individuals indulged in a dual risk of being poor and disabled.

Cash grant of PKR 6,000/- per quarter will be given to all the registered beneficiaries and its registration is expected to start from the mid of January 2022.



Consumer & Digital Banking Group



STAFF ENGAGEMENT SESSION - RETAIL & BANKING GROUP

Aiming to align our field force with the vision of management i.e “To be among Top 5 banks” a two day staff engagement session was arranged at Greenfields Country Club by RBG central team including Regional Business Heads, Regional Sales Managers and Area Managers from Retail Banking Group.

The session began with area wise performance reviews for each region with the Branch Banking Head. Area Managers were invited along with their respective Regional Business Heads and Regional Sales Managers to comment on

performance against target for each branch and share their strategy to bridge gaps and their planned way forward in building up overall deposit base. There were thorough discussions on deposit numbers and everyone spoke their mind including queries and opinions creating harmony in presence of Group Head Retail Banking and other departmental heads of RBG. This helped with disseminating awareness, clarity and setting pace for future journey of ‘One Trillion Deposit for BOP’.

The first session concluded late in the evening and it was followed up with a

friendly night cricket match among the field staff for their entertainment and recreation. Everyone participated including Group Head and Branch Banking Head.

On the second day, representatives from other business units including SME, GID and RFD were invited to place emphasis on the concept of shared distribution and seamless communication 'so' to increase field productivity and commitment. RBG field staff raised their issues in front of relevant business heads which were addressed accordingly to reduce friction

between opposing business sides and smoothen the pathway for future as this amalgamation is essential to grow by leaps and bounds.

Mr. Zahid Mustafa, Group Chief Consumer & Digital Banking also joined in and addressed the participants on expectation from Retail Banking and pivotal role of field staff in achievement of future goals of the bank. By the end of the session the participants were clear regarding what their individual goal was and what the management expected from them.





BOP JOINS HANDS WITH TCF - SADQAH JARIYAH

The Bank of Punjab (BOP) joins hands with The Citizens Foundations (TCF) in the field of education. The MOU was signed by Mr. Zafar Masud (President and CEO – BOP) & Syed Asaad Ayub Ahmad (President and CEO – TCF).

Through this partnership BOP aims to contribute to TCF's mission to provide quality education to less privileged children through their 1,687 schools educating 275,000 children across Pakistan. Under the "Sadqah Jariyah" initiative, BOP will provide donation collection services to TCF, thus garnering more support for TCF's mission to provide quality education. Several physical and digital channels will be set-up to facilitate donations, including

support from Non-resident Pakistani donors using the RDA platform. Funds collected will be utilized in programs themed around education for girl child & differently abled persons and adult female literacy.

Speaking on the occasion, Mr. Zafar Masud (President and CEO – BOP) said, "Social responsibility is the cornerstone of BOP's vision of giving back to the society by educating the segment which will have long-term impact on promoting much-needed inclusiveness. By signing this MoU, we are laying the foundation for a long-term partnership between BOP & TCF. We hope to raise funds from overseas Pakistanis through RDA and our own employees to begin with, and then expand

this product through other collection channels. In addition to facilitating fund collection, BOP will also contribute financially by matching customer & staff donations which is a very unique offering in the local market. BOP has always been on the forefront of social betterment and offering new ideas which perfectly aligns this partnership with our motto 'Har Fard Ka Khayal'".

Addressing the ceremony, Mr. Zahid Mustafa (Group Chief Consumer & Digital Banking – BOP) said, "It gives me immense pleasure to be involved in this initiative and to be part of a socially conscious organization like BOP. As part of BOP's intent to provide innovative products & digital solutions, "Sadqah Jariyah" initiative will enable its customers to donate funds to TCF with ease. We also plan to introduce market's first Savings and Term Deposit products, where part of the profit earned by customers will be re-invested into "Sadqah Jariyah" projects".

Syed Asaad Ayub Ahmad (President & CEO – TCF) expressing his views on the occasion said, "For 26 years, TCF has been committed to providing quality education for

the less privileged children of Pakistan. To fulfill this mission, we look towards collaborating with organisations that share our vision of a better and literate Pakistan. Banking sector is transforming away from conventional ways of brick and mortar and have entered the digital era with modern solutions, allowing ease of banking in the most efficient manner. We are excited to collaborate with BOP, allowing our donors and stakeholders to utilise the bank's wide range of innovative products, helping us expand our reach and impact."

Also speaking on the occasion, Syed Irfan Ali (Managing Director – Deposit Protection Corporation, a subsidiary of SBP) informed the forum about the accomplishments of Roshan Digital Account (RDA), "RDA has received very encouraging response from overseas Pakistanis from around the globe. Over 240,000 RDA accounts have been opened so far, with over USD 2.4 billion received in remittances through this channel. Pakistanis are one of the most charitable nations of the world. "Sadqah Jariyah" initiative sits in well with the giving spirit of both Resident and Non-resident Pakistanis."

Through this partnership BOP aims to contribute to TCF's mission to provide quality education to less privileged children through their 1,687 schools educating 275,000 children across Pakistan



BRANCH MANAGERS CERTIFICATION PROGRAM

As part of specialized training initiatives, RBG and P&OEG developed Branch Managers Certification Program with Institute of Bankers Pakistan. 407 Branch Managers were identified through BM profiling for this certification.

This certification program was divided into 13 sessions (five days each), scheduled from November 2021 to March 2022. Training sessions were geographically divided into five cities (Lahore, Islamabad, Karachi, Faisalabad & Multan) to ensure equal training opportunity to Branch Managers across BOP network. For training effectiveness, every batch comprises of 30 to 35 Branch Managers.

While finalizing the training calendar for BMCP it was ensured that the training schedule not overlap with month-end / year-end closing.

The key objective of this program is to provide essential business acumen and best practice-led competencies in customer-centric service delivery to create customer value, drive revenue and serve customer needs through the branch network. Moreover, digital transformation in retail banking has fundamentally changed customer expectations and customer engagement landscape. Therefore, a thorough training program has been put together including following topics:



- Dynamics of Financial System & Business of Branch Banking
- Branch Revenue & Profitability
- Sales Management
- Customer Services
- Advance Credit Risk Analysis
- Digital Banking Channels
- Islamic Banking
- AML/ CDD
- Internal Controls & Compliance
- Laws & Regulations for Branch Managers
- Leadership & Communication

Profiles of IBP recommended trainers were also reviewed to ensure best training delivery. Some of the renowned trainers allocated for Branch Managers Certification Program are as follows:

- Mr. Zafar Osmani
- Mr. Syed M. Jamil
- Ms. Erum Saleem
- Ms. Munazza Abdul Majeed
- Mr. Safian Saeed
- Mr. Omer Zaheer Mir

First Session of BMCP initiated on 8th November, 2021 was attended by 33 Branch Managers from Lahore-A, Lahore-B, Gujranwala Rural and Gujranwala Urban Regions. The program was started with Mr. Zahid Mustafa's address followed by Mr. Nofel Daud (Group Head Retail Banking), Syed Jaffar Hussain (Head Branch Banking), Mr. Ahmad Khan (Head People Services) and Mr. Asif Ahmad Jehania (Head of Learning & Development).

BMCP also featured a daily slot for senior BOP executive visits from RBG and other business groups to promote inter-group discussions, ideas to align goals and develop synergies.

Group Head Operations Mr. Ijaz Ur Rehman Qureshi and Chief Compliance Officer Mr. Waqas Mahmood have been most notable in availing this opportunity to engage and motivate the participants.

This certification program will be concluded with a proctored online assessment by IBP to demonstrate that participants have achieved a measured level of knowledge within a designated timeline. Going forward, RBG will ensure that all Branch Managers, including new joiners, should also undergo BMCP.





Debit Card Weekdays Campaign:

In order to incentivize the customers on card usage, three months' weekdays Campaign (Oct - December) was successfully launched where BOP Debit cardholders enjoyed exclusive offers on specific days from Monday to Friday. We

have signed well known merchants for weekday's campaign such as Food panda, Pizza Hut and Howdy which is limited in the food sector but customers also enjoyed up to 15% off on grocery purchased from Airlift Express.



BOP x McDonald's – Free sundae on BOP contactless Cards:

BOP has launched Debit card with contactless feature where customer can make payment at any contactless enabled POS terminal by simply tapping on the terminal. This new feature speeds up the payment process at POS terminals as it doesn't require PIN for transactions up to a certain amount. In order to promote this feature, we also successfully carried out 1-week campaign with McDonald's where customers enjoyed free sundaes on purchases of PKR. 500 and above at any McDonald's outlets nationwide.

Card Management System Signing & Discovery Session with Euronet:

Contract signing ceremony to acquire Card Management System was held between BOP and Euronet. In December, 4-day long Discovery Session was held at Karachi between BOP, Euronet and Associate Vendors / stakeholders for finalization of Scope of Work, FSD (Functional Scope Document) & Project Implementation Plan.

BOP was represented by Mr. Asim Hafeez Qureshi (Head Cards), Mr. Muhammad Imran Akbar (Head Product – Cards), Mr. Mujahid Hussain (Manager Cards & Digital), Mr. Syed Kashif Raza (Digital Ennoblements Division), Mr. Khurram Agha

(Unit Head IT), Mr. Syed Ahtesham Ali (FRMS), Mr. Mahmood Akhtar Mughal (OPS), Mr. Khurram Shoaib (IT), Mr. Hassan Rafique (IT) & Mr. Shiraz Ahmad (OPS).

From Euronet session was attended by Mr. Kashif Gaya (CEO), Mr. Ghous Fakhri (Head Project Management), Mr. Salman Farooq, Mr. ZulKafil & Ms. Aatika.

Other stakeholder companies attended the session were IDEMEA, TPS, NDC Tech & C Square.

Introducing one of the Largest Options of Utility Companies on Digital Channels:

by Ammar Waheed, (Head Remote Banking-Digital Banking)

Good news for The Bank Of Punjab customers! We have now expanded our range of utility companies on the BOP Digital Channels by adding 13 new utility companies. Together with these new utility

companies, our bill payment option now gives access to 27 utility companies, making it a comprehensive, instant and one-stop solution for all of the customer's bill payment needs.



Pay your utility bills using BOP Mobile Banking app by following just a few quick steps:

- Log on to the BOP Mobile Banking App
- Tap on “Bill Payments” and then “Add Bill Payee” in order to register a new biller of your choice
- Enter your “Consumer Number” and click on “Submit” button
- Enter the OTP sent to you via SMS or E-Mail

- Now go to “Bill Payments” and tap on “Pay Bills” where you will find all your bill payees
- Tap on the desired bill payee and complete the bill payment steps

For any queries or feedback, please just drop an email on ask.digital@bop.com.pk

BOP's NEW ERA OF INTERNET BANKING - POWERED BY THE TEMENOS DIGITAL PLATFORM:

by Ammar Waheed, (Head Remote Banking-Digital Banking)

Customers have now transitioned into an age of using digital services instead of using conventional options. The rapid rise of a myriad of digital apps now encourage customers to shop, commute, order food online instead of visiting brick-and-mortar stores and shops. This is a trend which is here to stay, and banking is no different in this regard. COVID-19 has exponentially accelerated the adoption of Digital Banking channels and customers have now become ever more comfortable with a digital-first experience.

Until now, BOP did not offer an Internet Banking portal, which other banks in the industry had been offering since long. BOP realized this need and had set a vision 2023 in place, that paves the path for BOP's rapid

digitization to become a leading digital bank by 2023.

This vision required a robust Digital Banking platform to be put in place. Hence, BOP selected the World's renowned Temenos Infinity platform for its Digital Banking services. After quickly deploying the platform in a record time of just 4 months, the bank has for the first time now launched its Internet Banking Portal. This is currently in Beta launch stage and is being only offered to the bank's staff as well as Roshan Digital account holders.

The Internet Banking Portal now firmly puts BOP at par with other banks in offering a world-class portal, that powered by Temenos now offers a strong foundation for



rapidly building even more exciting digital services in the days to come.

Below listed are a few of the salient highlights of the new Internet Banking portal.

A Unique User Interface (UI) and User Experience (UX)

BOP wanted to celebrate and highlight

Ease of Search

The ease-of-use is enhanced by the availability of ‘Search Bar’ option on each page of the portal. This saves your time and the Intuitive Search function allows you to find beneficiaries and make relevant transactions seamlessly.

Pakistan's unique cultural heritage and merge this into the digital experience of its Internet Banking. There was a diligent effort in crafting the User Interface for the portal. This is the first time that the design thinking methodology has been adopted for creating an effortless and delightful customer experience.

ADD PAYEE ACCOUNT

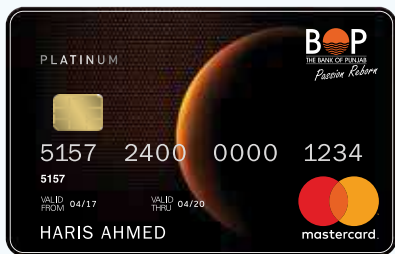
Sort by ▾

E-Statement Activation

A newly introduced toggle on the account page gives users the ability to enable or disable E-Mail based statements at the click of a button. Once enabled, account statements will be regularly emailed to customers and a hardcopy delivery will be discontinued.

Debit Card Activation

Activate your new Debit Card instantly with a click of a button. The portal empowers customers to activate their card directly and they no longer need to call the helpline to avail this service.



Platinum Card

Daily withdrawal Limit: PKR 50,000

ACTIVATE CARD

One-time Instant Payments

Tired of adding unnecessary beneficiaries just for a one-off payment? You won't need to do that anymore and the new portal provides the capability to make instant top-ups, bill payments and transfers - without the tedious process of adding a new payee each time.

Mobile Number Change

Updating your mobile number has never been easier! Customers can now instantly change their registered mobile number from the portal, without the need to visit a branch or call the helpline.

Downloadable Receipts

The receipt download option allows customers to download a digital receipt and maintain their financial records. The portal allows the ease of sharing the evidence of transaction with the payee.



The future is internet banking and BOP remains ahead of the game with keeping customer-centric approach as its priority. There is a robust roadmap in place to bring even more digital enhancements for our valued customers and these will be unveiled in the coming days and months.

Start using the new Internet Banking today by visiting <https://ibank.bop.com.pk>
For any queries or feedback, please just drop an email on ask.digital@bop.com.pk

KHAAS Offers for KHAAS Master Card Platinum Debit Cardholders:

BOP has launched “KHAAS offers” for premium customers and signed various brands i.e. PF Chang’s, Café Aylanto,

English Tea house and Yum etc. where customers can enjoy up to 30% off by paying with their KHAAS platinum Card.

Enjoy
KHAAS OFFERS



with
**BOP KHAAS
Platinum
Debit Card**

Terms & condition apply
For more details visit:
www.bop.com.pk/card-discounts

YUM
Chinese & Thai
Restaurant

30% LHR/ISL/MTN
31-Oct-22

华馆
P.F. CHANG'S
30% LHR/KHI
05-Nov-22

ASIA
LIVE

15% KHI
31-Dec-22

The Tollington
RESTAURANT

15% LHR
31-Dec-22

jade
COM

15% MTN
14-Nov-22

Spice Bazaar
Pakistani Restaurant

30% LHR/ISL/MTN
31-Oct-22

DYNASTY
RESTAURANT

15% LHR/KHI
31-Dec-22

English Tea House
Sweetest - Lunch - Afternoon Tea - Dinner

30% LHR/ISL/MTN
31-Oct-22

Fujiyama
SUSHI BAR

15% LHR/KHI
31-Dec-22

CINNAMON
Café & Restaurant

15% LHR/KHI
31-Dec-22

La Pâtisserie

15% LHR
31-Dec-22

چائنی
The Sweet House

30%
LHR/ISL/MTN/FSD/RWP
31-Oct-22

The Lakhnavi

15% LHR
31-Dec-22

Kim's

15% LHR
31-Dec-22

Café AYLANTO

25% LHR (DHA)
2022

sky bbq

15% KHI
31-Dec-22

For more existing discount and deals, please visit
<https://www.bop.com.pk/CardDiscounts.aspx> or
check offers on BOP mobile App.

Consumer & Digital Banking Group

BOP KHAAS Product Launch

In order to remain at par with the competitive industry, BOP launched a dedicated liability product KHAAS Current and Saving accounts on 15th November to target high net worth individuals.



Key Benefits for KHAAS Accounts:

- Free KHAAS Vertical Platinum Debit Card (Annual Fee Waiver only if customer is marked as Priority)
- Enhanced Transaction Limits on KHAAS Vertical Platinum Debit card i.e

Cash Withdrawal	PKR 200,000
IBFT	PKR 1,000,000
E-Commerce	PKR 1,000,000

- Free supplementary KHAAS Platinum Card
- Free Cheque Book Issuance
- Free Universal Cheques
- 50% discount on locker rent (Any Size)
- Free SMS Alert
- Nil Charges on IBFT (ATM and Mobile Banking)
- No annual subscription for Mobile Banking
- Silver and Gold Debit Cards will also be issued against KHAAS accounts. However, they will be charged as per SOC.

All individual customers who fall in below criteria are eligible to open KHAAS Account

- Relationship balance of PKR 3 million or equivalent FCY
- Clients with monthly salary of PKR 500,000.

BOP KHAAS Current Account:

- A shadow Linked Reward account is linked with BOP KHAAS current account which enables customer to earn rewards in the form of monthly profit through transfer of funds from KHAAS Current account into shadow linked account.
- Profit will be calculated @ 3% per annum on monthly average balance of shadow reward account.
- The reward shall be disbursed in BOP KHAAS Shadow Linked reward account on monthly basis.

BOP KHAAS Saving Account:

BOP KHAAS saving account is an account which offers rack rate and semiannual disbursement of profit.

BOP KHAAS accounts are marked as

priority in system by CPU at the time of account opening. All sales team members can open KHAAS account with the approval of Priority RM's/Head Priority Banking subject to meeting the Priority Criteria.

Before the launch of KHAAS accounts, all Priority Relationship Managers were invited on one day training session at L & DC on the 6th October. Training was conducted by Head Priority Banking and Business Planning Manager on KHAAS Product.

GC-C&DBG and GH-RBG also addressed the PRM's highlighting the significance of BOP KHAAS segment and encouraged them to build new deposit and deepen existing relationships.

Zoom Training session was also conducted by RBG central team to train Call Center staff, CPU staff, Regional Business Heads and RSMs while all other Sales roles were trained by PRM's in their respective regions. Training material was shared with all staff members and E-tests for entire sales force were conducted through E-Learning Portal.





BANK OF PUNJAB T20 NATIONAL DEAF CRICKET CHAMPIONSHIP

The Bank of Punjab strives to create an inclusive environment that nurtures diversity and fosters inclusion. The Bank is resolute in its endeavors to remain at the forefront in service to the public and the greater good. As part of BOP's commitment, the bank sponsored the BOP T20 National Deaf Cricket Championship to provide an opportunity for healthy athletic competition for our deaf cricketers. This initiative will also enable meaningful interactions among members of the deaf (and hard of hearing) community, provide a productive outlet, and result in numerous physical, social, and psychological benefits for all involved.

The opening ceremony of the BOP T20 National Deaf Championship was held at Punjab University Cricket Ground, Lahore, on 21st March 2022. The championship was formally inaugurated by Mr. Zafar Masud (President & CEO – The Bank of Punjab). Mr. Irfan Miraj (President – Pakistan Deaf Cricket Association), deaf cricket players, and the members of the general public were also present at the ceremony.

Speaking at the ceremony, Mr. Irfan Miraj (President – Pakistan Deaf Cricket Association) said, "We are thankful to The Bank of Punjab for sponsoring the T20 National Deaf Championship. We feel honored by the presence of Mr. Zafar Masud (President & CEO – The Bank of

Punjab) at this event. The support that has been extended by the BOP for organizing this championship is highly appreciable. We hope to collaborate with BOP in future endeavors as well, and we would like BOP to sponsor the national deaf cricket team as well. We greatly admire the BOP's efforts to provide job opportunities to differently-abled persons."

Speaking on the occasion, Mr. Zafar Masud (President & CEO – The Bank of Punjab) said, "The support provided for this tournament is not simply a demonstration of our commitment to our Corporate Social but also of our commitment to diversity, and equal opportunity, as core tenets of our corporate values and the ethos of our brand. As an extension of that same commitment, and under the umbrella of the State Bank of Pakistan's activities to uplift the differently-abled, the Bank of Punjab is currently developing a network of 20 Model Branches, across Pakistan, specifically designed for Persons with Disabilities and equipped with facilities suited for the disabled."

The championship tournament was played from 21st March to 26th March 2022, and eighteen deaf cricket teams participated in the event. The closing ceremony of the event was held on 26th March, 2022 at Aleem Dar Academy, Lahore.



1ST RANK

IN SBP MYSTERY SHOPPING ON LCH

In line with SBP directives, we designed & implemented a framework to boost Low Cost Housing business. It included refresher training sessions and online assessments for our sales force to enhance product knowledge and customer handholding. Proper placement of banners, standees and brochures was ensured in all branches to increase visibility. A representative from GID was invited for online training of master trainers (Area Managers) who later gave training to their respective branches, hence covering the entire RBG network.

Furthermore, internal mystery shopping of branches was done by RBG central team and Regional Offices to gauge branch preparedness and sustain momentum on LCH product. Regions were divided among members of RBG Productivity Team and each branch was individually covered through mystery calls to assess their product knowledge, identify their shortcomings and provide on spot correct information, which was lacking. Feedback and scores were given to branches afterwards to analyze the true picture on field readiness.

As a result of all these activities, following were the achievements:

- Improved SBP Mystery Shopping Scores from 62% to 76%
- Achieved 1st rank in SBP Mystery Shopping (11th Wave) among 22 banks
- Overachieved LCH Logins with 4,973 against a target of 4,590

Consumer & Digital Banking Group

BOP AT WORK

BOP AT WORK IS DEVELOPING A CUSTOMIZED PRODUCT

The Bank of Punjab as per the vision of our honorable President, aspires to become one of the Top 5 banks in the country. At a strategic level the management has assessed ways to achieve this target, it was found out that as per market competition there were gaps in terms of offerings that needed to be filled. One of these gaps was of the pay-roll accounts in Corporate – Commercial – SME segments. Specialized services were needed to capitalize upon these segments of the market.

Competition in banking sector is on the rise and banks are devising new ways to grow their business by introducing out of the box solutions for their existing and potential customers. Digital technology has made it possible for banks to offer low priced complex financial solutions with minimal human intervention.

One such segment is that of “Employee Banking” which offers payroll management solutions for companies/institutions and attractive product and service offering for their employees.

While banking is moving towards digitalization and an account is being opened in just a single click, there was a dire need to capitalize on this trend and make account opening simpler and prompt. BOP@Work was setup to capitalize on this digitization trend and offer hassle free employee banking products and services including account opening and cheque book/ATM delivery at the office of the organization which it on-boards.

Team BOP@Work is very excited to share that it has devised the process of onboarding payroll customers with minimum hassle using the existing BOP

Salary Plus account and has also successfully on-boarded its first client consisting of 46 salary accounts as a part of the process’s pilot run, in the meantime BOP@Work is developing a customized product which will help BOP take considerable share from the market and be at the top of the tier in employee banking. Through this proposition BOP@Work will be focusing mostly on acquiring current accounts and will also be helping BOP’s network to grow its books in terms of consumer lending products with ensuring repayment through payroll booked with us.

**Team
BOP@Work is
very excited to
share that it has
devised the
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payroll
customers with
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using the
existing BOP
Salary Plus**

Consumer & Digital Banking Group

HBL

BOP
THE BANK OF PUNJAB

PAC
PAKISTAN
AGRICULTURAL
COALITION

Insurance

Signing Ceremony

Area Yield Index Insurance (AYII) for Farmers



HBL, THE BANK OF PUNJAB & TPL INSURANCE LAUNCH

Area Yield Index Insurance in Pakistan

Karachi: HBL, The Bank of Punjab (BOP) and TPL Insurance Ltd. have entered into a strategic partnership for the pilot testing of the Area Yield Index Insurance (AYII)

product, proposed by Pakistan Agriculture Coalition (PAC) with PULA Advisors as implementation partner & SCOR as global reinsurer.

The signing ceremony was held at HBL and BOP Head Offices simultaneously. The MoU was signed by Kashif Umar Thanvi, Head – Rural Banking - HBL, Asif Riaz, Group Head - Retail & Priority Sectors Lending - BoP and Muhammad Aminuddin, CEO - TPL Insurance Ltd.

The event was also attended by Muhammad Aurangzeb, President & CEO – HBL, Zafar Masud, President & CEO – BOP, Ali Jameel, Group CEO - TPL Corp, Aamir Kureshi, Head - Consumer, Rural and SME Banking and Kazim Saeed, Strategy Advisor - Pakistan Agriculture Coalition along with representatives from the partnering organizations. The representatives of international partners i.e. PULA & SCOR virtually participated in the event.

Under the product, farmers availing crop production loans from HBL and BoP in pilot districts will be provided yield insurance coverage bundled with their loan product. The incremental premium cost for the value-added services for additional cover under AYII will be jointly shared by HBL, BoP and TPL. The product will ensure climate resilience and financial stability through insuring the crop production risks against climatic abnormalities including windstorm, frost, excessive rainfall, heatwave, hail, flood, drought, pest and

diseases. It will facilitate the insuring farmers without any pay-out limitations or waiting for calamity declaration from Government agencies.

The pilot project will initially focus on wheat and rice crops in four districts i.e. Pakpattan, Gujranwala, Hafizabad and Sheikhupura of the Punjab Province. The crop yield will be insured against a pre-set average benchmark yield on the basis of historical data and the insurance claim will trigger if average farm yield is below 70% of the threshold. The crop yield will be measured through crop cutting experiments carried out by international partners i.e. PULA.

In a joint statement, Muhammad Aurangzeb, President & CEO – HBL, Zafar Masud, President & CEO – BOP and Ali Jameel, Group CEO - TPL Corp shared, “We are excited to partner on this landmark initiative that has the potential to transform the agricultural landscape of Pakistan by facilitating the farming community through financial coverage of their agricultural produce. This will encourage the farmers to take broader steps by adopting latest farming techniques on the back of flexible and enhanced risk coverage, thereby ensuring financial inclusion and sustainability”.



THE BANK OF PUNJAB CONTINUES ITS WINNING STREAK!

TOP PERFORMING BANK UNDER PRIME MINISTER'S YOUTH PROGRAM

The Bank of Punjab (BOP) has been given "Appreciation Award for Top Performing Bank" under Prime Minister's Youth Program by the Honorable Prime Minister of Pakistan at the "Prime Minister's Youth Program Convention 2021" held at Jinnah Convention Center, Islamabad on 24 November 2021.

Prime Minister's Youth Program (PMYP) is a flagship program of the Government of Pakistan. Currently 21 banks are the Executing Agencies for this Program and BOP has maintained its pole position under PMYP for two consecutive years.

The bank has disbursed more than Rs. 6.9 Billion under this scheme to 5,700+ borrowers resulting in creation of ~15,000 job opportunities through focus on diversity

and market penetration.

Under this Program, BOP has ensured transparency and meritocracy by processing all applications through a scorecard based digital loan processing system. Loans have been disbursed to youth from all walks of life including farmers, Urban Communities and Special Segments i.e. Females, Transgenders and Differently-abled people.

Realizing the potential of PMYP, the bank has formed alliances with a number of corporate entities as well as multilaterals including trade bodies, chambers, corporate and Govt. Entities for referral based financing under the scheme.

Retail & Priority Sectors Lending

Achievement of SBP allocated target under GMSS for LCH

With the untiring efforts of the entire team and support of the management, BOP's GMSS Housing target for 31st DEC 2021 stands achieved both in terms of Amount and No. of Housing Units financed. The bank has achieved this milestone by starting from the scratch and building a

portfolio of Rs. 2 Billion in a short span of 9 months. The bank now stands among the top 5 banks under the scheme and is eyeing to be the leading bank in 2022. This has only been possible through a top-down strategic focus which entailed a number of measures such as:

- **Process Re-Engineering (Post & Pre Approval) to ease out housing transaction**
- **Digitization of Application Receipt & Processing to increase efficiency**
- **MoUs for managing supply side constraints for sustainable business development**
- **Capacity Building & Awareness Creation**

We are among one of the few banks whose efforts were recognized by the Prime Minister of Pakistan in an event held at Islamabad on 24th December, 2021 whereby keys were distributed among the successful applicants.

Prime Minister's Youth Program Cheques Distribution Ceremony in Islamabad

Prime Minister's Youth Program Convention was held in Islamabad Chamber of Commerce & Industries to distribute cheques and certificates to the beneficiaries of The Bank of Punjab under Prime Minister's Youth Program. The then advisor to PM on Finance, Mr. Shaukat Tarin graced the event as a Chief Guest and addressed the participants along with Mr. Usman Dar, Special Assistant to the Prime Minister on Youth Affairs (SAPM). The advisor said that it is the vision of Prime Minister Imran Khan to extend every possible facilitation to the youth so that they can better serve the nation. Mr. Tarin assured of full support of the government for uplift of agriculture, Small and Medium Enterprises (SMEs), and the IT sectors.

Empowering Women for a Stronger Nation

The Bank of Punjab has disbursed more than 1 Billion to 900+ female beneficiaries under various subsidized lending initiatives of the Government to empower women to set up or expand their businesses.

Moreover, in a bid to support, encourage and promote home-based women entrepreneurs across the country, BOP sponsored the 'WeCamp Festival 2021', which was organized at the Fatima Jinnah F-9 Park Islamabad. Through this festival BOP aimed to recognize, celebrate, encourage, and increase the visibility of women entrepreneurs in Pakistan. Participants of the event included entrepreneurs from home décor, home textile, apparel, arts, crafts & jewelry, skincare & haircare products, cosmetic products, organic oils & food products, and live food & bakery sectors.

Another goal of this festival was to encourage and inspire women who have not yet started their businesses to enter the field of entrepreneurship. This is where BOP played an integral part. Through a

dedicated stall at the event, the bank provided information about Prime Minister's Youth Program, Low Cost Housing and the bank's various asset and liability products.

Chairman SDGs Committee on Child Rights – MNA Ms. Mehnaz Akber Aziz, and Group Head, Retail and Priority Sectors Lending – Mr. Asif Riaz (BOP), inaugurated the event. The festival was attended by several diplomats, public office holders and people from all walks of life including the Commissioner Islamabad, Deputy Commissioner Islamabad and IG Islamabad Police.



Signing Ceremony of MoU between the Bank of Punjab and Greenwood City

BOP is among the first public sector banks to sign MoUs with housing societies in order to provide benefit to the actual Low Cost segment of the society in an efficient and

effective manner. As a first such venture, we have joined hands with Green Wood City, a renowned housing society located in district Jhang of Central Punjab. To ensure



efficiency, legal opinion and title clearance of the whole society have been obtained beforehand and it is expected that this step will go a long way in speeding up the post approval conversion of the transaction.

The MoU was formally signed at the The

Bank of Punjab, Big City Plaza office in Lahore by Mr. Ghulam Ali Khokhar - Head Government Initiatives Division, BOP and Mr. Mian Yaqoob Shiekh CEO, GWC. Senior Executives of BOP and GWC were also present for the ceremony.

Agreement between Bank of Punjab and Sukhera Associates under Government's Markup Subsidy Scheme (G-MSS)



Following the vision of SBP of onboarding of realtors for GMSS, The Bank of Punjab (BOP) and Sukhera Associates have signed an agreement for promoting Low-Cost Housing under Government's Markup Subsidy Scheme (G-MSS). The ceremony was held at The Bank of Punjab, Big City Plaza office in Lahore. Under the agreement, the realtor shall be utilized for generating referrals as well as for managing

supply side for Bank's self-marketed or walk-in applicants.

Mr. Ghulam Ali Khokhar - Head Government Initiatives Division, Ms. Urooj Sohail - Head Business Planning and Monitoring GID and Mr. Saqib Waheed - Head Mortgages represented BOP, while Mr. Ali Farhan - CEO and Mr. Sohaib Dar represented Sukhera Associates.

Retail & Priority Sectors Lending



BOP SIGNS MOU

WITH DHA BAHAWALPUR TO PROVIDE FINANCIAL SOLUTIONS TO CUSTOMERS

The Bank Of Punjab has signed a Memorandum of Understanding (MoU) with Defense Housing Authority Bahawalpur (DHA BWP) for the provisioning of end to end financial solutions to clients interested in purchase of a constructed house or for purchasing a plot and construction thereof. Special rates were offered through this MoU specifically for DHA Bahawalpur. The Bank of Punjab has been in the front lines for promoting housing sector in line with the vision of the Prime Minister of Pakistan under the worthy leadership of our P&CEO Mr. Zafar Masud. DHA has emerged as a market leader and a brand name in the real estate since last two decades or so and is well renowned for providing quality living with top of the shelf civic amenities.

DHA Bahawalpur has proved itself as one of the fastest growing housing project which is uniquely placed adjacent to Bahawalpur APE Canal and a mere 2 Kilometers away from the airport. For the first time in history DHA, DHA Bahawalpur is offering constructed town houses of 6, 9 and 12 Marlas, which are ready for possession.

The MoU was formally signed at DHA Head Office in Bahawalpur by Mr. Sulman Alam Shah (Head RFD) and Col. Muhammad Aqib (Head Coordination DHA Bahawalpur). Brigadier Basharat Ali (Project Director DHA Bahawalpur) was

also present to grace the occasion.

Speaking at the occasion, Mr. Sulman Alam Shah, Head RFD, The Bank Of Punjab, assured BOP's firm commitment in supporting government's vision to boost the housing sector under the worthy leadership of Group Head R & PSL Mr. Asif Riaz and P&CEO Mr. Zafar Masud, by providing end to end financial solutions at special rates in order to fulfil the housing needs of the clients. He hoped that this MoU will serve as a stepping stone for a mutually beneficial relationship between the two institutions. He also thanked Brigadier Basharat Ali (Project Director DHA Bahawalpur) for being a gracious host.

Brigadier Basharat Ali, Project Director DHA Bahawalpur, commended BOP for being the first bank to enter into a formal MoU with DHA Bahawalpur. He lauded the efforts of BOP for facilitating the housing sector clients, especially those of DHA Bahawalpur and hoped that BOP will partner DHA Bahawalpur in more diverse ventures and that the partnership remains mutually beneficial.

The event was also attended by senior executives of BOP and DHA Bahawalpur.

Retail & Priority Sectors Lending



BOP SIGNS ONLINE REGISTRY COLLECTION ARRANGEMENT WITH **PLRA & PITB**

A signing ceremony was held at Arfa Technology Park Lahore, between Punjab Land Records Authority (PLRA), Punjab Information Technology Board (PITB) and the Bank of Punjab for facilitating collections for PLRA Mutation and Fard Charges. PLRA has introduced e-PLRA in collaboration with PITB for collection of service charges for mutation over registry. BOP will play a critical role in this initiative by providing host-to-host collection module to facilitate PLRA clients in submitting these charges electronically throughout the Punjab province.

Mr. Ahmed Farid Khan, Group Chief Corporate & Investment Banking and Mr. Reza Asghar, Head Transaction Banking represented The Bank of Punjab whereas

Mr. Sajid Latif, Director e-Governance PITB, and Mr. Sajjad Ahmed Khan, Addl. DG PLRA signed the SLA along with their officials from both sides. BOP's Transaction Banking Department is currently servicing PLRA customers through 154 booths (including 10 E - Khidmat Markaz) at PLRA Arazi Centers across 36 districts of Punjab.

Punjab Land Records Authority (PLRA) was established in 2017, under the administrative control of the Board of Revenue, Government of Punjab. The essential function of the organization is to maintain the land record services in the province and improve service delivery to customers for related activities.

Corporate & Investment Banking



THE BANK OF PUNJAB SPONSORS 8TH ISLAMABAD LITERATURE FESTIVAL

The Bank of Punjab proudly to sponsored Islamabad Literature Festival in 2021. The Bank of Punjab has always remained supportive to such initiatives which promote the art, culture and literature.

As in 2020, due to the Covid-19 pandemic, the ILF-8, was a digital edition. The Digital Islamabad Literature Festival was held from 29 October to 31 October 2021. It featured more than 130 speakers representing different countries. The theme of ILF 2021 was: Reimagining the Future. A vibrant programme of talks, interviews, debates/discussions, mushairas, poetry recitals, book launches, and readings and current affairs were lined up for the festival.

Arshad Saeed Husain (Managing Director, Oxford University Press, Pakistan) shared the programme highlights of the 8th ILF and enumerated its objectives. Speaking at the occasion, Arshad Saeed Husain said, "We at ILF take it as a given that these times are unique and that the tomorrow, we are heading into will require distinctively different understandings and approaches to yesterday. We need to understand that the future will be

quite different to the past. And we will require all our imagination and all our creativity for Reimagining the Future."

Speaking at the opening ceremony, Alia Zafar (Group Head People & Organizational Excellence) said, "BOP is proud to sponsor the Islamabad Literary festival. Our Bank is strongly committed to the individual and societal development in Pakistan. We have always actively promoted initiatives which contribute towards the celebration of art, culture and literature. The Islamabad Literature Festival is one of the series of literature festivals in the country of Pakistan with the aim of promoting empathy, healing, peace and the free exchange of ideas and opinions, which have become even more imperative in current times. We appreciate the efforts made by Oxford university press in organizing such an event."

The Keynote address was delivered by Dr. Maleeha Lodhi, former Ambassador at the UN and the US and UK and Mr Hameed Shahid TI, Urdu fiction writer and critic.

WOMEN LEADERS IN ISLAMIC BUSINESS AND FINANCE

by Muhammad Hasan Mumtaz

Unit Head, Business Planning & Development – IBG

*“Women are One Half of the Society and Give Birth to the Other Half.”
Imam Ibn -e- Qayyim Al-Jawziya*

Throughout Islamic history, women have played important and influential roles in major areas such as policy making, politics, academia and business; from the first woman entrepreneur, Khadija bint Khuwailad, to thousands of other Muslim women. However, active participation of women in business and finance is a contemporary phenomenon, which has its roots in the Western influence on lifestyle and business organizations.

Women empowerment and gender equity and equality are now in vogue following increased focus on it as part of the Sustainable Development Goals (SDG#5).

Women empowerment through Islamic Banking and Finance:

There is no gainsaying that Islamic banking and finance has provided ample opportunities for women to excel in their professional life. There is a growing band of women – both Muslim and non-Muslim – professionals who have and are actively contributing to the development of Islamic finance in their own right.

Although women have excelled in the Islamic financial industry, only a handful of them hold senior positions. In the Middle East, preconceived ideas on the role of women in the society is still plaguing the industry although positive changes have slowly begun to filter their way into the

mindset of the society at large.

Employment of women provides Islamic banks a choice: Either to employ women for lower wages (as has been the case in many other sectors) and improve their cost efficiency; or empower women by offering them employment on equal opportunities and grounds. Women’s participation in Islamic finance should, however, be viewed in a wider context. The role of women in economic development has traditionally taken a back seat.

As with many developing countries, women in Pakistan are still hugely under-banked or unbanked than men. Islamic banks can leverage on their women work force to promote participation of those financially excluded women through mobilization of savings and easier access to credit.

This will have an effect of bringing them into the formal banking net and tackling financial exclusion issues. Ladies branches that have proven to be very successful in Saudi Arabia, can be emulated by Islamic banks in Pakistan.

The proposed ladies’ branches may also provide a full package of banking, beauty and health services so as to meet the requirements and needs of women customers. The Dubai Islamic Bank (in the United Arab Emirates) has targeted this

niche area by developing Johara banking for ladies and has gone a step further by offering women-focused financial products such as beauty, health and shopping benefits. The ladies only branches can also house children nurseries for the working women, an area that is bound to be extremely profitable in a country like Pakistan.

Survey by Cambridge IFA regarding Women participation in the workforce in Islamic banking and finance (IBF):

As per their 2020 survey, and its comparison with the previous three surveys, is that evidence of systematic discrimination against women is rather limited. There are some cultural and social issues that may hinder entry of women into IBF. However, it is encouraging to note that the industry offers ample opportunities to smart and intelligent women. In fact, it may be easier for women to excel in IBF, as compared to conventional banking and finance. It is due to this friendly approach of IBF towards women in general and Muslim women in particular that the employment of women (both Muslims and non-Muslims) is on a rise in the industry.

The latest survey attributes three major reasons for the lack of or low female employment in IBF,

- Male dominance in the industry (37%);
- Female participation in labour force (30%); and
- Lack of popularity of a banking and finance related profession among women (17%).

It appears as if banking and finance is becoming a preferred choice among women as far as a profession is concerned. However, the new aspirants enter in the industry somehow find the culture of male dominance intimidating.

WOMEN LEADERS IN ISLAMIC BUSINESS AND FINANCE:

Following are the few legendary women from global Islamic finance industry who have set an example for the young women leaders of IBF.

PROFESSOR DR NORMAH OMAR



**Pioneer of Islamic Financial Criminology
Former Director, Accounting Research
Institute, Universiti Teknologi Mara UiTM
Nationality: Malaysian**

Professor Dr. Normah Omar took over the first position from Datuk Noripah Kamsu, the former Chairman of Bank Rakyat, and it is indeed an incredible achievement. With more than 25 years of research experience, she is a professional accountant by training. She has been instrumental in both the establishment of Accounting Research Institute (ARI) in 2006 and in getting the Higher Institution Centre of Excellence (HiCoE) status from the Ministry of Higher Education Malaysia in 2009.

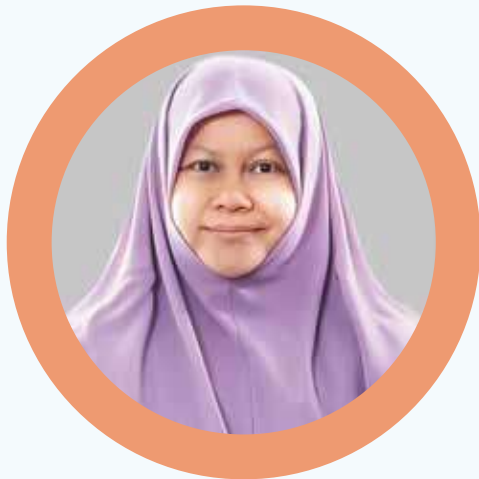
Prof Normah has achieved the accolade for her life-standing passion for Islamic financial criminology, an academic and professional discipline she pioneered and developed. Accounting Research Institute (ARI), previously headed by Prof Normah, is promoting this new discipline that, according to her has great relevance to the sustainable development of the Islamic finance sector. Islamic financial criminology also supports Malaysia's aspiration to become a global Islamic finance hub by 2020.

She is a founding committee member and currently the Deputy Chair of the Asia-Pacific Management Accounting Association (APMAA) based in Japan. In recognition of her research experience and leadership, she was also appointed as a member of the operations review panel at the Malaysian Anti-Corruption

Commission. In addition, Prof Normah's WOMANi 2020 PAGE 29 collaboration with the Philippine Association of Islamic Accountants (PAIA) led to her appointment as board member of the Mindanao Halal Corporation in the Philippines.

She has received two personal GIFA awards in 2017 (Advocacy in Islamic Financial Criminology) and 2019 (Lifetime Achievement Awards); two ACQ awards in 2016 & 2017 both for Pioneering Islamic Financial Criminology Research; the Gamechanger Award in 2018; the Risk Educator award and CRMS in 2017 & 2018; and Academic Awards by Universiti Teknologi MARA.

PROFESSOR DR ENSKU RABIAH ADAWIAH ALI



Professor

International Islamic University Malaysia
Nationality: Malaysian

Professor Dr. Engku Rabiah Adawiah Engku Ali, a professor of law at International Islamic University Malaysia, is perhaps the first globally-recognised female Shari'a scholar in the contemporary Islamic financial services industry. As an academician who is actively involved in Shari'a advisory for Islamic financial institutions, she has created a ripple effect on a global level by inspiring women to choose Shari'a and law as a viable profession in Malaysia and globally. With a number of other competing female jurists emerging, Engku Rabia still continues to play a central role in the contemporary Islamic financial jurisprudence.

She has the distinct recognition of being the

first female member of the Shari'a Advisory Council of Bank Negara Malaysia (BNM), the central bank of Malaysia. She soon emerged as a heavyweight Shari'a scholar, combining memberships of the Shari'a Advisory Councils of all the three regulators in Malaysia; the BNM, Securities Commission Malaysia, and the Labuan Financial Services Authority.

MAUREEN BADJOERI



Chief Executive Officer Trustbank Amanah
Nationality: Surinamese

Maureen Badjoeri is the CEO of Trustbank Amanah, the first Islamic Bank in Suriname, Caribbean region and the Latin America. She has a LL.M degree in law from the Anton de Kom University of Suriname and is Anti-Money Laundering Certified Associate AML/CA. Prior to this, she was the CEO of the former Trustbank N.V., a conventional savings and loans bank (secondary bank) since 2004. She led the conversion of Trustbank N.V. to a full-fledged primary Islamic bank, with the support of ICD, the private arm of the Islamic Development Bank Group.

Ms Badjoeri envisions Trustbank Amanah to be a universal bank for everyone and not just the Muslim community. Trustbank Amanah succeeded in obtaining the first Islamic bank license in Suriname and within the region, and was awarded the prestigious IRBA Excellence Award in April 2019, for its pioneering role in developing Islamic banking.

Ms Badjoeri earned recognition in Digital Banking & Fintech and received the Fintech Success Story Award for Trustbank Amanah conversion journey, during the 1st

African Islamic Fintech Summit, organised by SAIFI Event in 2019.

PROFESSOR DR RUSNI HASSAN



Deputy Dean (Academic & Industrial Linkages), Institute of Islamic Banking & Finance International Islamic University Malaysia

Nationality: Malaysian

Prof Dr Rusni Hassan is a renowned global industry expert in Islamic banking and finance, and is involved with the Institute of Islamic Banking and Finance at the International Islamic University, Malaysia. She advises on Shari'a compliance aspects and issues, including waqf, cooperative society and Islamic pawnbroking.

Dr Rusni was a member of the Shariah Advisory Council at the Central Bank of Malaysia, a Shari'a Committee member for HDFC Maldives, an advisor to Women on Boards, Maldives, as well as the Secretary and Assistant Secretary in the Association of Shari'ah Advisors in Islamic Finance Malaysia (ASAS) and the International Council of Islamic Finance Educators (ICIFE). She is a registered Shari'a Advisor with the Securities Commission of Malaysia and the Association of Islamic Banks in Malaysia (AIBIM). She was also appointed as an independent board of director in one of the leading Takaful companies in Malaysia.

She has written more than 100 articles in local and international journals, published industry related books, and has contributed on issues related to women and Islamic finance. She is a key note speaker in local and international seminars, workshops, conferences and trainings. She has received

numerous prestigious awards and accolades by global and local organizations.

DR. DIAN MASYITA



Professor of Finance at Faculty of Economics and Business Universitas Padjadjaran

Nationality: Indonesian

Dr. Dian Masyita has been a Professor of Islamic Finance and Banking at the University of Padjadjaran. She is the Director of the Research Centre of Rumah Zakat, Indonesia and previously was appointed as a Project Manager of the Waqf Core Principles by Bank Indonesia.

She is a national assessor for the National Accreditation Board of Indonesian Higher Education and a reviewer LPDP-Indonesian Scholarship. She was also appointed by the UNDP to be a Senior Specialist in Islamic Finance at Lab Innovative Financing UNDP. She has been the Chair of Islamic Micro Business Training Research in collaboration with Bank Indonesia.

She has presented her papers at many prestigious conferences in the world and conducted research with international researchers, as well as an author and contributor to industry-related books. She is also credited for the development of various innovations in the pedagogy of Islamic banking and finance, the history of civilisation, and Islamic thought.

She is a regular public speaker for Islamic Social Finance in universities and Zakat-Waqf Institutions in Indonesia. She was also involved in many research projects in Islamic finance with OJK

(Indonesian FSA), Bank Indonesia, KNKS, Ministry of Finance, and Baznas.

HUANG LEI



China Islamic Finance Club Founder & CEO

Nationality: Chinese

Huang Lei is the Founder & CEO of China Islamic Finance Club (CIFC), the first private organization to promote the growth and cooperation on Islamic economy and Islamic finance in China. She is also the Secretary-General of the China-UAE Business Forum, and the President of Cross Time International (Beijing) Co., Ltd. She has worked with several international institutions, including various UN organisations and law firms.

CIFC focuses on research and promotion of strategic alignment between China and the Middle East, West Asia and North Africa, as well as international cooperation and win-win development in think tanks, trade, finance, education, science and technology, ecology, the halal industry, innovation, and entrepreneurship. CIFC co-organised the China-UAE Conference on Islamic Banking and Finance (CUCIBF) with the HBMSU (Hamdan Bin Mohammed Smart University), DIEDC (Dubai Islamic Economy Development Centre), and DCIBF (Dubai Centre for Islamic Banking and Finance) in 2016.

She also submitted a proposal report entitled "The Development Opportunities for Islamic Finance based on the Belt & Road Initiative", and spoke on Islamic economy and Islamic culture in conferences. She joined the Islamic Finance Internship Programme (IFIP) in

2018 to provide internship opportunities to Chinese youth in international Islamic financial organizations.

DR. NIDA KHAN



Doctoral Researcher University of Luxembourg

Nationality: Indian

Dr Nida Khan is a doctoral researcher in the Services and Data Management Research Group in the Interdisciplinary Centre for Security, Reliability and Trust at the University of Luxembourg. She is the developer of pioneer education smartphone apps in the Islamic finance industry. She has developed the world's first blockchain-based decentralised app for Zakaat in Ethereum and is credited with the development of a new consensus mechanism, FAST, for high performance blockchains. She has also worked on innovative fintech applications for Sukuk and Islamic mortgage.

Her research work entails blockchain-enabled traceability in finance, and has worked on case studies for an upcoming French-Luxembourgish Islamic fintech startup, Conexcap. She is the country correspondent for IFN in Luxembourg. She is also the CTO for OneAgrix, a Singapore based blockchain startup in the Halal economy. She is the recipient of the prestigious FNR grant by the government of Luxembourg for innovative industrial projects. She is also contributing as a team member of Masdin for the management of software-defined infrastructure. She has dealt with blockchain-based micropayments, blockchain governance and privacy-preserving blockchains. Her work

appears in diverse publications and she speaks regularly on emerging technologies.

DR. IRUM SABA



Programme Director / Assistant Professor
Institute of Business Administration
Karachi

Nationality: Pakistani

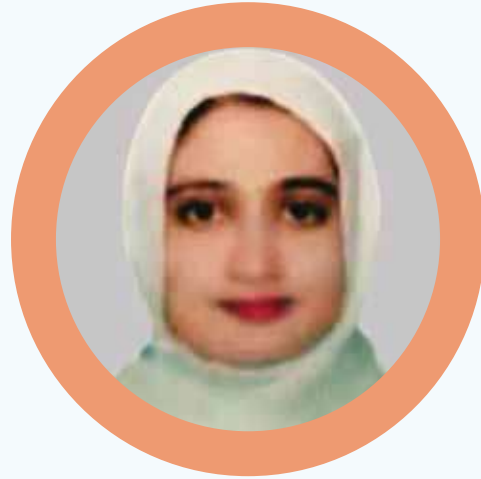
Dr. Irum Saba is an Assistant Professor, Department of Finance at the Institute of Business Administration-Karachi, Pakistan, on deputation from the State Bank of Pakistan (central bank); on the Standing Committee on “Islamic Banking” 2020; Grand Councillor, Chartered Institute of Islamic Finance Professionals (CIIF); Malaysia Coordinator, (Academics and Research) Centre for Excellence in Islamic Finance (CEIF), IBA Karachi, Pakistan; Programme Director, Islamic Banking and Finance, IBA-Karachi, Pakistan.

Dr. Saba has more than 15 years of progressive regulatory, research, training and teaching experience with organizations of international repute. She sits on the board of more than 8 companies in Pakistan, Malaysia, Maldives, and Australia in order to advise and guide companies for creating the Islamic economic system and helping people at large.

She is also the recipient of several distinctions and awards. She is the sub-editor of the Journal of Islamic Finance Accountancy (JOIFA), AAOIFI, Bahrain and Vice President-Asia Pacific Applied Economics Association (APEA), Australia. She has conducted more than 100 training sessions in banks and universities all over the world, and is a member of the Federation of Pakistan Chamber of Commerce and

Industries committee on Islamic banking to devise a plan and implement it for the Islamic banking industry.

IFFAT NIGAR



Director Islamic Banking (Corporate
Banking) Standard Chartered Bank
Pakistan Limited

Nationality: Pakistani

Iffat Nigar is the Director of Islamic Banking at Standard Chartered Bank Pakistan Limited, and has been leading Saadiq Pakistan’s Islamic corporate banking team for more two years, dealing with corporate-banking clients availing Islamic-banking products.

She is experienced as an Islamic banking professional with 15 years of corporate finance exposure with a diversified client base, and has been associated with the Standard Chartered Group for more than 14 years. She is recognized as an Islamic finance expert at industry level, having being ranked amongst the top 50 Islamic finance women professionals globally during the last two consecutive years. She has supported substantial growth in Islamic corporate business and is part of the group driving the diversity agenda at the Standard Chartered Bank. She is skilled in portfolio management, business relationship management, risk management, corporate finance, and Islamic banking.

She holds Senior Associate membership with the CIIF (Chartered Institute of Islamic Finance Professionals), Malaysia and was awarded the CEO Excellence Awards 2017. She has participated in Islamic

finance conferences & sessions organized by AAOIFI & IBA-CEIF and delivered career counselling sessions for IBA-CEIF students.

AYESHA ASHRAF JANGDA



Section Head, Training and Organizational Development BankIslami Pakistan Limited
Nationality: Pakistani

Ayesha Ashraf Jangda is one of those female leaders in Islamic banking and finance industry of Pakistan who are considered as “behind the scene success

stories”. As an active member of the founding team of BankIslami Pakistan, she played a pivotal role in making the bank a major player in the national Islamic banking sector. She currently works at the Bank in the capacity of Section Head, Training and Organizational Development in Human Resources Department. She led the T&OD team to launch the Bank’s e-learning initiative and has been instrumental in the launch of the first Trainee Islamic Bankers batch and the Differently-abled Officers batch.

Ayesha is also the only female member on the Board of BankIslami Modaraba Investments Limited and serves as the Secretary/Anchor person of BankIslami’s MANCOM (Management Committee). She works in the advisory capacity voluntarily at Zaynab Academy, an Islamic educational institution initiating women empowerment talks and projects. She has given workshops on Islamic finance at the institute and had been a part of the team that played a foundation role in establishing the Hiba magazine, first English language women Islamic magazine of Pakistan. Her articles on Islamic finance and money management matters have been published in leading newspapers.

WAY FORWARD

There are hundreds of other unsung heroes whose efforts have been under-recognized. With concerted efforts by the State Bank of Pakistan along with banking sector and Islamic banks in particular, our women can become an effective component in the growth and prosperity of the business and financial industry of Pakistan.

COMPLIANCE & CONTROL GROUP



Key Regulatory Updates:

- In October 2021, SBP issued instructions regarding Kamyab Pakistan Program (KPP), KPP has three components related to financing i.e:
 - (1) Kamyab Karobar
 - (2) Kamyab Kissan and
 - (3) Naya Pakistan Low-Cost Housing.
- Payment Systems Policy & Oversight Department (PSP&OD) issued instructions regarding Enhancing Digitization initiatives in banks wide PSP&OD Circular Letter No. 05 of 2011 on 15th October 2021. This circular mandatorily required banks to provide digital payments and facilitation of financial services to institutional clients (Corporations/Companies/Partnerships) via online platforms, online IBFT services, online bill payment services, OTC digital payment services, and card payments using POS-terminals etc.
- In November 2021 SBP issued instructions regarding implementation Regulatory Approval System (RAS) vide BPRD Circular No. 04 of 2021 to further strengthen

“Transparency and compliance with the law are the factors of further improvement”

effectiveness and TAT of regulatory approval process.

- In November 2021 SBP issued a comprehensive Corporate Governance Regulatory Framework to further strengthen the corporate governance regime and align it with international standards, existing FPT criteria and other requirements for sponsor shareholders, members of BoD, Presidents/CEO and key executives of banks have been reviewed.

FATF Public Statement on Pakistan – October 2021

Since June 2018, when Pakistan made a high-level political commitment to work with the FATF and APG to strengthen its AML/CFT regime and to address its strategic counter terrorist financing-related deficiencies, Pakistan's continued political commitment has led to significant progress across a comprehensive CFT action plan. Pakistan has completed 26 of the 27 action items in its 2018 action plan. While Pakistan has reported some steps, the FATF encourages Pakistan to continue to make progress to address as soon as possible, the one remaining CFT-related item by continuing to demonstrate that TF investigations and prosecutions target senior leaders and commanders of UN designated terrorist groups.

In 2021, Pakistan provided further high-level commitment to address these strategic deficiencies pursuant to a new action plan that primarily focuses on combating money laundering. Since June 2021, Pakistan has taken swift steps towards improving its AML/CFT regime, including by enacting legislative amendments to enhance its international cooperation framework; demonstrating DNFBP monitoring for PF TFS and DNFBP supervision commensurate with the risks; and applying



sanctions for non-compliance with beneficial ownership requirements.

In response to additional deficiencies later identified in Pakistan's 2019 APG Mutual Evaluation Report (MER), in June Pakistan should continue to work to address its other strategically important AML/CFT deficiencies, namely by: (1) providing evidence that it actively seeks to enhance the impact of sanctions beyond its jurisdiction by nominating additional individuals and entities for designation at the UN; and (2) demonstrating an increase in ML investigations and prosecutions and that proceeds of crime continue to be restrained and confiscated in line with Pakistan's risk profile, including working with foreign counterparts to trace, freeze, and confiscate assets.

Virtual Assets – Emerging risk of Money laundering and Terrorism financing

• Understanding Virtual Assets.

According to the Financial Action Task Force (FATF), the term 'virtual asset' refers to any digital representation of value that can be digitally traded, transferred or used for payment. It can perform following functions:

- Medium of exchange
- Unit of account
- Store of value



• Potential AML / CFT Risks Associated with Virtual Assets

- Virtual Assets are considered high risk due to decentralization of peer-to-peer online transactions.
- There is high level of anonymity in transactions of virtual assets on the internet, which makes it difficult to identify individuals and source of funds involved in transactions.

- Price Volatility and speculative nature of virtual assets make them risky.
- The transactions of virtual assets immediately executed and cannot be reversed.
- Virtual Assets are easily convertible to/from fiat money and potentially not subject to AML/CFT requirements.



- Lack of clarity regarding the responsibility for AML/CFT compliance, supervision and enforcement for these transactions that are segmented across several countries.
- There is no central oversight body, and no AML software currently available to monitor and identify suspicious transaction patterns with regards to Virtual Assets.
- Law enforcement cannot target one central location or entity (administrator) for investigation or virtual asset seizure purposes.
- It is difficult to make trail of transactions during investigation process.
- Virtual asset system can be accessed via the Internet (including via mobile phones) and can be used to make cross-border payments and funds transfers.
- May fuel the criminal activities in any region by concealing and disguising the proceeds of crimes.
- May hurt the countries' economies by unauthorized capital flight.
- Virtual assets and its transactions are potentially vulnerable to terrorism financing.
- Virtual asset transactions may be conducted using dark net and commonly used in illegal trade commenced on dark web.
- There is risk of cheating and fraud in trading of virtual assets.

Controls in Pakistan to combat risk of Virtual Assets

Currently, there is no law or regulations placed in Pakistan to mitigate the ML/TF risk posed by virtual assets. However, the State Bank of Pakistan (SBP) does not recognize Virtual Assets as legal tender to store and transfer value. SBP has issued caution regarding risks of virtual currencies and prohibited general public from trading in any type of virtual asset through its circular vide letter # ERD/M&PRD/PR/01/2018-31 dated April 6, 2018. Further, SBP has also refrained all banks, exchange companies and other financial service providers through its Circular # 03 of 2018 of BPRD dated April 6, 2018 (<http://www.sbp.org.pk/bprd/2018/C3.htm>) from facilitation of transactions related to virtual currencies and directed them to immediately report such type of transactions if found in any account to Financial Monitoring Unit (FMU) as a Suspicious Transaction Report (STR).



SECP's List of Companies Indulged in Unauthorized Activities

Few registered companies and unregistered entities portraying to be registered with SECP and FBR have started unauthorized business activities of leasing/financing facility, MLM, pyramid/Ponzi schemes, seeking deposits from the general public in the name of jobs, investment and trading etc. General Public has been warned that these schemes /activities /businesses are prohibited and restricted under the law. SECP has also cautioned the general public in their own interest to be vigilant with their investments and not to be misled by such lucrative



schemes offered by any company. SECP has initiated legal proceedings against various companies involved in unlawful business activities under relevant provisions of the Companies Act 2017 and also circulated a list of such companies on their website dated 28th October 2021. List of all such companies has already been uploaded on the C-LINK for real time and ongoing screening.

Banking Compliance: Top 5 Challenges

Compliance functions are a key component of banks second line of defense for managing risks. Their role is to ensure that banks operate with integrity and adhere to applicable laws, regulations and internal policies.

Many financial organizations are focusing on improving their regulatory compliance practices. They are looking at the compliance challenges being faced by organizations across the industry and trying to find the best solutions possible. The five biggest challenges being faced by risk and compliance teams across the country include:

Hybrid Work Environments: Remote work however, introduces an extra level of compliance complexity for banks. Organizations have had to adapt quickly to evolving restrictions and revise internal company processes and procedures to include remote work.



Regulatory Change: Banking compliance officers have to keep a close eye on current regulatory obligations, as well as associated processes. Regulations require copious amounts of data and documentation from multiple policy makers. And must be able to translate that information into action to update relevant organizational processes, controls and policies.



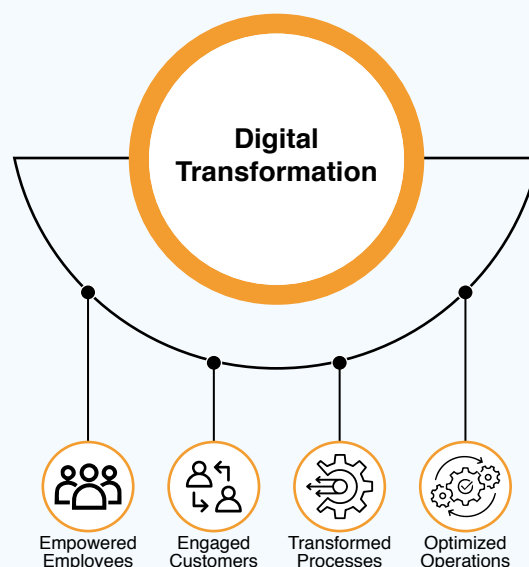
Accountability Requirements: Personal accountability continues to be a high priority for regulators seeking to stem misconduct and embed risk-aware cultures into banks.

Digital Transformation: Consumers are now embracing digital platforms to access



many products and services. A successful digital transformation program requires overall good data governance and risk management. Aligning people, processes and technology into a data strategy is fundamental to success. These developments justify the urgent need for a digital transformation in banking practices and standards.

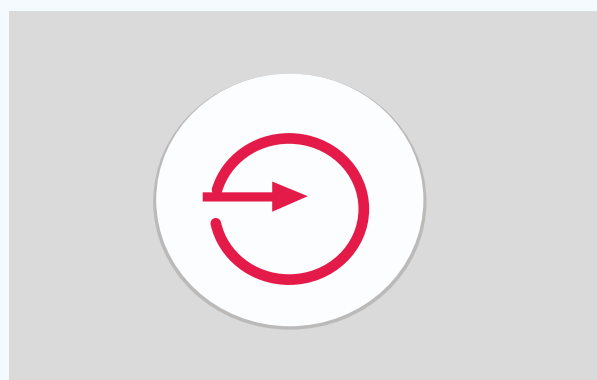
Compliance Costs: The cost of compliance is so great, in fact, it can interfere with the ability to innovate, deliver customer value and reduce operating cost. To reduce spending on regulatory compliance is not something that can be easily achieved especially when penalties for non-compliance remain high.



Strengthening of AML Control

During Q4 of 2020, AML Department has significantly strengthened its controls by restructuring its transaction monitoring team and through TMS version upgrade i.e., from FCCM edition 8.0.4 to 8.0.8. details enclosed hereunder;

- **Induction of new AML Scenarios:** As part of upgrade project, bank has not only migrated all existing scenarios to the new version. Additionally, bank procured five new AML monitoring scenarios. Out of the five, three scenarios have been deployed and the remaining two will be deployed in due course. The new scenarios will help in identification and reporting suspicious customers thus mitigating potential ML risks of the bank more effectively as second line of defense.
- **Implementation of 04 eye principle:** In order to mitigate potential ML risk through customer transactions. It is significantly important that TMS alerts should be reviewed effectively to detect out of pattern or suspicious transactions. With the upgrade of the project, AML department has strengthened its monitoring controls by implementing 04 eye principle in alert review and closure process. The system workflows have been devised accordingly and now alerts are being closed post review of AML analyst as well as Supervisors. Initially, 04 analysts have been assigned to 01 supervisor, However, the same (04 to 01) analyst to supervisor ratio may be amended by AML department based on available capacity and practical experience. The said re-structuring of the Team and changes in system will result in more effective monitoring and identification of out-of-pattern/ suspicious transactions and thus mitigation potential ML risks of the bank more effectively as second line of defense
- **TBML Case Management via FCCM:** During Q4 of 2021, TBML Unit at CCG has significantly strengthened its controls after implementation of Oracle based software "Financial Crimes and Compliance Management (FCCM) TBML Module" which generate auto cases via Enterprise Case Management (ECM) on portfolio based pre-defined threshold parameters set against multiple scenarios for effective analysis of trade transactions. Moreover, the FCCM is integrated with Core Banking System (CBS) and TMX Trade Repository.





- **Price Verification, Dual Usage Goods & Voyage Checking in Trade Transactions:** To further strengthen the controls in line with SBP's guidelines for Managing Risks of Trade Based Money Laundering, Terrorist Financing & Proliferation Financing; an application based automated solution i.e., "IHS Maritime & Trade Products" has acquired from "IHS Markit" for the purpose of price verification, dual usage goods and checking of voyage in trade transactions.

This capability will enable bank to manage international trade business in line with applicable regulatory framework for managing Money Laundering, Terrorist Financing & Proliferation Financing risk in foreign trade-based transactions.

“OUR FUTURE SUCCESS IS DIRECTLY PROPORTIONATE TO OUR ABILITY TO UNDERSTAND, ADOPT AND INTEGRATE NEW TECHNOLOGY INTO OUR WORK”

Significant Fraud Incident

Destructive Cyber-attack hits Bank in Pakistan

A "destructive" cyber-attack has crippled the operations of a bank in Pakistan on 29th October, 2021. The incident impacted the bank's ATMs, internal network, and mobile apps. The incident is currently being investigated as a data-wiping malware attack, rather than ransomware.





ATM Jackpotting / Hacking Incident at multiple banks

A unique kind of bank fraud has been reported by multiple banks of Pakistan. The hackers hacked the ATM machines and malfunctioned it and succeeded in dispensing out available cash denomination of Rs. 5,000/-.

Internal Controls

What are Internal Controls?

Internal Controls are policies and procedures put in place by management to provide reasonable assurance about effectiveness and efficiency of operations, reliability of financial reporting, safeguarding of assets as well as compliance with applicable laws and regulations.



Benefits of Internal Controls

- Help perform roles & responsibilities
- Protection of assets
- Reduce fraud, theft and errors
- Improve efficiency in operations
- Increase financial reliability and integrity
- Compliance assurance with laws and statutory regulations
- Effective Monitoring

Consequences of Internal Control Deficiency

- Chances of occurrence of Frauds
- Imposition of regulatory penalties
- Misappropriation of assets
- Misstated financial statements
- Inefficiencies leading to higher operating costs
- Reputational damage

- Loss of revenue

Strategic Initiatives Achieved by Enterprise Compliance & Control Division – 2021

- Implementation of Compliance Risk Management (CRM) System for automation of following activities:
 - Review of bank’s policy/procedural documents
 - Tracking of SBP Issues & Management Audit Observations
 - Operational Risk tools (i.e. Identifying & measuring compliance related RCSA & KRIs, etc.)
- Standardized mechanism for review of bank’s documents
- Took initiative to perform Compliance Reviews of branches in all geographies as well as non-branch entities
- Conducted Training & Awareness sessions on the following areas:
 - Key regulatory instructions for branch staff, and
 - Handling of Compliance Risk Management System for coordinators of relevant Groups of the Bank

Training & Awareness Program:

Webinar on Fraud Risk Awareness

Mr. Waqas Mahmood - Chief Compliance Officer (CCO) conducted webinar on Fraud Risk Awareness to staff including BM, AOMs and ROMs on 01st December, 2021. This webinar was live streamlined through BOP official Facebook page providing access to bank wide staff. The motive of this session was to spread fraud risk awareness across bank staff. This was an interactive session followed by questions & answers. CCO answered the questions raised by staff members to improve their understanding about fraud risks, reporting of incidents and regulatory requirements. Group Head Operations Mr. Ijaz Ur Rehman Qureshi also participated in the session as speaker & emphasized the importance of implementation of policy & procedures in letter and spirit to mitigate fraud risks.



Highlights of this session:

- Different types of fraud and commonly known types of digital frauds.
- Trend analysis of fraud/forgeries/dacoities.
- Fraud preventive measures and Bank’s zero tolerance policy towards staff involved in fraudulent activities.
- Importance of timely reporting of fraudulent activities to line management/FRMD.

Sessions on Fraud Risk Management:

During Q4-2021 three (03) training sessions were conducted by Head FRMD on fraud prevention policy to 300 staff members across the board. These sessions benefited the staff in following manner;

- Importance of timely reporting of Fraud & Forgery incidents.
- To recognize Red Flags of frauds and suspicious activities.
- Provided necessary guidelines for employees to take appropriate steps to prevent Fraud, Forgeries and Dacoities.
- Latest fraud trends, types of financial frauds including digital frauds.

Session on Anti-Money Laundering, Combating the Financing against Terrorism & Proliferation Financing (AML/CFT/CPF)

Training sessions on AML/CFT/CPF was delivered to respective staff members of CFT Department on November 12, 2021 at BOP Big City Premises. This session was helpful to staff for enhancing knowledge about AML/CFT/CPF and current update. This session also covered training of Compliance-link Name screening system. A pre and post training assessment was also conducted to test the knowledge of staff members.



Session on Combating the Financing against Terrorism (CFT):

- Online / virtual training to multiple regions were conducted by CFT department on Combating the Financing against Terrorism during fourth quarter and trained 138 staff members.

Technology Based Solution (FCCM – TBML Module Session):

An awareness session was arranged for respective business units for better understanding and awareness on handling of queries raised by TBML Unit on cases/ red flags triggered via FCCM TBML module and their disposal within due time period.

Training Session of BOP Subsidiaries:

An awareness session on AML CFT for our subsidiaries i.e First Punjab Modarba & Punjab Capital Securities is arranged and conducted on December 24, 2021. Session was particularly designed as per SECP regulations on AML/CFT & its implementation as per specific nature of financial services offered by subsidiaries to ensure meticulous compliance on group wide basis.

Compliance & Control Group

COMPLIANCE UPDATES



Regulatory Updates

Licensing and Regulatory Framework for Digital Banks (BPRD Circular No. 1 of 2022)

In this era of digitization, the technology-based innovations not only supported the digital transformation of financial sector but also enhanced the efficiency of the industry. The digital banking solutions have paved the way for improvement of service quality standards in the banking sector and enabled the service providers to efficiently cater to the growing needs of banking customers.

In pursuance of above objectives, State Bank of Pakistan has developed a licensing and regulatory framework for setting up digital banks in Pakistan. The primary aims of this framework inter alia include enhancement of financial inclusion, provision of affordable/cost effective digital financial services especially to underserved segments of the society and fostering a new set of customer experience. This framework facilitates, incumbents as well as new financial institutions, international banking players, non-banking financial institutions and Digital Financial Service (DFS) providers, to establish a digital bank in Pakistan for providing a full suite of banking services through digital and electronic channels.

Measures to Mitigate COVID-19 Pandemic (– AML/CFT/CPF Regulations (BPRD Circular Letter No. 01 of 2022))

Reference to the on-going impact of COVID-19 pandemic, State Bank of Pakistan has decided to further extend the validity of following regulatory relaxations till June 30, 2022:

- Banks / MFBs may utilize NADRA Verisys in place of biometric verification, where

the same is not possible or appropriate due to risk of COVID-19 spread, while complying with controls and measures stipulated in BPRD Circular Letter 9 of 2020, ACMFD Circular Letter 3 of 2020 and BPRD Circular Letter 19 of 2021.

- Banks/ MFBs shall continue with enhanced transaction limit of Rs. 500,000 per month and maximum account balance of Rs. 500,000 for non-biometrically verified merchant accounts.
- Authorized Financial Institutions (AFIs) shall not downgrade non-biometrically verified Branchless Banking (BB) legacy Level-1 accounts to Level-0.

AML / CFT / CPF Regulations – Frequently Asked Questions (FAQs) on Targeted Financial Sanctions (TFS) Obligations (BPRD Circular Letter No. 02 of 2022)

In order to enhance the understandings of TFS regimes related to Terrorism Financing (TF) and Proliferation Financing (PF), SBP has developed FAQs on TFS obligations. These FAQs are intended to provide clarification to Regulated Entities (REs) on common queries in relation to the Regulation-4 (Targeted Financial Sanctions under UNSC Act, 1948 and ATA, 1997) of SBP's Anti-Money Laundering, Combating the Financing of Terrorism and Countering Proliferation Financing (AML/ CFT/ CPF) Regulations.

RAAST Person-to-Person Payment Service (P2P) (DI&SD Circular No. 01 of 2022)

After the successful launch and implementation of first phase of RAAST "RAAST-Bulk Payments" in 2021, SBP is now implementing second phase of RAAST i.e. "RAAST P2P Payment Service". This

would enable instant Person-to-Person fund transfers and settlement. Customers would be able to send and receive funds using either their International Bank Account Number (IBAN) or their RAAST ID. Initially customers would be able to use their registered mobile numbers as their Raast ID and link it to any of their bank account for conveniently receiving funds.

The RAAST services shall be available on at least three channels i.e. OTC, Internet Banking and Mobile Banking.

Funds successfully transferred through Raast should be credited into the recipients' accounts within 20 seconds of receiving the credit advice from RAAST System. The successful transaction should be reflected in the account statements of both the sender and receiver within this time period and the customers should receive credit/debit confirmation advice on their registered cellphones, email addresses and via in-app notifications, where available.

Standardization of Quick Response (QR) Codes for Payments in Pakistan (DI&SD Circular Letter No. 1 of 2022)

State Bank of Pakistan has decided to issue a specific Standard for QR Codes (QRCs) for Merchant payments as well as Person to Person (P2P) payments in Pakistan with the aim of standardizing the QR Issuance and acceptance practices in the country. The objective of issuing QR Code standard for payments is to provide interoperability by ensuring that all QR code scanning devices, including mobile phones, are able to scan any QR code and seamlessly process payments regardless of the issuer or the scheme.

This will be effective from 1st July 2022. All new QR codes shall be issued as per the new standard. Similarly, all issuers shall develop their QR reading/scanning systems to adopt to the attached standard not later than 30th June 2022. The existing QR codes issued by the acquirers also need to be replaced as per the new standard by 30th June 2022.

Transaction Limit for RAAST Payments

Anti-Money Laundering and Combating the Financing of Terrorism

FATF - Money Laundering and Terrorist Financing Risks Arising From Migrant Smuggling (Released on 22nd March 2022)

(DI&SD Circular Letter No. 02 of 2022)

In order to facilitate users of RAAST services, SBP has decided that there will be no transactional limits (w.e.f. April 1, 2022). Banks however may set the transactional limit based on the customer risk profile in accordance with relevant AML/CFT requirements. However, the customer transactional limits for RAAST payments shall not be less than Rs.200,000/- per transaction or the transactional limit applicable as per the account type and prescribed by SBP. Also the aggregate customer limit assigned to RAAST payments shall not be less than the IBFT limit. The aggregate limit shall be communicated to the customer with the option to increase/decrease the transactional limits by using their mobile app/internet banking portals latest by 10th April, 2022. Bank shall ensure to put strong risk mitigants and robust internal controls in order to prevent fraudulent activities as well as misuse/abuse of transactional limits.

Detecting Migrant Smuggling Financial Flows

Financial flows from migrant smuggling are generally difficult to detect because of the extensive use of cash or unofficial banking methods such as hawala, while well-regulated banks or money transfer services are often avoided.

The FATF report highlights key indicators that could suggest suspicious activity and can help banks, money remitters or other businesses detect and report suspicious transactions. As with all indicators, a single indicator in relation to a customer or transaction may not alone warrant suspicion of migrants smuggling, but it could prompt further monitoring and examination, as appropriate.

Key Indicators - Terrorist Financing

- Foreign nationals, recently immigrated [into the jurisdiction], who:
 - live or work in places close to reception centers for immigrants, or border crossings or logistic hubs along migration routes;

Migrant smuggling is a global issue. Every year, natural disasters, conflict, persecution or poverty, drive millions of individuals to illegally enter a different country, with the hope of building a better future there. To do so, many put their lives in the hands of migrant



smugglers who provide transport during often-perilous journeys, for a considerable fee. The exact amount of the proceeds generated by

migrant smuggling is unknown, but current estimates exceed USD10 billion per year.

How do migrant smugglers launder their money?

- **Cash:** Cash is king for the migrant smugglers, they receive the majority of their payments in cash and will sometimes avoid depositing their proceeds into a bank account. Instead, they use the cash to finance their living costs or in some cases to support drug or gambling habits.
- **Hawala:** When money needs to be transferred between jurisdictions, it is usually through an informal money transfer system, known as hawala that often operate out of small businesses such local supermarkets or telephone stores.
- **Trade-Based Money Laundering:** FATF research indicates that migrant smugglers frequently use legal businesses such as retail (e.g. food, grocery, hardware shops),

wholesale, car dealerships, financial intermediation services, food premises (restaurants, diners etc.), travel agencies, telephony services, internet points and/or internet cafés, transport companies. They sometimes also recruit straw men and third parties, mainly relatives, to run or work in these businesses.

- **Smurfing:** Smugglers make a large number of deposits of small amounts into bank accounts to avoid suspicion.
- **Professional Laundering Networks:** Migrant smuggling groups also appear to increasingly outsource their money laundering activities.
- **Investments:** Migrant smugglers may also invest their profits in real estate, high value goods, and legal businesses in both the countries of origin and the country of destination.

Key Indicators - Money Laundering

- Numerous transactions with money remittance companies and online payment services companies, sometimes without

logical reason.

- Money flows of relevant amount within a short time period.

- Foreign/Migrants using the same IP or machine ID to perform transactions.
- Transactions through prepaid cards in areas far from the ordinary place of residence/domicile of their holders.
- Transfer remittance through third parties “money mules”.
- Recharging transactions between prepaid cards held by foreign nationals, living or operating in places close to reception centres for immigrants or to border crossing points.
- Remittances to a different province or country of prior residence or citizenship.
- Immediate liquidation of money.
- Transactions involved persons with criminal records for migrant smuggling and human trafficking.
- Use of Hawala/Hundi transaction system.
- Deposit of money in foreign currency accounts.
- Repeated receipts or fund transfers of relevant overall amount from/to several counterparties abroad.
- Regular gambling activity interspersed with remittance and deposit activity.

- work as MVTs (Money Value Transfer Service) Agents;
- hold different prepaid reloadable cards issued in different places - such as above -, often far from each other;
- are registered by the Customs Agency for cross-border cash transfers (in the case of the said MVTs Agents, this would trigger suspicions that the criminal proceeds could have been laundered by commingling them with the MVTs proceeds and also used for informal hawala-style money transfer systems);
- Intertwisted MVTs transfers and/or card-reloading transactions of huge overall amounts, performed by the same unemployed individual in different regions;
- POS payments bearing descriptions about purchase of travel tickets to and/or stays in Central-Northern European countries;
- Links to individuals known (as per confidential information) to be close to:
 - terrorist organizations or
 - military organizations in countries rated high-risk for terrorism or
 - radical environments/groups (with particular reference to individuals playing official or managing roles in cultural-religious associations suspected of radicalism).
- Recharging transactions between prepaid cards held by foreign nationals, living or operating in places close to close to reception centers for immigrants or to border crossing points, without an economic or professional activity that could justify their transactions;
- Transactions through prepaid cards performed also in areas far from the ordinary place of residence/domicile of their holders, with particular reference to the towns constituting logistical hubs of the national transport network (highways, railways, ports and airports);

REGTECH Upgrade

Improvement in C-Link

Growing complexity and increasing regulatory rigor always demand ongoing testing &

evaluation of screening system to optimize its efficiency. Applying this approach, functionality of Bank’s Sanction Screening solution (C-Link) has been reviewed and following control enhancements are

implemented with the help of vendor:

- Separate TAB with the name of “PWL-CNIC” has been added in C-Link where CNIC based alerts shall be shown separately and user can easily identify such alerts for evaluation. This tab is in addition to existing tab PWL where only name based alerts are shown. It is pertinent to mention here that users have to review the alerts on both tabs vigilantly and ensure to close all the alerts after proper review.
- Separate TAB with the name of “Vessel” has been added in C-Link where the Vessel number based alerts shall be shown separately and users can easily identify such alerts for review and evaluation.

Implementation of Enhanced Risk Profiling Matrix for Liability Customers

In line with State Bank of Pakistan’s AML/CFT/CPF Regulations and to further improve the Risk Based Approach, The Bank of Punjab has successfully implemented the new customer risk rating model to deter the risks emanating from money laundering, terrorism and proliferation financing. The model is live from April 5, 2022 and required changes have been deployed in systems. This revised risk Profiling Model is simultaneously addressing the regulatory requirements and industry norms. In addition, the matrix not only calculate the Money Laundering (ML) risk but also capable to calculate TF and PF/TBML risks. It is noteworthy that matrix will calculate the customer risk at onboarding stage as well as on real time basis due to any change in risk profile of customer.



Fraud Risk Management



Country’s Biggest Financial Fraud - 2022

Hascol Petroleum Limited (Oil Marketing Company) committed fraud of Rs.54 Billion (from year 2015-2020) in connivance with the Banks by adopting following modes;

- Credit Lines of bank loans (funded / non-funded financial facilities) were increased against “weak securities”.
- Opening of fake letters of credit (LCs).

No fuel was underlying for this quantum of LC and these were opened only to increase the liquidity of company.

- Transferred funds illegally outside Pakistan through “over-invoicing”.
- Siphoned off funds through fake contractors.
- Possibility of money laundering and tax evasion.



Bribes/Kickbacks are Fraud

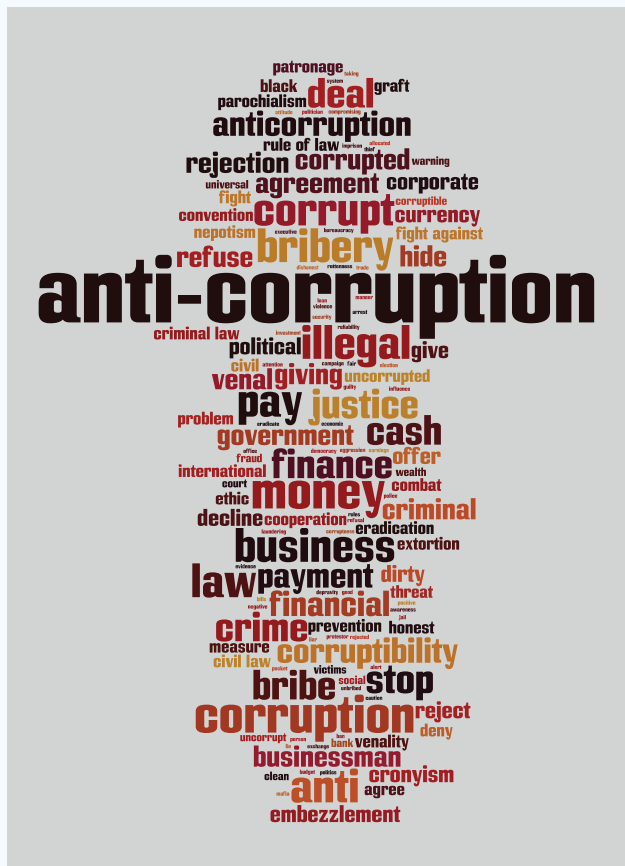


“Bribery” is something, such as money or a favor, offered or given to a person in a position of trust to influence that person’s views or conduct.

“Kickback” is an illegal payment intended as compensation for preferential treatment or any other type of improper services received. The kickback may be money, a gift, credit, or anything of value.

Previously, both bribes/kickbacks were considered as corrupt practice, however, as per SBP Guidelines both are one of Fraud Categories.

Fraud Vigilance Activities by FRMD-CCG



- Reviewed staff account (i.e. Gunman

and Personal Bankers) and highlighted unusual activities as follows;

- Tax evasion, Large value of transactions.
- Misappropriation of customer’s funds.
- Reviewed ATM Cards portfolio and pointed out instances where cards were issued to Joint Accounts having operating instruction as “Joint Operations”.
- Highlighted incidents of password sharing of branch staff during their leave period.
- Highlighted beneficiaries of “Khidmat Card” who are maintaining individual / proprietorship category accounts with reasonable balances in violation of criteria of enrolment in this program.
- Highlighted joint account where after death of one signatory, balance was disbursed to the survivor through multiple cheques.
- Highlighted CDRs outstanding since long favoring BOP issued either from Banks’ Internal GLs or from customer accounts without any plausible reason.
- Highlighted Large number of unusual western union transactions carried out by bank staff.

Change in Nomenclature of FRMS

Recently, Old Nomenclature “FRMS” is revised. As per CCG’s Organogram-2022 New Nomenclature is Digital Fraud Monitoring Unit under FRMD.

Key Activates during the Quarter:

- Initiated customer’s awareness message regarding SIM swapping fraud.
- Introduced enhanced control in Branchless banking transactions through One Time Password (OTP) in addition to existing feature of Biometric verification system (BVS) to mitigate fraudulent activities.
- Initiated a communication program with member banks for swift resolution of FTDH disputes.
- Highlighted suspicious branchless banking agents.

New Initiatives

In order to make Digital Fraud Monitoring Unit capable/well equipped to monitor fraudulent transactions related to upcoming “Credit Card Project” UAT was conducted successfully

through transaction monitoring tool (FACE).

Disciplinary Action against Staff

Bank has shown zero tolerance against staff involved in fraud & forgery cases. Resultantly disciplinary action completed against 54 staff



Meeting & Events

Compliance Forum Meeting

A meeting of the Compliance Forum of all banks/ DFIs /MFBs, was held on 22nd March 2022 under the Chairmanship of ED (BPRG) of State Bank of Pakistan. Following agenda items were discussed in detail and necessary guidance was provided by SBP to the industry.

- Maintaining Ultimate Beneficial Ownership Company Registry.
- Typology paper for Money Laundering & Terrorist Financing (ML/TF) in Legal Persons & Legal Arrangements (LPLAs).
- Crowd Funding through Social media-Ponzi scheme.

Farewell Dinner to CCO:

Bidding farewell to your employees and fellow colleagues can be really hard. It is one of those emotional moments in an organization where you have to bid adieu to your favorite person. Farewell dinner was organized for Mr. Waqas Mehmood CCO of Compliance & Control Group; who is moving on with an opportunity for escalation to the next step of his career. His last message to team was “As

- SBP Customers Digital Onboarding Framework (CDOF).

Training & Awareness Program:

Training Session on Sanction Regime & Red Flags (TF/PF/TFS)

Training sessions on AML/CFT/CPF was delivered to respective staff members of CFT Department on January 27, 2022 at BOP Big City Premises. This session was helpful to staff for enhancing knowledge about AML/CFT/CPF and current update. In order to measure the impact of training; survey and question session was also held after training.

I embark on new journey in my professional life, would like to thank all of you for the great support and teamwork. We collectively had faced challenging times of pandemic, still managed to transform CCG & deliver up to the requirements and expectations of our seniors as a Team. This was only possible due to commitment & hard work of CCG team.





BOP SUPPORTED WECAMP FESTIVAL 2022

TO PROMOTE HOME-BASED WOMEN ENTREPRENEURS CONCLUDES ON A HIGH NOTE

To support, encourage and promote home-based women entrepreneurs across the country, a two-day WeCamp Festival 2022 was held on March 12th -13th at the Fatima Jinnah F-9 Park in Islamabad. The festival featured business pavilions including home décor, home textile, apparel, arts, crafts & jewellery, educational products, skincare & haircare products, cosmetic products, organic oils, food products, live food & bakery items.

The WeCamp festival 2022, organized by atomcamp and its partners, aimed to recognize, celebrate, encourage, and increase the visibility of home-based women entrepreneurs in Pakistan. The Bank of Punjab partnered with WeCamp to promote women entrepreneurs under its “Banking on Equality” agenda. This is the second time that BOP has partnered with atomcamp to organize WeCamp festival, also establishing a special booth to provide information regarding banking products & services available for women entrepreneurs.

Home-based women entrepreneurs contribute immensely to the sustainability

of the Micro, Small & Medium Enterprises (MSMEs) sector in Pakistan by increasing women’s economic participation in the labor force. Women entrepreneurship plays a crucial role in reducing gender inequality and unemployment and ensures financial empowerment of women. The festival provided a platform for over 200 women entrepreneurs to showcase their products and services and expand their consumer base.

The event was inaugurated by Mr. Zafar Masud (President & CEO – The Bank of Punjab) along with women parliamentarians led by MNAs Nafeesa Khattak and Shandana Gulzar Khan. Their presence supported atomcamp and BOP’s efforts to uplift Pakistan’s women workforce through skill development, and in particular supporting and promoting home-based women entrepreneurship.

Mr. Zafar Masud (President & CEO - The Bank of Punjab) reiterated the resolve of BOP to promote financial inclusion and entrepreneurship among women and said that the bank will continue to promote these festivals to support women entrepreneurs.



THE BANK OF PUNJAB
EARNED PROFIT BEFORE TAX OF

Rs 18.4 BILLION
DURING YEAR 2021

REGISTERING GROWTH OF
54%

Lahore: A meeting of the Board of Directors of The Bank of Punjab (BOP) was held on February 18, 2022. During the meeting, annual audited Financial Statements of the Bank for the year ended December 31, 2021 were approved by the Board.

During the meeting, the Board reviewed Bank's financial performance and appreciated the efforts of Management for exhibiting tremendous financial results in line with strategic business plan.

OWING TO PRUDENT MANAGEMENT OF RESOURCES AND AGGRESSIVE BUSINESS EXPANSION, THE BANK HAS BEEN ABLE TO POST HIGHEST EVER BEFORE TAX PROFIT OF RS.18.4 BILLION DURING YEAR 2021 SHOWING A GROWTH OF 54% OVER LAST YEAR.

During the year 2021, Bank's Balance Sheet grew by 9% and remained at the level of Rs. 1.2 Trillion. First time in its history, as on December 31, 2021, Bank's deposits also crossed the level of Rs.1.0 Trillion mark. Keeping in view robust Business Plan envisaging aggressive business growth and CAPEX commitment in the areas of Information Technology & Digitalization, requiring strong capital base, the Board announced and recommended a Stock Dividend of 12.50% for Shareholders for the year 2021 as against 10.0% Cash Dividend announced for the year 2020.

During the year 2021, Net Interest Margin (NIM) improved to Rs. 29.9 billion as against Rs. 23.3 billion showing an increase of 28%. Non-Markup/ Interest Income (excluding gains on securities) increased to Rs. 6.1 billion as against Rs. 4.6 billion showing a substantial increase of 34%. During the year, Bank's NPLs reduced by Rs. 5.2 billion on account of recovery/regularization. Further, a general provision of Rs. 2.5 Billion has also been maintained by the Bank.

The Bank posted After Tax Profit of Rs. 12.4 Billion as against Rs. 6.9 Billion during year

2020 showing a significant increase of 79%. Earnings per Share (EPS) for year 2021 also improved to Rs. 4.71 per share against Rs. 2.63 per share during year 2020.

On Deposits side, the Bank registered a growth of 20% and reached the level of Rs. 1,003.0 billion as against Rs. 835.1 billion as on December 31, 2020. Investments and Gross Advances were recorded at Rs. 531.7 billion and Rs. 534.2 billion, respectively. Book Value per share (excluding surplus on assets) improved to Rs. 21.26 as against Rs. 17.52 as on December 31, 2020. As on December 31, 2021, Bank's Equity improved to Rs. 54.8 billion.

In recognition of Bank's strong financial position, The Pakistan Credit Rating Agency (PACRA) has upgraded Bank's long term entity rating to "AA+" with short term rating being already at the highest rank of "A1+". The Bank currently has a countrywide network of 662 online branches, including 114 Taqwa Islamic Banking Branches. Further, Bank also has a vast network of 647 ATMs providing 24/7 banking services to the customers.



BOP PRESIDENT & CEO MR. ZAFAR MASUD AWARDED HUNGARY'S HIGHEST CIVIL AWARD FOR STRENGTHENING HUNGARIAN-PAKISTANI CULTURAL CO-OPERATION

Mr. Zafar Masud, President & CEO of The Bank of Punjab, was decorated with the highest civil award of Hungary for spearheading the initiative to further strengthen Hungarian-Pakistani cross cultural ties, by restoring the historically significant Subcontinental artwork of Hungarian Artist August Schoefft.

The award, "The Officer's Cross of the Order of Merit of Hungary", was presented to Mr. Masud by the Hungarian Ambassador to Pakistan, H.E. Mr. Bela Fazekash, on behalf of H.E. the President of the Republic of Hungary, in a ceremony in Islamabad. Also in attendance at the event were officials of the Embassy of Hungary, and other local and foreign dignitaries.

Speaking at the occasion, Mr. Masud said, "The restoration of the 19th century Hungarian Artist August Schoefft's paintings at Lahore Fort through experts from Hungary to their original grandeur was fully sponsored by The Bank of Punjab as being one of its most significant Corporate Social Responsibility initiatives. It signifies the importance attached by BOP towards preserving our national – and our common International heritage, tying very closely to our value proposition."

Mr. Masud also said, "These paintings portray an important period of the Subcontinent's, and now Pakistan's, history; and are a precious surviving testament of the common heritage of Hungary, Pakistan and the Sikh Community. This is to my mind is a true depiction of our tolerance and acceptance for all cultures and societies, as a nation."

Mr. Fazekash, the Hungarian Head of Mission, said that this award is presented to Mr. Masud "in recognition of his outstanding contributions to strengthen Hungarian-Pakistani cultural cooperation." He further said that this initiative to restore and exhibit the 11 Schoefft paintings at the Lahore Fort could not have been realized without the generous sponsorship of the Bank of Punjab.





MOU CEREMONY

BETWEEN BOP & JW FORLAND

To facilitate our commercial customers, MoU has been signed between BOP and Forland in the presence of senior management (Mr. Salman Alam Head RFD and Mr. Alez Zou CEO Forland), with the help of this agreement priority delivery to be ensured to

all our customers with additional benefit of free one time vehicle maintenance, free fuel tank, early delivery of vehicles specially for our bop customer such initiatives has been massively appreciated by the management and customers as well.



MOU CEREMONY

BETWEEN BOP & PAK SUZUKI

We have signed the Mou between BOP and Pak Suzuki in the presence of GM Pak Suzuki Motor Wajahat Hussain and Head RFD Mr. Salman Alam Shah at MM tower, as we are

focusing on customer centric strategy and with such MoU's we provide best services and Priority delivery of vehicles (30days) to our BOP customers.

Retail & Priority Sectors Lending

RETAIL & PRIORITY SECTOR LENDING GROUP UPDATES

دی بینک آف پنجاب رکھے
HarFardKaKhayal

The Retail & Priority Sector Lending Group (R&PSL) held its annual awards ceremony on March 26, 2022 preceded by a Gala Dinner in Lahore. This celebration was a small token of appreciation and an acknowledgement of the hard work of the Top performers of the group for the year 2021.

The event was attended by Group Head R&PSL, Mr. Asif Riaz along with his direct reports and award nominees. Group Head Operations, Mr. Ijaz ur Rehman Qureshi also graced the occasion.

The ceremony concluded after distribution of Award Certificates to the best performers from across the country.



BOP and PFAN Signing Ceremony

A MOU signing ceremony on clean energy was held on 24 FEB 2022 between PFAN (Private Financial Advisory Network) and BOP (The Bank of Punjab) in order to promote Renewable energy products in Punjab. Mr. Asif Riaz, Group Head Priority Sectors Lending Group and Mr. Babar Ayaz, Head Commercial Banking Signed this MOU on behalf of BOP. This event was also attended by representatives from PPSE (Pakistan Private Sector Energy Project – a USAID funded Project) USAID, REEEP (Renewable Energy and Energy Efficiency Partnership) and UNIDO (United Nations Industrial Development Organization).

Our partnership with PFAN shall provide us an opportunity to build synergies and build about out of box solutions for clean energy

sector. We look at this alliance as an Avenue to upscale the local market through capacity building, product differentiation and creating financial service ecosystem by adopting & promoting best practices.

Mr. Asif Riaz was also one of the panelist for discussion on “Development and Financing of Clean energy projects in Punjab”. He shared with audience that Bank of Punjab is a growing Public Sector financial institution, which also happens to be one of the pioneer banks actively working towards the promotion of environment friendly practices including clean energy. He also shared the opportunities available in this sector for business and individuals in this sector and the challenges faced by the financial institutions. He added that BOP is closely working with GoPb to

collaborate with Environment Endowment Fund to finance Green Initiative including Clean Energy. We are also working with

GoPb to raise Green Bond for Financing of GoPb's green initiatives.

Data and Diversity : Going Beyond the Surface

An international Event on Data and Diversity was organized by International HRD Square

Mr. Asif Riaz shared the state of Equity, Diversity and Inclusion, The Paradigm Shift and the future of Data and Diversity from customers perspective at BOP. He shared with Audience that the banks focus is on

- a. Ways to Bank
- b. Access to Finance
- c. Non Financial advisory services

This is the agenda that the Top Management's level of commitment and a paradigm shift be noticed at all levels.

on 15 Feb 2022. Mr. Asif Riaz – Group Head Retail and Priority Sectors Lending Group and Ms. Alia Zafar – Group Head People and Organizational Excellence Group represented BOP at the event.









DUBAI EXPO, 2020

ROSHAN DIGITAL ACCOUNT & EASE OF ACCESS SESSION





A series of seminars has been conducted by BOP on RDA from Pakistan Pavilion Expo2020.

The event was graced by a diversified panel of financial experts, professionals and Bank of Punjab leadership team.

The Roshan Digital Account is a revolutionary and historic initiative launched by the Government of Pakistan and ably spearheaded by Governor State Bank, Dr. Reza Baqir. RDA created ease of access and Digitalizing of financial services for NRPs by offering attractive products with world's best rates on investment in Naya Pakistan Certificates.

Pakistanis are among the top ten investors in UAE property market (ranking at #2 nationality wise) for purchasing most properties. The Pakistani diaspora in UAE

ranks in the top five migrant sources of professionals to UAE. 20% of the Expat population is white-collared and affluent whereas 80% are involved in blue-collared jobs. We hope not only to cater to the financial needs of the affluent white collared community but also to serve the hardworking blue-collared NRPs contributing to the development of Pakistan's economy through their sweat and blood, said by Zahid Mustafa Group Chief Consumer & Digital Banking, The Bank of Punjab.

The experts have shown great satisfaction to share that the funds received through Roshan Digital Account have also crossed US \$2.8bn hitherto and thank our overseas Pakistanis for their overwhelming response; also appreciate the efforts of SBP & RDA participating banks for achieving this significant milestone in such a short period of time.

ROSHAN DIGITAL ACCOUNT BOP FEATURES & BENEFITS



**ROSHAN
DIGITAL
ACCOUNT**



**ROSHAN
SAMA AJI
KHIDMAT**



**ROSHAN
APNI CAR**



**ROSHAN
APNA GHAR**



**ROSHAN
EQUITY
INVESTMENT**

- **Pakistan's First Fully Frees** Roshan Digital Account
- **Dedicated Relationship** Team available 24 /7/365
- Available in Pak Rupees and multiple foreign currencies i.e. USD, GBP, EUR.
- Multiple investment Opportunities in Naya Pakistan Certificate Deposits/Islamic Non Pakistan Certificate and Term Deposit/Riba Free Certifications
- Funds Transfer Facility
- Unlit Bill Payment within Pakistan
- **Savings and Currant Accounts under** Conventional and Islamic. Banking
- Full product suite: Roshan Apni Car, Roshan Apna Ghar, Roshan Samaji Khidmat & Roshan Equity Investment.
- No minimum Balance requirements
- First Debit Card res for account holder with no Annual Fee and NO delivery charges.
- Fully Repatriable Accounts
- Access to Free E-Statements
- **24/7 Mobile Banking Facility** (for PKR amounts only)
- No Zakat Deduction

BOP has recently launched **Pakistan's first Free Roshan Digital Account**. First Bank to offer entire Roshan Digital Account Package, "Free of Cost" with Taqwa Islamic Banking, shariah compliant option, as well. We are happy and feel honored to serve RDA customers from UAE as currently number is growing on daily basis and we are further planning to reach out to every NRP settled in UAE through digital outreach and through our presence in the Dubai Expo, said by Farrukh Majeed, Head Roshan Digital Account and remittances BOP.

A presentation has been arranged by BOP Team that displayed complete product suite under the RDA flagship initiative that not only provides NRPs with safe and high yielding investments but extends financing options for purchasing cars, investing in property and even gives you direct access to the growing Pakistan Stock Market. It allows you to contribute back to your own people through the option of Roshan Samaaji Khidmat.

BOP is also working closely with SBP to graduate RDA from an investment based proposition to a consumption-led offering which will further help facilitate in harnessing more remittances through this revolutionary product that has exciting proportions:

- **Roshan Tractor and Roshan Apni Transport** which will help in boosting agricultural activities, including improved connectivity between farm and market, by facilitating financing for NRPs having landholdings in Pakistan.
- **Linking of RDA with National Saving's Social Welfare Schemes**. A one-stop shop for investing in national savings schemes, whereby RDA customer's could invest on behalf of eligible family member(s) directly through their RDA Account with BOP.
- **Offer Sadqa Jariya product** which will be a multi-faceted proposition under the banner of Roshan Samaaji Khidmat. This proposed offering will include creation of various Sadqah Jariyah funds for the following purposes:
 - Donation collections
 - Zakat collections
 - Endowment fund
- **BOP Roshan TAHAFUZZ** which will be a Bancassurance/ Takaful Product for the RDA Account Holders.
- **The Bank of Punjab is exceedingly committed to this national cause and will guarantee exclusive client services and facilitation through their state of the art 24/7 RDA dedicated customer center.**

RDA PRODUCT SUITE

- **BOP Mobile App:** Providing digital access to all account services including funds transfer ,bills and fee payments, and e-commerce
Debit Card: Absolutely Free with worldwide delivery and No charges on International usage
- Enabling Non Resident Pakistanis to buy car of their choice for their loved ones in Pakistan at attractive rates through **Roshan Apni Car**
- Providing the facility to pay for Charities and donations in Pakistan using a convenient One-stop payment platform Through **Rohan Samaaji Khidmaat**
- Investment in share and unit of funds in Pakistan stocks markets & mutual funds (open ended scheme) through **Roshan equity investment**
- Opening up investment opportunities in the Pakistani property market including bath Commercial and residential real Estate through **Roshan Apna Ghar**
- Enabling investment by non-resident Pakistanis in **Naya Pakistan Certificate** issued by the Government of Pakistan in USD, G8P EURO and PKR at very attractive risk free rates and in both Conventional and Shariah-compliant forms.

BOP RDA KHAAS PROPOSITION

BOP Khaas for RDA Customers | Benefits for BOP Khaas RDA Customer

1

Dedicated Relationship Management



- Personalized financial advice
- Supported by experienced customer service team and product experts

BOP Khaas for RDA Customers | Benefits for BOP Khaas RDA Customer

2

Exclusive Card Benefits



- Vertical Mastercard Platinum Debit Card
- Cashback on spends
- Free membership of Middle East Platinum Lounge Program providing access to 25 international airport lounges
- Discounts on their travel bookings from Cleartrip Travel & Booking.com
- Discounts on Rentalcars.com & Avis car rental discount.
- Discounts on select retail and online stores
- Purchase Protection on all purchases made with their BOP Debit Card.

BOP Khaas for RDA Customers | Benefits for BOP Khaas RDA Customer

3

Priority Call Centre Service



- BOP Khaas for RDA customers will have access to 24/7 customer support
- BOP Khaas for RDA customers will be automatically routed to the Priority Queue Management when they call the Call Center which will result in minimal call hold time
- BOP Khaas for RDA customers will have their complaint resolved in a timely manner

BOP Khaas for RDA Customers | Benefits for BOP Khaas RDA Customer

4

Family Banking



- BOP Khaas for RDA customers can nominate any one of their immediate family member residing in Pakistan to become BOP Khaas customer
- The family member will be given all the privileges offered for BOP Khaas customers without the pre-requisite of maintaining the minimum balance

BOP Khaas for RDA Customers | Benefits for BOP Khaas RDA Customer

5

Exclusive Discounts from Instakin

Instakin is an international platform that help Global Expats to manage tasks in their native countries.

Services Offered

INSTAKIN

InstaRunner Event (delivery of everyday goods)	Management
Documentation (Attestation & Legal Services)	Property Management (Legal work, Home Maintenance)
Gift Delivery	Instapay
Legal services	Special Requests

Discounts

- Documentation / Attestations Service - 20% discount for attestations
- Gift Delivery Services - 20% discount of delivery services
- InstaRunner Rider Services - 50% on standard delivery charges

BOP Khaas for RDA Customers | Benefits of Family Banking

Exclusive Khaas Premises

Flagship Priority Branches

- Standalone Priority Banking branch
- Managed by Branch Manager/SRM

Priority Lounge

- Dedication Priority Banking area/ floor in a branch
- Manned by priority Banking SRM/ RM



Dedicated financial advisory meeting rooms



Future wall concepts-promoting local culture



BOP Khaas for RDA Customers | Benefits of Family Banking

Exclusive Khaas Stationary

Welcome Pack

- Artistically crafted Welcome box



Welcome gifts

- Aesthetically designed Khaas stationary



Khaas branded stationary

- Promoting the local budding artists by giving their paintings as a welcome gift to select khaas customers



BOP Khaas for RDA Customers | Benefits of Family Banking

Discounted Charges & Fees

- Free issuance of Platinum Debit Card
- Locker fee waiver/discounts
- Zero switch charges for domestic and discounted charges for International ATM transactions
- Up to 2 free supplementary Debit Cards

BOP Khaas for RDA Customers | Qualification Criteria

- Maintain a minimum average
 - OR
- Maintain cumulative credit inflows in the RDA account equivalent to PKR5 million
 - OR
- Invest in Naya Pakistan Certificates or Islamic Naya Pakistan Certificates worth of PKR 8 million
 - OR
- Have a Home Loan with BOP of PKR 20 million
 - OR
- Have an Auto Finance with BOP of PKR 5 million

It was attended by a diversified group of audience who posed some interesting questions towards the panelists. The event was broadcasted live on Social Media and attracted an avid following on various Social Media Platforms.



DUBAI EXPO, 2020 LAUNCH EVENT OF BOP KHAAS FOR RDA CUSTOMERS

The Bank of Punjab (BOP) has always strived to give best in class products and services to its customers. As an extension of this mission, BOP has launched its Premium Banking offering, appropriately named as BOP Khaas. At BOP Khaas, we believe in beyond banking services for our Khaas

customers, providing them dedicated service and advice tailored to their changing needs. Through our exclusive Khaas products, Khaas Platinum Debit card and Khaas Accounts, we deliver exceptional level of service and attention that is both exclusive and responsive.



The BOP Khaas proposition includes the following:

- Dedicated Relationship Manager, who provides customers with personalized financial advisory and service
- Upgraded Contact Centre Hotline, providing 24/7 personalized assistance on queries & complaints

- Premium Khaas Lounges, we are building aesthetically pleasing lounges with unique décor to make every visit a special experience
- Differentiated Product Suite, including a specially designed Khaas Vertical Debit Card equipped with higher transactional limits and exclusive benefits through our premium merchant alliances
- Rewarding Current Account, with a unique feature of linked Khaas Rewards on transactions and Debit Card spends, along with host of free account related services e.g. Free Cheque book, Free debit Card, Free SMS Alerts, Free Mobile Banking and many more

As a market first initiative, the BOP Khaas proposition is also being extended to Non-Resident Pakistanis through Roshan Digital Account (RDA) offering. The BOP Khaas for RDA customers offers the existing Khaas benefits, in addition to the following exclusive benefits:

- Khaas Family Banking, where a nominated family member of the BOP Khaas RDA customer can enjoy the same Khaas status and benefits back in Pakistan
- Assistance services through Instakin – BOP has partnered with Instakin, a migrant service assistance provider that facilitates the Global Expat Communities to manage tasks back home. Their services include the like Event Management, Property Management, Document Attestation, Gift Delivery, Legal Services and runner Services, that can be availed by BOP Khaas RDA customers at a discounted rate

The Grand launch of this BOP Khaas proposition for NRPs in Dubai was held at the Ritz Carlton Hotel. The event included key-notes from BOP Senior Leadership including our Acting President & CEO, Mr. Farid Khan and Group Chief – Consumer & Digital Banking, Mr. Zahid Mustafa. Mr. Khalid Elgibaly, Divisional President, MENA (MasterCard) and Mr. Syed Assad Ayub Ahmed, CEO of ‘The Citizens Foundation (TCF)’ were also present at the occasion. The event was attended by high profile Pakistanis residing in the U.A.E.





DUBAI EXPO, 2020

QAWALI NIGHT

As part of participation in the Dubai Expo 2020, The Bank of Punjab arranged a Qawali night at the Millennium amphitheater at the Dubai Expo 2020. World-renowned Qawwals Fareed Ayaz and Abu Muhammad enthralled the audience with their absorbing performance. The event was inaugurated by

Mr. Zahid Mustafa (Group Chief Consumer & Digital Banking) where he highlighted the BOP's presence in Dubai Expo 2020 in different events and activities. during the month of November. A large number of Pakistanis and the international community watched the performance.



DUBAI EXPO, 2020

PANEL DISCUSSION ON SADQAH JARIYAH

The Bank of Punjab (BOP) is a socially conscious organization and giving back to the community remains an important aspect of its vision. BOP's tagline **#HarFardKaKhayal** speaks volumes of its commitment to the community.

'BOP Sadqah Jariyah' is yet another

initiative through which, the Bank aims to channel its efforts for the society. It is a multi-faceted proposition, allowing BOP customers to donate funds to charities of their choice through multiple physical and digital channels, including RDA portal for Non Resident Pakistanis. The Citizens Foundation (TCF) is the first charitable

organization that BOP has partnered with under the BOP Sadqah Jariyah Umbrella. The proceeds that BOP receives will get invested into various Sadqah Jariyah Projects under TCF programs.

A panel discussion on 'BOP Sadqah Jariyah' was held at Pakistan Pavilion in EXPO UAE on Monday, 22 November, 2021. The event was attended by a large number of overseas Pakistanis present at the venue. The event was streamed live on Facebook. The panel was graced by senior representatives from BOP, as well as distinguished external stakeholders.

The first panelist of the discussion, Mr. Syed Asaad Ayub Ahmed (CEO – The Citizen's Foundation) spoke about the vision and mission of his organization and

how the partnership with BOP is helping the overall cause. Also present in the panel were Dr. Muhammad Amjad Saqib (Founder – Akhuwat Foundation), who shared the origins and inspirational success story of his organization and Dr. Abdul Bari Khan (CEO – Indus Hospital) who enlightened the audience about his organization's journey so far. The last external panelist of the discussion, Mr. Hassan Abbas shared his insights on the regulatory and compliance related factors that the banks have to focus on for Cross Border Charity Payments. Speaking on the occasion, the next panelist, Mr. Zahid Mustafa (Group Chief C&DBG – BOP) highlighted the importance of Sadqah Jariyah initiative for BOP and how it fits the larger goals of the organization.





DUBAI EXPO, 2020

LEADING CHANGE TO NEW HORIZONS

After a successful year, whereby the management of the Bank of Punjab embarked on a new strategic vision and plan to take the organization into the Big 5 club in the medium term, the first- ever international conference of the Bank was like a tryst with destiny. The coveted Dubai Expo 2020 (held in November 2021) provided this platform to kick start the journey of expanding to new horizons.

The Bank organized a conference on 28th November 2021 at the Pakistan Pavilion Dubai “Pak Talk Conference Room” at the Dubai Expo, 2020, which comprised of two sessions including “Future of Work and Digitalization” and “Diversity & Inclusion”. The choice of topics was a natural consequence in the aftermath of the Covid-19 pandemic and its global impact on humans as well as organizations.

The event was well-attended where Mr.

Hassan Afzal Khan, Consul General of Pakistan in Dubai was the Chief Guest and Mr. Rashid Rana, Artist & designer of Pakistan Pavilion at Dubai Expo 2020 was the key note speaker. The panelists were an amalgam of luminaries who were leaders in their respective fields and included Ms. Karola Lepasaar, Senior Advisor, Department of Economic Development, Dubai Government, Mr. Martin McGuigan, Partner AON Middle East and Mr. Charles J. Tawk, Partner MEIRC Consulting, Ms. Sarah Tabet, Global Human Resources Director/ D&I leader at Schneider Electric, Mr. Zag Asghar, MD&CEO Predixa, UAE and Ms. Roshaneh Zafar, MD & Founder, Kashf Foundation, Pakistan.

The conference was moderated by Ms. Alia Zafar, Group Head People & Organizational Excellence Group, who invited Mr. Zafar

Masood, President & CEO of the Bank, to provide insights on how the bank views future of work in terms of digitalization and the role of leadership in inclusive growth. He also shared his views on the role of banks in the changing dynamics of Fintech industry and its impact on future of work.

The conference brought leaders from diverse backgrounds, including UAE government officials, corporate professionals, businesspersons, entrepreneurs, students and public to explore, “how to best harness changes in the world of work for the benefit of an inclusive community of integrated businesses, society and the economy alike”. Digitalization can impact in various ways the working, behaviour, speed, skill set of the human resource as well as the eco-system of the organization.

Diversity & Inclusion are important assets for any organization’s growth and success. It is not only about creating the right gender ratio, but it is about employee engagement, teamwork, collaboration and increased productivity for achieving organizational goals.

Inclusion is a way of building on that diversity and creating a feeling of belonging for everyone within an organization. It means creating a workplace culture in which employees feel valued, respected and accepted. It brings substantive change in the way we work and in the results we achieve out of the organization, and how it builds into the community we serve, when diversity and inclusion work in tandem, they improve the job experience for employees.

In consequence to such initiative, whereby the stage is set for the organization to step into formerly uncharted territory, which is essential to turn our vision into a reality and make each member of the BOP family proud in the years to come. Such initiatives will surely transform the structure of the organization resulting in excellent services for the bank’s customers, maximization of profits and an unparalleled goodwill amongst the communities in which we serve. In turn, the Group expects all the employees to have trust and faith in the management and its vision, so that our goals are achieved without any let or hindrance.





DUBAI EXPO, 2020

BOP HOME REMITTANCE

The Bank of Punjab is continuously striving for excellence in remittance banking sector through introduction of innovative products and services. Our aim is to exceed the expectations of our customers, business partners and employees. We foster a culture of ingenuity and dedication. We care for our partners and try to maintain trust and accountability at all levels. BOP Home Remittance is currently offering unmatched services all over Pakistan with a network of 600 plus branches.

The Bank of Punjab is gradually becoming a leading name in the banking industry when it comes to providing unparalleled services and support to its customers living all over the world. BOP has launched various campaigns in last quarter Q4 2021 to facilitate its large customer base and to promote transfer of money & RDA business

- **Double your remittance Oct, 2021**
- **Gold Bar distribution ceremony Nov, 2021**
- **SDRP (Sohni Dharti Remittance Program)**
- **RDA Seminars – Dubai Expo**

from all over the world to Pakistan.

BOP has a very dedicated and strong remittance & RDA team that continuously strive to provide excellent services to our customers and partners. All that we have been able to achieve so far is through the hard work and devotion of our team members. Effective teamwork can only happen when individuals within the team harmonize their efforts and work towards the achievement of a common goal resulting in greater efficiency and productivity. It is only through this team effort that BOP has been able to create a culture of cooperation resulting in providing excellent customer services to our customers as well as business partners.

Our BOP home remittance division has successfully completed the following below initiatives in Q4 2021

Double Your Remittance with BOP:

Campaign Slogan: “Receive your Remittance directly in to your BOP Account from direct partners or from any BOP branch via Cash over the Counter (COC) and get a chance to win a Cash Back up to Maximum Rs. 50,000 through lucky draw”.

Campaign Impacts:

After launching this promotion, we noticed huge difference in our number of monthly

transactions and remitters were very much interested in making multiple transactions via BOP in order to increase their chances of winning. Many remitters also converted their transactions from cash over the counter to account transactions as probability of winning the amount was threefold in-case of account transaction. The campaign was very successful and received huge response from our remitters.

RDA Jeeto Sona Scheme:

Campaign Coverage : All RDA Customers.
Eligibility : RDA customers get one entry per USD 1,000 in the draw
Campaign Period : September 1st, 2021 to Dec 31st, 2021.

RDA Campaign Impacts:

BOP launched a campaign for all RDA account holders in which they had a chance to win 1 tola gold bar on every transaction of USD 1000 and above made via their RDA account. After launching this campaign, we noticed huge difference in our RDA customer base as many overseas Pakistanis were motivated to open RDA account in BOP to avail this facility. The number of transactions also increased as the customers would get one entry in the lucky draw per transactions, so they increased their number of transactions to increase their chances of winning. In the last quarter of 2021, we successfully arranged prize distribution ceremony in BOP head office and our top management handed over the 01 Tola gold bars to the winners (those who were available in Pakistan). The pictures of the ceremony were circulated through our official social media channels and Tie-up partner for attraction and motivation of more RDA customers.

Sohni Dharti Remittance Program:

BOP has successfully launched SDRP 1LINK program, along with other Banks. The State Bank of Pakistan and the Ministry of Finance has introduced a one-of-its-kind incentive program for Non-Resident Pakistanis and their beneficiaries. Sohn Dharti Remittance Program is designed to incentivize Non-Resident Pakistanis to use formal banking channels to remit their hard-earned money to beneficiaries in

Pakistan.

1LINK has designed and launched an Android and iOS based Mobile App for users to register as a Remitter and earn points on their remittances sent to Pakistan through designated financial channels. Using the Mobile App, remitters can further enroll their beneficiaries and transfer loyalty points to them. Registered users would be eligible to earn reward points on all subsequent remittances as well as avail exciting privileges provided by government agencies exclusively for remittance senders and receivers. The Remitter can register himself/ herself. The Beneficiary can only be registered after authorization by the Remitter.

Objectives:

Main objective of National Remittance Loyalty Program (NRLP) is to promote financial inclusion and digitization among remittance customers. It is aimed at greater commitment of financial sector towards remittance services and resultant inculcation of remittance culture, transparency of remittance market with adequate consumer protection, efficiency of payment system infrastructure, specifically catering incentives for the remitters, beneficiaries and financial institutions

Member/Financial institution will provide data of remittance to 1LINK for Loyalty point's accumulation. These points will be further utilized for redemption purpose e.g. NADRA, Passport office.

BOP SALUTE TO OVERSEAS PAKISTANIS!

The overseas Pakistani Community

Total overseas
Pakistanis

9 mn

Total overseas
Pakistanis in UAE

1.5 mn

1 in every 6 overseas Pakistani is in
the UAE

Nearly **13%** of total population in
the UAE

Remittances to Pakistan

Total remittances to Pakistan in FY
20/21

\$29.4bn

Total remittances to Pakistan in FY
20/21 from UAE

\$5.6bn

- Roshan Tractor and Roshan Apni Transport will help in boosting agricultural activities, including improved connectivity between farm and market, by facilitating financing for NRPs having landholdings in Pakistan.
- Linking of RDA with National Saving's Social Welfare Schemes – A sort of one-stop-shop for investing in national savings schemes whereby RDA customers could invest on behalf of eligible family member(s) directly through their RDA Account with BOP.
- Offer Sadqa Jariya product which will be a multi-faceted proposition under the banner of Roshan Samaaji Khidmat. This proposed offering will include creation of various Sadqah Jariyah funds for the following purposes:
 - Donation collections;
 - Zakat collections; and
 - Endowment fund.
- BOP Roshan TAHAFFUZ which will be a Bancassurance/ Takaful Product for RDA Account Holders. With this being available, RDA customers will have access to insurance products.
- The Bank is exceedingly committed to this national cause and will guarantee exclusive client services and facilitation through their state-of-the-art 24/7 RDA dedicated unit.

The event also showcased BOP's Roshan Digital account features for customers, which is Pakistan's First Free Roshan Digital account. It was attended by a diversified group of audience who posed some inter-

esting question towards the panelists. The event was broadcasted live on Social Media and attracted an avid following on various Social Media Platforms.

**HOME REMITTANCE
IS CURRENTLY OFFERING
UNMATCHED SERVICES
ALL OVER PAKISTAN
WITH A NETWORK OF
660
PLUS BRANCHES**



DUBAI EXPO, 2020 SEMINAR ON FINANCIAL INCLUSION

The Bank of Punjab (BOP) held a seminar on Financial Inclusion- Access to Finance at Dubai Expo 2020 on 17 Nov 2021. Mr. Usman Dar – SAPM on Youth Affairs was the chief guest at this event.

The focus of the event was how different Financial Inclusion programs and steps had helped Pakistan's economy benefit at the grass root level and how is future unfolding for Pakistan and its people. A renowned number of speakers with domestic and international exposure were invited to share their experiences. Mr. Zafar Masud, President / CEO of BOP, enlightened the participants with the bank's strategy and efforts towards Financial Inclusion of the unbanked. He said that BOP was one of the few banks, which had been pursuing this agenda of financial inclusion as one of its key initiatives. He added that BOP's board is fully committed and actively contributes

towards achievement of desired results.

The event was moderated by Mr. Asif Riaz, GH R&PSL and attended by notables of the industry who shared their rich insights based on their experience and expertise. The participants / speakers included Mr. Amin Hashwani – Director NOWPDP, Dr Muhammad Amjad Saqib, Founder Akhuwat, Mr. Muhammad Tahir- MD PSIC, Mr. Rashid Bajwa Director NRSP and Mr. Shahzad Saleem – CEO PACRA.

Mr. Usman Dar appreciated BOP for being a lead bank in Prime Minister's Youth Program and for helping the most deserving segment of the economy. He also shared that BOP won the trophy from Prime Minister of Pakistan last year for their highest contribution under the program and is still leading with a big leap.





DUBAI EXPO, 2020 SEMINAR ON HOUSING & CONSTRUCTION

The Bank of Punjab (BOP) held a seminar on Housing & Construction – to promote housing and construction sector financing with a focus on affordable housing at Dubai Expo 2020 on 18 Nov 2021. Mr. Makhdoom Hashim Jawan Bakht, Minister for Finance, GoPb was the chief guest for the event.

The purpose of the event was to explore opportunities in Housing and Construction sector and to understand how different organizations, institutions and agencies are working together to increase market penetration at the grass root level. A number of renowned speakers with domestic and international exposure were invited to share their experiences. This event gained immense public interest and a good number of audience attended the event online besides physical presence of people in Pak-Talk conference room of Pakistan Pavilion at the Dubai Expo 2020.

Speaking at the occasion, Lt. Gen. Anwar Ali Hyder, Chairman NAPHA, CEO of Ravi Urban Development Authority, Mr. Imran Amin, Mr. Muddasir H. Khan, CEO of PMRC, Mr. Tariq Nasim Jan, CEO DataCheck and Mr. Muhammad Waseem Khan, CEO Maaksons, highlighted the progress made by their respective organizations in the realm of Housing.

The efforts and contribution made by The Bank of Punjab were shared by Mr. Asif Riaz, Group Head Retail & Priority Sectors Lending who not only discussed the current landscape of housing in Pakistan but also shared his thoughts about the future developments in this sector. Mr. Abid

Saeed Abbassi, Head Islamic Branch Banking, The Bank of Punjab, spoke about availability of Shariah Compliant Financing for housing & construction. The details of Peri Urban Program in collaboration with Government of Punjab and LDA City Housing lead by BOP were also shared with the audience.

Mr. Makhdoom Hashim Jawan Bakht, Minister for Finance, GoPb, appreciated the participants' contributions and ensured the Government's support towards this very important segment of the economy, which alone has enormous potential to generate employment and jack-up economic growth.





DUBAI EXPO, 2020

FINANCIAL INCLUSION

DIGITAL RAILROADS FOR SOCIAL IMPACT & SUSTAINABLE DEVELOPMENT

The Bank of Punjab (BOP) conducted a specially designed webinar on Financial Inclusion- Digital Railroads for Social Impact & Sustainable Development at Dubai Expo 2020 today. The session was about showcasing the work done by Government of Punjab in collaboration with The Bank of Punjab on the financial inclusion priorities. The experienced speakers and panelists shared ideas on the initiatives taken by BOP to enable Government-to-Person (G2P) and Person-to-Government (P2G) payment

ecosystem, for all segments of the society, specially for low-income/vulnerable households bearing the brunt of the pandemic's global economic impact.

The seminar was attended live by Dr. Sania Nishtar Senator and Special Assistant of Pakistan's Prime Minister on Social Protection & Poverty Alleviation and she enlightened the audience with The Day's Khaas Talk on Pakistan's FLAGSHIP Program – Ehsaas. She highlighted government's priorities to lift people out of poverty towards sustainable



livelihoods through access to financial inclusion, literacy and economic empowerment. Followed by this, a special keynote message by Mr. Nadeem Hussain – Coach PlanetN engaged the audience in creating understanding of the digital railroad impact and the opportunity it brings in for Pakistan.

Amongst the panelists were the Vice Chairperson Punjab Social Protection Authority Mr. Jamal Nasir Cheema and CEO Punjab Social Protection Authority Ms. Beenish Fatima Sahi, who presented the social protection programs being delivered by the Bank of Punjab and how financial inclusion brings Sustainability & Transparency in delivering these programs. Amongst the panelists, this session was joined by Mr. Noman Ghani – Social Policy Head UNICEF Pakistan, Syed Muhammad Mustafa Technical advisor of social protection – GIZ German development agency.

Commissioner Punjab Employees Social Security Institution (PESSI) was also invited as the panelist to showcase the idea of PUNJAB MAZDOOR CARD – Powered by BOP which is one the largest programs envisioned to be delivered on the financial inclusion of blue collar workforce in punjab. The Commissioner PESSI highlighted the drive to revolutionize this segment and achieve objectives of Financial inclusion & enhanced Financial Literacy. Amongst the panelist, the session was attended by Ms. Maleeha Bangash Technical Expert Digital Financial Services – World Bank Group IFC and Dr. Konstantinos Tsanis – IFC Digital Transformation & Fintech Specialist.

Mr. Zahid Mustafa Group Chief Consumer &

Digital Banking Group The Bank of Punjab was the panelists throughout the session who presented the profound role of the bank towards taking on the initiatives of social and progressive impact. He shared the renewed vision of BOP which is directed towards providing banking products and services to the entire strata of society. He also shared the bank's aspiration aligned with the Government's agenda to achieve a collective goal by taking the most vulnerable and disadvantaged ones out of the poverty bar as rapidly as possible.

This event was moderated by Mr. Syed Shahzad Shahid, Head Challenger & Digital Banking The Bank of Punjab who at the conclusion also highlighted that the pandemic crises has now steered a drive of financial inclusion based on the foundation of digital financial services; starting from distribution of social payments, healthcare benefits, wage payments, government-led targeted subsidies and the adoption of digital payments. The session was concluded with the closing remarks that the digital financial services in Pakistan not only helps our country respond to the crisis by providing relief to the vulnerable households but also put in place critical building blocks for a stronger and inclusive financial sector in Pakistan for a resilient future.

The session was attended by representatives of donor agencies, humanitarian organizations, financial inclusion policymakers, social & economic research agencies and from the organizations that accelerate the transition from cash to responsible digital payments to help achieve UN Sustainable Development Goals.

Consumer & Digital Banking Group



DUBAI EXPO, 2020

PUNJAB – HEART OF PAKISTAN INVESTMENT CONFERENCE



The Bank of Punjab (BOP) hosted an Investment Conference at Ritz Carlton Hotel, DIFC, Dubai, on Saturday, 20th November, '21 which was arranged by Corporate & Investment Banking Group. Over twenty esteemed panelists / guest speakers from across the world and Pakistan spoke on topics of interest covering the investment climate and opportunities that Punjab has to offer to investors.



The Honorable Finance Minister Punjab, Mr. Makhdoom Hashim Jawan Bakht, inaugurated and attended the conference along with HE Mr. Hassan Afzal Khan, Counsel General of Pakistan, UAE, Mr. Raja Yasir Humayun Sarfaraz, Minister of Higher Education and Information Technology, Punjab and other high-ranking officials of the Government of Punjab ('GoPb'). Several prominent Pakistani corporate leaders and experts from leading regional and international financial institutions also spoke at the event.

The investment conference provided a conducive and interactive social platform for speakers and participants on potential investment opportunities in Pakistan with a focus on Punjab along with suggestions to further facilitate the investors. The event had various sessions during the day which covered key topics of interest by speakers, panelists and leading industry experts. A special session on IT startups and Fintech players attracted lots of attention from investors and entrepreneurs alike.

The event was a success as it attracted a large number of members of Pakistani

diaspora belonging to various industries and other stakeholders and investors residing in the UAE with a focus on investment in Pakistan and Punjab. The event received widespread coverage in print and social media including from Khaleej Times. Successful hosting of this event together with other events organized by the bank at the Pakistan Pavilion have put us on the regional map. The Finance Minister congratulated the management on successfully hosting the event and showcasing the investment opportunities in Punjab on a regional scale.





GOVERNMENT INITIATIVES

Participation of BOP in SME Finance Melas organized by SBP

The State Bank of Pakistan in collaboration with various Chambers of Commerce and Industries organized SME Finance Melas all over Pakistan. The basic objective of the events is to create awareness among SMEs regarding the products and services offered by Financial Institutions/banks.

The Melas were aimed at providing first-hand information to CCI Members and general business community and to bring banks and business community to one platform and provide opportunity to micro, small, and medium enterprises to seek guidance from concerned officials of SBP and commercial banks about concessionary financing schemes.

Multan Chamber of Commerce and Industry

The 2-Day SME Mela in Multan Chamber of Commerce & Industry (MCCI) was organized on January 24-25, 2022.

From the Bank's side, the event was attended by Mr. Ghulam Ali Khokhar - Head Government Initiatives Division and Mr. Tanveer Elahi, CFC Manager Multan). In addition to this, officials and members of SBP BSC, CCI, trade associations, women entrepreneurs and small and medium enterprises (SMEs) clusters of Multan, Khanewal, Vehari, D.G. Khan also attended the event.

BOP was awarded two shields for "*Best SME Stall*" and "*Best Participation*" in the event.





Speaking at the inaugural session, Mr. Usman Dar, Special Assistant to Prime Minister on Youth Affairs, highlighted the progress of Prime Minister's Youth Program. He praised the personal commitment of Governor SBP Dr. Reza Baqir in expanding the access to credit at grass root levels to include small businesses, women entrepreneurs and people dreaming to own their home through new credit schemes such as SME Asaan finance (SAAF), Mera Pakistan Mera Ghar (MPMG) and SBP Refinance Scheme for Women Entrepreneurs.

Lahore Chamber of Commerce and Industry



SME Finance Mela at the LCCI premises was held on March 24th, 2022.

All leading banks participated in this event to apprise the SMEs about their financing products. Mr. Mian Nauman Kabir - LCCI President, Mr. Ghulam Ali Khokhar Head GID and Mr. Umer Rauf RBH SME Lahore from The Bank of Punjab, the experts from State Bank, commercial banks and trade bodies participated and gave information to the participants about the role and functions of different stakeholders and shared the

best practices in SME financing, key issues, challenges and way forward.



BOP won an award for "Best SME Stall" among all banks on this event.

Bahawalpur Chamber of Commerce and Industry



4th SME Finance & MPMHG Mela at the BCCI premises was held on March 29th, 2022 in collaboration with State Bank of Pakistan to create awareness regarding Financing Schemes introduced by State Bank of Pakistan and to provide an opportunity to local business community to interact with Banks. Mr. Anwar Ramey – Manager CFC Bahawalpur and Mr. Rana Zubair – RBH SME Bahawalpur represented The Bank of Punjab.

Hafiz Muhammad Younus, President, Mr. Najeeb Ahmad Bukhari, Chief Manger SBP, Mr. Muhammad Jawad Bandesha, Mr. Muhammad Habib Majid, Mr. Asif Abbas, Mr. Majid Khan Cheema, Chaudhry Adeel Khalid, Executive Committee Members, Members from Traders Associations and others BCCI Members were also present.

Our Bahawalpur CFC also has arranged a

booth in DHA Bahawalpur to facilitate public for applying under “Mera Pakistan Mera Ghar”.



Seminar for creating awareness about SBP schemes at Faisalabad

The Bank of Punjab held a seminar at Faisalabad on 20th March 2022 for creating awareness about the various schemes by State Bank of Pakistan for financing Small & Medium Enterprises (SMEs) including the Prime Minister’s Youth Program, SME Asaan Finance Scheme (SAAF). The Government’s

Mark-up Subsidy Scheme for Low-Cost Housing (GMSS-LCH) was also discussed.

Speaking on the occasion, Mr. Asif Riaz, Group Head Retail & Priority Sectors Lending Group, BOP highlighted the importance of SMEs and said that such seminars will help create awareness about various financing options available through banks, especially the recently launched SAAF Scheme which offers collateral-free loans up to Rs 10 million for eligible SMEs. He added that this program shall prove to be a game changer for SME segment.

The seminar was attended by Ms. Urooj Sohail – Head Product Development & Policies R&PSL, Mr. Ahsen Ashfaq Khawaja – Head SME, Mr. Salman Alam Shah – Head SME, Mr. Babar Ayyaz – Head Commercial Banking senior officials from the SBP BSC Faisalabad along with the office bearers and members of All Pakistan Bedsheet & Upholstery Manufacturers Association (APBUMA) and Pakistan Hosiery Manufacturers & Exporters Association (PHMEA).



Muhammad Akbar, Senior Joint Director, State Bank of Pakistan, Kashif Ahmed Zia, Chairman PHMA and Arif Ehsan Malik, Central Chairman, APBUMA appreciated BOP’s role in providing loans to SMEs and thanked the bank’s management for organizing the seminar.

Muhammad Akbar, Senior Joint Director, State Bank of Pakistan, Kashif Ahmed Zia, Chairman PHMA and Arif Ehsan Malik, Central Chairman, APBUMA appreciated BOP's role in providing loans to SMEs and thanked the bank's management for organizing the seminar.

Participation of BOP in Mera Pakistan Mera Ghar (MPMG) Mela at Faisalabad



The State Bank of Pakistan in collaboration with NAPHDA organized a 2-day Mera Pakistan Mera Ghar (MPMG) Mela at Circle Club Faisalabad on March 19 and 20, 2022.

The aim of the Mela was to create awareness about the scheme among general public. The event was also aimed at providing a walkthrough of bank's processes in order to facilitate the prospective applicants. The event was one of a kind whereby the banks were also tasked to collect on spot applications, generate on spot approvals and give conditional facility offer letters to eligible applicants.

Governor and Deputy Governor SBP graced the event. From the Bank's side, the Event was attended by by Mr. Asif Riaz - Group Head R&PSL, Mr. Ghulam Ali Khokhar – Head GID, Mr. Salman Shah – Head RFD, Mr. Kamran Baig – Head CFCs, Mr. Asif

Siddique – Manager CFC Faisalabad and Mr. Saqib Waheed – Head Mortgages from The Bank of Punjab (BOP).

The Bank of Punjab BOP won award for "First Approval"



Training Completion of Specialized Batch for Government Mark-up Subsidy Scheme (GMSS)

In a first of its kind activity, the bank has hired a specialized batch of 65 resources dedicatedly for Government's Markup Subsidy for Low Cost Housing. The batch was trained at L&DC on a specially designed course which was professionally reviewed by IBP. The batch was awarded training certificates and a subsequent Certificate Distribution Ceremony for trainers of the batch was held at Marvel Hotel Lahore.

Group Head R&PSL, Mr. Asif Riaz and Group Head P&OE, Ms. Alia Zafar addressed the audience and encouraged newly hired trainee batch to honor the work with their commitment to their service and hard work.

Mr. Ghulam Ali Khokhar – Head GID, Ms. Urooj Sohail – Head PD&P, Mr. Salman Shah – Head RFD, Mr. Asif Jehnga – Head L&D, Mr. Ibrahim Hoti – Head GID Risk and Mr.

Saqib Waheed – Head Mortgages were also present.



Participation in Cheques Distribution Ceremonies

PMYP Ceremony at University of Lahore

A convention by Special Assistant to Prime Minister (SAPM) on Youth Affairs Usman Dar was held on March 11, 2022 at University of Lahore (UOL) to create awareness of entrepreneurship among youngsters. Cheques were also distributed among successful applicants of Prime Minister Youth Program Scheme (PMYP) and Mera Ghar Mera Pakistan (MPMG)



Mr. Usman Dar addressing the audience said that more than 9,000 people in Lahore had been given direct employment through Prime Minister's Youth Program Business Loan Programme, and 160,000 scholarships had also been awarded to the students.



PMYP Ceremony at Kamyab Khatoon Convention Islamabad

PMYP Women Convention was held at Fatimah Jinnah University in Islamabad on March 8, 2022 to pay tribute to all the empowered and courageous women in the country. President of Pakistan Dr. Arif Alvi, First Lady, Federal Minister Zartaj Gul Wazir, SAPM on Poverty Alleviation and Social Safety Dr. Sania Nishtar, Member National Assembly Kanwal Shauzab, University students and women from all walks of life attended the convention.

During his address President, Dr. Arif Alvi highlighted the importance of women's role in nation-building and paid tribute to all the courageous women of the country. During his address Dr. Arif Alvi stressed upon social and financial stability of women in Pakistan. He said that Islam has ensured all the rights for women more than 1400 years ago. In the event, cheques were distributed among successful female applicants of PMYP.



Empowering Our Women



Remarkable Performance under Government Subsidized Schemes



Achievement under SME Asaan Finance Scheme (SAAF)



AWARENESS SESSION ON LCH & RDA AT DISTRICT HEADQUARTER HOSPITAL STAFF GUJRANWALA

Roshan Apna Ghar and Low Cost Housing session was organized by Retail Finance Division Gujranwala for the paramedical staff of District Head Quarter Hospital Gujranwala. The presentation was given by Mr. Kamran Baig, Head Consumer Finance. The senior management of Gujranwala Urban led by RBH Gujranwala and Staff of Consumer Gujranwala led by Mr. Adeel Munir, RHC Gujranwala attended the session. The participants immensely appreciated such initiatives taken by BOP.



Retail & Priority Sectors Lending



THE LAUNCH & ROADSHOW OF ELECTRONIC WAREHOUSE RECEIPT FINANCING (EWRf)

BOP in collaboration with HBL organized a mega event regarding EWRf on 22th February 2022. The event was chaired by Governor State bank of Pakistan Mr. Reza Baqir. Around 800 people attended the event including senior government representatives, presidents/senior management of all Banks, executives of the corporate sector, farmers, traders and other stake holders. BOP is a member of SBP EWRf task force to promote EWRf across the country. BOP is the leading bank in EWR financing in collaboration with Nayamat Collateral Management Co. BOP, has provided financing facility under EWRf for Maize, Rice / Paddy crops in Gujranwala, Lahore, Sahiwal, Depalpur, Kasur and Pakpattan Dist

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Baqir. Around 800 people attended the event including senior government representatives, presidents/senior management of all Banks, executives of the corporate sector, farmers, traders and other stake-holders. BOP is a member of the SBP EWRf task force to promote EWRf across the country. BOP is the leading bank in EWR financing in collaboration with Nayamat Collateral Management Co. BOP, has provided financing facility under EWRf for Maize, Rice / Paddy crops in Gujranwala, Lahore, Sahiwal, Depalpur, Kasur and Pakpattan Dist. Addressing the event Mr. Zafar Masud (President & CEO – Bank of Punjab) opined that Bank of Punjab (BOP) attaches great importance to the EWRf Program led by SBP and is among the leading banks of the industry offering EWR Facility at the most competitive rates. Highlighting the importance of Electronic Warehouse Receipt Financing (EWRf), he reiterated

that such initiatives shall not only assist the farmers in their economic well-being but also significantly help avoid post-harvest losses of various crops.

He further added that BOP is actively

contributing towards augmenting financial inclusion of agriculture community particularly those of small farmers. By taking a lead role, BOP reaffirms its commitment to be one of the most active banks in delivering on such initiatives.



Retail & Priority Sectors Lending



BOP & UNIVERSITY OF AGRICULTURE FAISALABAD CHEQUE DISTRIBUTION CEREMONY

Faisalabad: The Bank of Punjab (BOP) and University of Agriculture, Faisalabad have already entered into a collaboration & signed a memorandum of understanding (MOU), where the parties decided to work together for the betterment of fresh Agri Graduates and entrepreneurs associated with the university. Under this arrangement it is contracted that, fresh graduates will be accepted for Internship and Jobs besides provision of financial facilitation to eligible professional degree holders for entrepreneurship development under BOP's own Product range as well as under Govt.'s subsidized schemes i.e. Prime Minister's Youth Program & Punjab Rozgar to update their Agri Infrastructure and move towards more modern farming techniques. BOP shall also conduct informative sessions for UAF faculty and students regarding financing facilities offered by the Bank under this arrangement. In addition, The Bank of Punjab may also participate as a sponsor in upcoming startup competitions arranged by University of Agriculture, Faisalabad.

In pursuance to the (MOU) between two August institutions, a Cheque distribution ceremony is held at University of Agriculture Faisalabad which was attended by Mr. Zafar Masud, President & CEO, Mr. Asif Riaz, Group Head Retail & Priority Sectors Lending, Mr. Farid Ahmad Khan, Group Head, Corporate & Investment Banking, Mr. Sarfraz Hussain Head Agri Credit Division-BOP, while University of Agriculture Faisalabad was represented by Professor Dr. Iqar Ahmed Khan-Vice Chancellor, Mr. Umar Saeed, Treasurer, Mr. Tariq Mehmood Gill, Registrar, Professor Dr. Zahir Ahmad Zahir, Director ORIC, Deans & Directors of the University.

In a joint statement. Mr. Zafar Masud, President & CEO, BOP & Professor Dr. Iqar Ahmed Khan Vice Chancellor-UAF shared that, "We are passionate to be the partner on the initiative taken for the Start Ups/Entrepreneurs of University graduates, that not only help in boosting the Employment creation but also facilitate in the

entrepreneurship development. Young brains can transmute the traditional agriculture to

modernized & innovative farming by utilizing the professional knowledge”



Retail & Priority Sectors Lending



CLIENT ENGAGEMENT ACTIVITY WITH RBG AT MIRPUR AZAD KASHMIR ON **ROSHAN APNA GHAR**

A detail presentation on Roshan Apna Ghar and Low cost housing products was given by Mr. Sulman Alam Shah, Head Retail Finance Division to RBG Branches of Mirpur Azad Kashmir along with customers of the bank. The session was attended by Mr. Khalil, RBH

Gujranwala and Mr. Adeel Munir, Regional Head Consumer and all the Area Managers and Branch Managers of Gujranwala Region. Purpose of this session was to introduce the product features and process flow of these new products.



JOINT CAMPAIGN WITH BOP & SBP AT HONDA ATLAS CARS LAHORE

Joint campaign with BOP & SBP official (Ms. Tehreem) at Honda Atlas Cars awareness session on LCH .

Retail & Priority Sectors Lending

BOP PARTICIPATED IN 11TH INTERNATIONAL SOIL SCIENCES CONFERENCE AT UNIVERSITY OF AGRICULTURE FAISALABAD

Faisalabad: The Bank of Punjab being the Leading bank in agricultural financing Participated in 11th international Soil Sciences Conference Held at University of Agriculture Faisalabad from 9-11 March 2022. The Conference was attended globally both Physically and Virtually by national and

international delegations.

BOP was among the sponsors of the event., BOP /ACD managed to organize a stall at the prominent location at the venue. ACD team provided awareness to the participants regarding Agri products and services available at BOP counters.



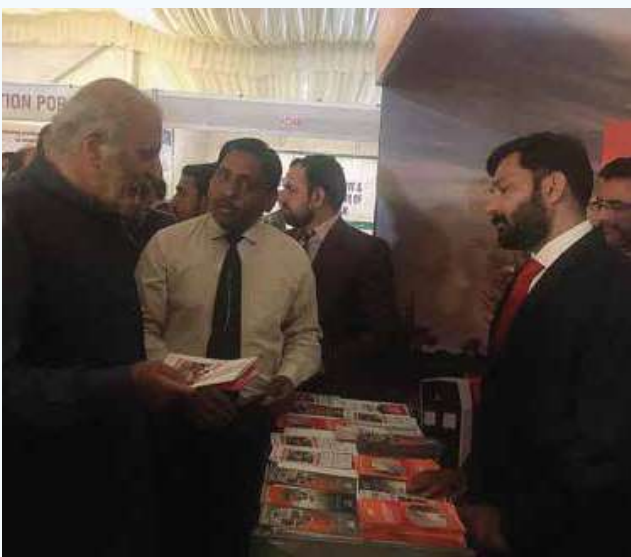


BOP PARTICIPATED IN AGRI EXHIBITION AT SARGHODA

Sargodha Agri Show was held on 27-28 February in University of Sargodha under supervision of GOP and was chaired by Federal Minister Syed Fakhar Imam and provincial agriculture minister Mr. Hussain Jehania Garezi. Different Stake Holder of Agri sector participated along with different Govt Organizations related to Agri sector like Pak Arab Fertilizers, Engro Fertilizers, Ali Akbar Group, Barani Agri Institution Chakwal, Ayub

Research Institute Faisalabad etc. BOP also participated and we installed our stall there and provided information to participants regarding our Agri Products. Provincial minister also visited our stall and we briefed him about our different products including PMYP & PRS.

At the end BOP received acknowledgement shield from Commissioner Sargodha.



Retail & Priority Sectors Lending



1ST RACC MEETING

ARRANGED BY BOP FOR SOUTHERN PUNJAB

Multan: The Bank of Punjab being the Lead/Champion Bank–South Punjab arranged 1st Meeting of Regional Agri Coordination Committee(RACC) on March 15th 2022, at SBP-BSC Multan under the chairmanship of Mr. Zafar Masud (President & CEO of BOP). The basic purpose of the meeting was to devise a strategy to achieve SBP Agri Targets for South Punjab through collaboration among member Banks/DFI's. Director, AC& MFD –SBP, Mr. Noor Ahmed also attended this meeting besides agriculture/credit heads of commercial, microfinance, specialized banks, and representatives from Pakistan Microfinance Network (PMN).

Refer to last ACAC Meeting held on 20th Dec. 2021 worthy Governor State Bank of

Pakistan Mr. Reza Baqir introduced concept of Lead/Champion Bank to serve the under-developed areas through enactment of following :

- Rally Banks/FIs to implement regional targets
- Develop specialized lending programs
- Launch awareness and promotion drives
- Establish helpdesk in collaboration with SBP-BSC Offices

Mr. Zafar Masud – President & CEO BOP, briefed the participants regarding strategy to be adopted to achieve the desired goals. He emphasized on financial inclusion of small farmers in underserved districts of

South Punjab. Mr. Zafar Masud also shared his views and approached in dealing with major challenges being faced by agriculture sector in south Punjab. He also committed to extend his full support on behalf BOP to make this concept a success story.

Mr. Noor Ahmed while addressing the meeting elaborated the concept of Champion/Lead Bank and its role in Agri financing in the region. He urged the participants to undertake new initiatives and develop innovative products and solutions to counter various challenges faced by the country particularly regarding food security and food insufficiency. He added that the best ideas and products/solutions will be presented in the upcoming meeting of agricultural Credit Advisory Committee (ACAC).

Performance of all the member banks was reviewed and, gaps and lapses were also conversed and improvement was demanded where required. SBP also emphasized on member banks to streamline their agri products and policies to better serve the farming community through innovation and technology.

All participating Banks agreed to share their action plan with Champion Bank to fill the gap in SBP targets (disbursement, outstanding & number of borrowers) and hiring of Agri staff etc. It was also discussed and encouraged to fill hiring gap through job fair with collaboration of Agri universities. Next meeting of RACC to be convened in April 2022 to review results of March Quarter 2022.





BOP PARTICIPATED IN AGRI EXPO/KISSAN MELA AT D.G KHAN

D.G.Khan: Agri Show was held on 07-08 March in Ghazi University D.G.Khan under the supervision of GOP and was chaired by Provisional Minister of Agriculture Mr. Husain Jehania Gardezi. Different Stake Holder of the Agri sector participated along with different Govt Organizations related to the Agri sector like Fuji Fertilizers Company, Engro Fertilizers, Suncrop Pesticides, Jaffer Brothers (Pvt) Ltd, Jalandhar Seeds, Arid Agri university Rawalpindi, Stalls of Renewable energy companies, Model Greenhouses stalls, Hydroponic irrigation system stalls, etc. BOP also participated and we installed our stall there and provided information to participants regarding our Agri Products. The provincial minister also visited our stall and we briefed him about our different products including PMYP & PRS, SBP Refinance

Schemes etc. BOP is always on its toes to reach out to the small farmers and believes in services at their doorsteps. This event will not only improved BOP's presence in the area but also helped in promotion of the Agri portfolio to farmers.

At the end VC Ghazi University, VC Meer Chakar Hazar Khan University, Commissioner D.G.Khan, Special Secretary Agri. Marketing, GM PAMRA & Secretary Agriculture South Punjab addressed the participants and explore the significance of the event and promised to continue such events in the future also.

We received an acknowledgement shield from Secretary Agriculture South Punjab Mr.Saqib Ali Ateel.



Retail & Priority Sectors Lending



ONE DAY TRAINING SESSION

ARRANGED BY ACD FOR ITS FIELD FORCE AT L&DC LAHORE

ACD arranged one-day training session for its field force at learning and development center Bedian road Lahore. Session was held under the Supervision of worthy Head ACD. Worthy Group Head Retail & Priority Sectors lending Mr. Asif Riaz along with Head ACD Mr. Sarfraz Hussain also graced the event. Around 62 Agri Field force consisting of RM & SRM attended the session.

Key Topics Included:

- Overview of LRMIS
- Electronic ware house financing & SAAF
- Security Documents CIU / Financials
- PMYP / PRS Secured Financing T2 & T3

Trainers Included:

- Mr. Muhammad Amin – Unit Clu Agri
- Mr. Syed Sibte Husnain – Product Head PMYP
- Mr. M. Zia Ur Rehman – Unit Head Products & Policy
- Mr. Muhammad Unar – Manager CIU Agri
- Mr. Muhammad Asif Qadri – Officer CIU



Retail & Priority Sectors Lending



TRACTORS DISTRIBUTION

CEREMONY AT AL-GHAZI TRACTORS SAMUNDRI-FAISALABAD

Agri credit division arranged a tractor Distribution ceremony at Al-Ghazi Tractors–Samundri (Faisalabad) on 15th February 2022. More than 25 Tractors were Distributed among borrowers under Govt. Schemes PMYP/PRS as well as BOP’s own

Agri Finance facility. Head ACD Mr. Sarfraz Hussain along with ACD Faisalabad Region Team participated in the event. Further Provincial Minister for Excise and taxation Mr. Hafiz Muhammad Mumtaz Ahmed also graced the event.





BOP HOLDS SEMINAR

AT FAISALABAD FOR CREATING AWARENESS ABOUT VARIOUS SCHEMES BY SBP

The Bank of Punjab today held a seminar at Faisalabad for creating awareness about the various schemes by the State Bank of Pakistan for financing Small & Medium Enterprises (SMEs) including the Prime Minister's Youth Program Entrepreneurship Scheme (PMYP-YES), SME Asaan Finance (SAAF) Scheme, and Government's Markup Subsidy Scheme for Low-Cost Housing (GMSS-LCH).

The seminar was attended by senior officials from the State Bank of Pakistan BSC Faisalabad along with the office bearers and members of All Pakistan Bedsheet & Upholstery Manufacturers Association (APBUMA) and Pakistan Hosiery Manufacturers & Exporters Association (PHMA).

Speaking on the occasion, Asif Riaz, Group Head Retail & Priority Sectors Lending Group, BOP highlighted the importance of SMEs and said that such seminars will help

create awareness about various financing options available through banks, especially the recently launched SAAF Scheme which offers collateral-free loans up to Rs 10 million for eligible SMEs. He added that this program shall prove to be a game-changer for SME segment.

Muhammad Akbar, Senior Joint Director, State Bank of Pakistan, Kashif Ahmed Zia, Chairman PHMA, and Arif Ehsan Malik, Central Chairman, APBUMA appreciated BOP's role in providing loans to SMEs and thanked the bank's management for organizing the seminar.

BOP has been the No. 1 bank in PMYP for the second consecutive year and is the sole executing bank for the Punjab Rozgar Scheme of the Government of Punjab. The bank has so far disbursed more than Rs 10 billion in Government Schemes.



THE BANK OF PUNJAB SIGNS AGREEMENT WITH EURONET PAKISTAN FOR BEING ITS CREDIT CARDS AND POS ACQUIRING PROCESSOR

The Bank of Punjab (BOP), one of the leading financial institutions with a network of 662 branches across Pakistan, has signed an agreement with Euronet Pakistan, a division of Euronet Worldwide Inc. (NASDAQ: EFFT) for being its Credit Cards Issuance & POS Acquiring processor. Euronet is an industry leader in processing secure electronic financial transactions and is currently serving clients in approximately 170 countries around the world. The agreement was signed by Mr. Zahid Mustafa (Group Chief Consumer & Digital Banking – BOP) & Mr. Kashif Gaya (CEO Euronet Pakistan).

As part of this agreement, Euronet Pakistan will be providing BOP with a fully consolidated technology product stack comprising Credit Cards, POS & Merchant Management, Digital Merchant Onboarding, Loyalty & Rewards, Fraud Management, and Payment Scheme Gateway Services. Through the acquisition of this solution, BOP would also leverage Euronet's expertise of being the leading technology provider of POS Acquiring in Pakistan to offer inventive and advanced merchant management solutions to its customers. The entire solution will be hosted on a PCI-DSS compliant infrastructure in Euronet's Data Centre facilities in Pakistan which are fully compliant with global data security, customer data protection standards and local regulatory guidelines.

Mr. Kashif Gaya (CEO – Euronet Pakistan)

expressing his views on the occasion said, "It is a great honor for Euronet Pakistan to be selected by The Bank of Punjab as their Technology Partner for Credit Cards and POS Acquiring. This collaboration is in line with our strategic vision of market expansion, digitally-enabled value-added services and introducing innovative product propositions in Pakistan. Our global expertise and expansive market share of POS transaction processing further strengthen the resolve for this futuristic objective. We look forward to this partnership and would like to thank BOP for their confidence in Euronet".

Speaking on the occasion, Mr. Zahid Mustafa (Group Chief Consumer & Digital Banking – BOP) said, "At Bank of Punjab, our customer is at the heart of everything we do, and providing them convenient methods for making payments is a core element of our digital strategy. By partnering with Euronet Pakistan, we look forward to leveraging the expertise and experience of an industry leader in the card issuance and POS acquiring domains. Going forward with a hosted model will not only ensure a rapid rollout but will also provide us with a clear cost horizon for future enhancements. We look forward to a strong partnership with Euronet and will be working together to deliver the digitization promise to our customers and stakeholders."



AGREEMENT SIGNING CEREMONY BETWEEN THE BANK OF PUNJAB AND STATE LIFE INSURANCE CORPORATION

The Bank of Punjab (BOP) and State Life Insurance Corporation of Pakistan (SLIC) have signed Bancassurance and Bancatakaful agreements in a ceremony recently held in Lahore at BOP Head Office. Mr. Shoaib Javed Hussain, Chairman SLIC and Mr. Zafar Masud, President & CEO BOP were present at the ceremony. Senior officials from both organizations were also in attendance on the occasion.

This is a landmark agreement that marks a first for both organizations in terms of the Bancatakaful proposition. While BOP is already offering various Bancassurance (conventional) products, it will be for the first time that a Takaful proposition is going to be offered from BOP Islamic branches as well as from Islamic windows of conventional branches. Similarly, this agreement marks the first Bancatakaful agreement for SLIC, whereas SLIC is currently offering only conventional products with other partner banks.

Mr. Zafar Masud, President, and CEO of the Bank of Punjab said, "At Bank of Punjab we strive to provide world-class financial services to our customers across Pakistan. We do this through innovative products and excellence in customer service. We are pleased to enter into an agreement with State Life Insurance

Corporation. This agreement is just the first step towards a long and strategic partnership between the two public sector entities which will be explored in much wider areas covering other economic and social ventures".

Mr. Shoaib Javed Hussain, Chairman State Life, said at the event, "it is pleasure to announce the partnership between State life and BOP at the start of State Life's 50th anniversary. State Life is a leading insurer in the country and is also backed by a sovereign guarantee. The partnership brings together two leading organizations of Pakistan with a shared vision of ensuring inclusion and protection of the people of Pakistan across all strata of society with the mutual goal of increasing economic activities in the country. We see this step as a beginning of a successful partnership between the two corporate entities".



Consumer & Digital Banking Group



THE BANK OF PUNJAB

LAUNCHES LAHORE QALANDARS (CO-BRANDED/AFFINITY DEBIT CARD)

The Bank of Punjab (BOP), one of the leading financial institutions with a network of 662 branches across Pakistan, signed a partnership agreement with PSL franchise Lahore Qalandars in January 2022 where

BOP is their exclusive banking partner during the 3 years term of the agreement. As a part of the agreement, new joint products are planned to be launched that will be beneficial for both organizations and customers.



BOP Lahore Qalandars Debit Card (LQDC) is the first of such planned products developed under the umbrella of the partnership. BOP is also launching Credit Cards in Q2 this year to complete our Consumer Banking menu.

A launch event was held at Pearl Continental Lahore on 14th February 2022 where the LQDC was unveiled by the President & CEO of Bank of Punjab, Mr. Zafar Masud and CEO of Lahore Qalandars, Mr. Atif Rana.

Speaking on the occasion, BOP President and CEO Zafar Masud said, “At The Bank of Punjab, our customer is at the heart of everything we do. Since cricket is part of our culture and PSL encourages healthy activities among the youth, we have developed the Lahore Qalandars Debit Card to especially cater to the needs of Cricket fans in general and Lahore Qalandars fans in particular. We continue with an objective to add value to whatever we put our hand in. LQDC is one such initiative on our part and we expect the industry will follow suit by coming out with new and unique product offerings for their customers and the formation of healthy and economically important activities for the country. The cricket economy is something that we recognize and position ourselves. LQDC is a step in this direction.”

LQDC offers a host of facilities to the cardholder in addition to the standard discounts offered on our Gold Cards. With a combination of secure technology of Contactless and Chip & PIN coupled with a bold and attractive cricketing design, LQDC customers will enjoy the following benefits: Meeting your favorite Lahore Qalandars players, purchasing PSL tickets at special discounted rates, Opportunity to win LQ players’ signed bats and balls, special discounts on LQ Merchandise purchased through LQDC, and discounts on renowned sports brands and gyms.

Existing customers of BOP can book their LQDC by visiting their respective branch or registering a request at the Helpline number 042-111-267-200. A New customer can open an account in the nearest BOP branch and book an LQDC.

Speaking on the occasion, Lahore Qalandars CEO Atif Rana said, “We are excited about this partnership with Bank of Punjab. Lahore Qalandars Debit Card is going to strengthen the bond of fans with Lahore Qalandars

through BOP. We believe in developing the infrastructure for Cricket and expect that other franchises will follow this Co-branded/ Affinity card launch with their banking partners in future.”





MOU SIGNING BETWEEN THE BANK OF PUNJAB AND INFRAZAMIN PAKISTAN

The Bank of Punjab (BOP) and InfraZamin Pakistan Limited (InfraZamin) signed a Memorandum of Understanding ('MOU') formalising areas of future cooperation and collaboration.

The MOU sets the framework for joint activities between BOP and InfraZamin to explore opportunities in infrastructure finance via credit enhancement instruments, development of a portfolio guarantee framework, and evaluation of greenfield and brownfield opportunities in infrastructure projects. The MOU also seeks to consider international best practices for infrastructure financing via capacity building with a core objective of developing market readiness towards risk mitigation from a credit enhancement of large-scale infrastructure projects in different sectors.

Mr. Farid Ahmed Khan, Group Chief - Corporate and Investment Banking on the occasion said, "BOP is keen to contribute to this joint initiative through its client outreach, strong structuring capabilities, and cross-

functional teams across the country in focussed sectors. We believe that our clients will benefit from new products developed under this venture and it will go a long way to serve under-represented clients in the financial sector".

Maheen Rahman, CEO of InfraZamin commented "We are keen to develop new concepts with BOP on portfolio guarantee structures and look to explore underbanked sectors such as agricultural warehousing, digitech, affordable housing, water, sanitation, renewable energy and so on. Our joint capacity-building initiatives aim to develop a better market understanding of project risk via case studies on projects previously funded across emerging markets by our parent company. InfraZamin's capital capability can support over US\$500mn in guarantee issuance for Pakistan and reflects our Group's commitment towards the country's infrastructure needs."

Corporate & Investment Banking

AWARD OF 3RD DEBT ARRANGEMENT MANDATE

TO THE BANK OF PUNJAB BY LUCKY ELECTRIC POWER COMPANY



THE BANK OF PUNJAB

TO RAISE RS 13 BILLION DEBT FOR LUCKY ELECTRIC

After successfully raising Rs 7.9bn debt financing for Lucky Electric Power Company Limited (LEPCL) in two tranches, the Bank of Punjab (BOP) has been awarded a third debt arrangement mandate by the company to raise an additional Rs 5bn working capital. To mark these successful transactions and award of a fresh mandate, a ceremony was held at the head office of Lucky Cement recently which was attended by Mr. Mohammad Ali Tabba (CEO - Lucky Cement Limited), Mr. Ghazanfar Jilani (Director, BOP), and Mr. Zafar Masud (President & CEO, BOP) along with other senior officials of the two institutions.

LEPCL is developing a 660MW coal-fired power plant at a project cost of USD 850Mln. The Project shall operate on Thar coal after the expansion of the coal mine and help bring down the cost of Thar coal through

economies of scale. Being one of the most efficient coal-fired power projects in Pakistan, the project will also help to bring down the cost of electricity in Pakistan.

The award of the third debt arrangement mandate over a period of just two months is a testament to Lucky Group's trust in the investment banking capabilities of The Bank of Punjab under its new leadership.

Mr. Mohammad Ali Tabba appreciated the role of BOP, which is fast emerging as one of the most active commercial banks in the market with a seasoned investment banking team, in arranging financing for LEPCL. Mr. Zafar Masud expressed his keen desire to further deepen BOP's relationship with Lucky Group which is cementing its place as one of the largest industrial conglomerates in the country.

Corporate & Investment Banking



THE BANK OF PUNJAB TO INVEST PKR 2 BILLION IN TPL REIT FUND

A signing ceremony was held at BOP's Karachi office to announce BOP's investment commitment in TPL REIT Fund. Present on the occasion were Mr. Zafar Masud (President & CEO, BOP), Mr. Farid Ahmed Khan (Group Chief – Corporate & Investment Banking, BOP), Mr. Ali Jameel (Director, TPL REIT Management Company Ltd.), and Mr. Ali Asgher (CEO, TPL REIT Management Company Ltd.) along with other senior representatives of both organizations.

With a commitment of PKR 2bn, BOP will be one of the largest local investors in the initial REIT fund size of PKR 18.75 billion. TPL REIT is the first and largest shariah-compliant Development Impact REIT Fund in Pakistan and its eventual size is envisaged at US\$500mn. BOP has actively worked with the TPL group on several real estate transactions which have culminated in this REIT structure.

BOP has been a prominent player in the real estate sector of the country over the past year and has played an active role in all facets of this segment like low-cost housing, developer finance as well as housing finance under Kamyab Pakistan. This investment opportunity represents an attractive proposition to diversify the bank's real estate portfolio and is a testament to BOP's continuing efforts toward promoting new eras of real estate development in the country.

TPL REIT Management Company is a 100% owned subsidiary of TPL Properties and was incorporated to undertake REIT management services. The Company is capitalizing on the real estate development and management expertise of its parent company, TPL Properties Limited and tapping into the gap in Pakistan's real estate market by launching the first development impact REIT Fund.

Corporate & Investment Banking



U MICROFINANCE BANK SIGNS AGREEMENT WITH THE BANK OF PUNJAB FOR KAMYAB PAKISTAN PROGRAM “KPP”

Mr. Zafar Masud (President & CEO - BOP) and Mr. Kabeer Naqvi (President & CEO - U Microfinance Bank) signed an agreement to promote affordable housing finance under Kamyab Pakistan Program (KPP) in the country.

Under this agreement BOP will provide Ubank with interest-free term finance facility under the Kamyab Pakistan Program framework compliant Low-Cost Housing Program amounting to PKR 5 Billion to promote housing finance. This new initiative will not only strengthen the bond between both institutions but also open up multiple avenues for collaboration.

Speaking at the occasion, Mr. Zafar Masud President & CEO of BOP said, “It is heartening knowing that we share the vision of every Pakistani family being able to own their own home, especially the hitherto neglected lower income strata. This PKR 5 billion facility will enable us to work towards this cause, collaboratively. He further added that BoP has already embarked on the journey of becoming one of the top 5 banks and will soon create its space there.”

Speaking on the occasion Mr. Kabeer Naqvi, President & CEO of Ubank said that the initiative of the Government of Pakistan launching KPP will help the institutions to provide subsidized micro-loans to low-income families for the purpose of encouraging economic growth in Pakistan, particularly those in the informal sector. The government of Pakistan is committed to providing affordable housing finance to its citizens for economic and social development. This alliance will further help the government to achieve its goals aimed at housing and poverty alleviation.

The ceremony was held in Islamabad and was witnessed by the senior management of both institutions. From BoP, Mr. Farid Ahmed Khan (GC – C&IB), Mr. Khawar Shahid Ansari (GH – Treasury & FI), Mr. Saqib Sajjad (Head – FI & CB), and other members were present. From U Bank, Ms. Mariam Pervaiz - Chief Commercial Officer & Chief of Staff, Mr. Muhammad Farooq Kamran – Chief Corporate & Investment Banking and Mr. Mohsin Aslam – Head Budgeting Planning & Corporate Finance, and Ms. Madiha Latif – Assistant Manager Corporate Finance of Ubank were present.

Corporate & Investment Banking



INAUGURATION CEREMONY OF BOP ATM AT MCDONALD'S, LAHORE POLO COUNTRY CLUB:

The Bank of Punjab (BOP), one of the country's leading financial institutions with a network of 647 branches and 646 ATMs across Pakistan, has signed an MOU with McDonald's (SIZA Foods Pvt. Ltd.) for the installation of ATMs at key McDonald's outlets to facilitate its customers.

As part of this collaboration, BOP inaugurated its first ATM at Lahore Polo Country Club, on December 02, 2021. Acting President & CEO of the Bank, Mr. Farid Ahmed Khan inaugurated the ATM. The ceremony was also attended by Mr. Zahid Mustafa - Group Chief, Consumer & Digital Banking, Mr. Ijaz ur Rehman Qureshi - Group Head, Operations, Mr. Nadeem Amir – Chief Financial Officer, Mr. Nofel Daud – Group Head, Retail Banking and Mr. Asim Hafeez Qureshi – Head Cards.

Addressing the ceremony, Mr. Farid Ahmed Khan said, "Today marks the real beginning of our association with SIZA Foods as we go live with our first ATM at McDonald's DHA Phase 8, Lahore. We will be placing up more ATMs at McDonald's outlets across Pakistan

to facilitate all customers. At Bank of Punjab, we strongly believe that alternative distribution channels like ATMs are a critical component of our digital banking strategy to provide convenience to the customers in accessing cash and other banking services at outlets of strong brand like McDonald's."

From McDonald's, the ceremony was attended by Mr. Raza Ali – Director Marketing, Mr. Umar Toor – National Manager Real Estate, Mr. Haroon Akhtar, Mr. Ali Raza and Mr. Faisal Shahid.

Speaking on behalf of McDonald's, Mr. Raza Ali highlighted, "McDonald's Pakistan has always promoted customer-centric initiatives, and the presence of BOP ATMs at our premises will add to their convenience as they will be able to perform their transactions in a safe and secure environment. Further, McDonald's Pakistan with BOP is exploring venues on highways across Pakistan where they can provide ATM facilities to commuters and tourists."



BOP & THARDEEP MICROFINANCE SIGN 750mn FACILITY UNDER KAMYAB PAKISTAN PROGRAM

The Bank of Punjab (BOP) has signed a loan agreement of PKR 750mn with Thardeep Microfinance Network (Thardeep) under the aegis of the Kamyab Pakistan Program (KPP). BOP's Group Chief CIBG, Mr. Farid Ahmed Khan, and Mr. Sono Khangharani, CEO Thardeep signed the agreement.

Through this arrangement, BOP will lend Thardeep a subsidized long-term loan facility amounting to PKR 750 million under the KPP framework to provide interest-free loans for micro entrepreneurship, agriculture finance, and low-cost housing finance for the underserved segments of the society. This is the first KPP facility provided to an institution in Sindh province and ties in with the Government's agenda for providing access to microcredit for the under-served

parts of the country in general and Sindh in particular.

Speaking at the occasion, Mr. Farid Khan, said, "This is the first and biggest facility under KPP framework to any Sindh based MFI. We are optimistic Thardeep will use this facility towards our shared vision to facilitate micro-entrepreneurs and farmers for financial inclusion and poverty alleviation."

Dr. Sono Khangharani said they are happy the Government has taken the initiative of providing interest-free and subsidized financing to marginalized segments, particularly those in the rural areas. He thanked BOP for providing the opportunity to better serve the marginalized segments of the rural Sindh.



The ceremony was held in Karachi and witnessed by the senior management of both institutions. From BOP, Mr. Khawar Shahid Ansari (GH – Treasury & FIs), Mr. Saqib Sajjad (Head – FI & CB) and other Dr. Sono Khangharani said they are happy the Government has taken the initiative of providing interest free and subsidized financing to marginalized segments, particularly those in the rural areas. He thanked BOP for providing the opportunity to better serve the marginalized segments of

the rural Sindh.

The ceremony was held in Karachi and witnessed by the senior management of both institutions. From BOP, Mr. Khawar Shahid Ansari (GH – Treasury & FIs), Mr. Saqib Sajjad (Head – FI & CB) and other team members were present. From Thardeep, Mr. Ali Abbas Sikandar, Director, Mr. Parsa Pathani, GM Operations and other senior members of the management attended the ceremony.





BOP SADQAH JARIYAH MOU SIGNING CEREMONY WITH PINK RIBBON PAKISTAN

As part of BOP Sadqah Jariyah initiative, MoU signing ceremony with Pink Ribbon Pakistan took place on 25th March 2022. Pink Ribbon is a charity organization dedicated towards creating nationwide breast cancer awareness. Moreover, Pink Ribbon is also building Pakistan's 1st dedicated Breast Cancer Hospital.

BOP Sadqah Jariyah' is a multi-faceted proposition through which customers can donate to causes of their choice using various BOP channels including BOP ATMs, Branch Network, DigiBOP Internet Banking,

MobileApp & RDA Portal. BOP launched 'Sadqah Jariyah' initiative last year by adding The Citizens Foundation as our first partner, to support their mission of providing quality education to less privileged children of Pakistan. The Indus Hospital has also been added as BOP Sadqah Jariyah partner, and more partners will be added over time.

BOP is furthering this cause by matching the donations from customers, up to Rs. 1 million per month. This shows our strong commitment to our motto #HarFardKaKhayal.



DIGIBOP CELEBRATES INTERNATIONAL WOMEN DAY 2022 WITH BOP FEMALE CUSTOMERS

Head Remote Banking (Digital Banking)

Following the BOP's strategy of increasing digital financial inclusion, this women's day, the BOP Digital team reached out to BOP's female customers and encouraged them to become a part of our digital financial inclusion journey. A campaign was prepared and launched on Women's Day 2022 to increase the usage of DigiBOP Internet Banking by female customers.

The day campaign was executed from 8th till 17th of March where female customers were

encouraged to register on DigiBOP internet banking and get a chance to win a prize worth PKR 15,000 in a daily lucky draw. The encouraging engagement was witnessed by female customers, who formed 50% of all DigiBOP Internet Banking signups during the campaign period. This eventually had a positive impact on overall signups as well as daily signups increased by 51% during the campaign duration.

Upon successful registration of RAAST ID with the account number, customers can transfer payments via RAAST services by following these steps:

- Campaign promotion was done on social media, SMS channels, and in App notifications
- Daily lucky draw was conducted to select 1 winner every day
- All-female customers who signed up for DigiBOP Internet Banking during the campaign duration qualified for the lucky draw
- 10 winners were announced after the campaign ended successfully
- Gift hampers worth PKR 15,000 were handed over to winners

For any queries or feedback, please just drop an email at ask.digital@bop.com.pk

Consumer & Digital Banking Group



LAUNCH OF BOP SELECT

The BOP Select Portfolio Management initiative was launched by President BOP Mr. Zafar Masud on March 4, 2022 in a launch ceremony at BOP Call Center. BOP Select initiative is focused on Portfolio and Product Deepening of the Mass Affluent Segment of Bank of Punjab Retail Banking customers through data-led customer behavior predictive modeling. The customers in BOP Select will be engaged through the newly formed Sky Branch comprising of seasoned Portfolio Executives who will engage with the customers through Outbound Calling

and pitch them customized product and service offerings. Since the launch of BOP Select, there have been 100+ BOP Select customers that have been upgraded to BOP Khaas through concentrated Outbound Balance Build activities resulting in a substantial increase in customer account balances enabling them to qualify for BOP Khaas. In the coming days, the Sky Branch is planning to launch additional campaigns focusing on Debit Cards Upgrade, BMTD Cross-Sell and Assets Cross-Sell.



Consumer & Digital Banking Group

THE BANK OF PUNJAB

LAUNCHES RAAST PAYMENT SERVICES THROUGH ITS NATIONWIDE BRANCH NETWORK

Raast
ارساٹ

Send and Receive Money Using Your Mobile Number

With **Raast**
Pakistan's First Instant
Digital Payment System

Get your Raast ID registered by visiting our nearest Branch

- Instant funds transfer
- Free of Cost
- Reliable and Secure
- Available at all our Branches

Head Remote Banking (Digital Banking)

The Bank of Punjab (BOP) has joined the RAAST network as a member bank. RAAST is Pakistan's first & only instant payment platform that enables end-to-end digital payments between individuals, businesses and government entities. This is a payment gateway developed by the State Bank of Pakistan (SBP) for the real-time transfer of money without any transaction fees. It is endorsed as a world-class payment system that will be a huge leap in the digitization of the country's financial mechanism. Initially, RAAST services will be offered through the

BOP branches and soon these will be rolled out across Digital Channels as well.

RAAST is an Urdu word that means 'correct' and 'direct'. Payments are made through a RAAST ID which is linked to the customer's bank account number. A mobile number can become a customer's RAAST ID, on which payments are directly processed against their linked bank account. This eliminates the need for exchanging lengthy account numbers /IBANs when making transactions.

Features

- **Instant Payments:** Send and receive money across individuals, instantly with RAAST Services
- **No transaction fee:** An affordable digital payment option with no transaction charges for customers
- **Vast Network:** Digital payments are made accessible to customers of any financial institution across the country
- **Reliable and Secure:** RAAST ensures that each transaction is authorized by the payer, and offers enhanced data protection and fraud detection services.



How to Register for RAAST ID?

Following are the steps that the customer needs to complete for RAAST registration:

- Visit the nearest BOP branch
- Submit RAAST ID registration form along with a copy of CNIC
- Confirm verification code sent on the registered mobile number
- Obtain a copy of the registration request

The image shows a registration form for BOP. The form is titled "REGISTRATION / ALIAS MANAGEMENT FORM" and includes fields for Branch Code, Branch Name, Account Title, State, Account No., CNIC No., Existing Alias, and Existing Linked Account No. Below these fields are several checkboxes for services: Registration, Link / De-Link Account, Link / De-Link Alias, Delete Alias, Delete Account, Delete Customer, Suspend Alias, Suspend Customer, Activate Alias, and Activate Customer. There is a section for "New Alias" and "New Account" with checkboxes. A disclaimer states that the customer authorizes the bank to perform required actions in the RAAST system on their behalf. The form also includes fields for Account Holder's Signature, Date & Time of Request, Name of Processing Officer, and Signature of Processing Officer.

How to pay via RAAST?

Upon successful registration of RAAST ID with the account number, customers can transfer payments via RAAST services by following these steps:

- Submit the RAAST payment form at the branch counter
- Mention recipient's RAAST ID/IBAN and payment details
- Perform biometric verification and provide SMS verification code
- Obtain a copy of funds transfer receipt

The image shows an application form for Over-the-Counter (OTC) P2P (Peer to Peer) Transactions through RAAST System. The form is titled "Application Form for Over-the-Counter (OTC) P2P (Peer to Peer) Transactions through RAAST System". It includes fields for Transaction Processing, Branch Name & Code, Date, Account Number/IBAN, Title of Account Registered for RAAST, Amount in Figure (PKR), Amount in Words (PKR), Purpose of Funds Transfer, and Permission (Return, Out call, Reversing). There are sections for "BENEFICIARY'S DETAILS" (Full Name, Bank Name, Branch Name, Title of Account, IBAN, CNIC No., Relationship) and "ACCOUNT HOLDER'S SIGNATURE SYSTEM" (Account Holder's Name, Account Holder's Signature). The form also includes fields for Transaction Number, Teller's Name, Date & Time, and Teller's Signature.

All BOP customers can avail this service for making unlimited transactions in a day through BOP Over-the-Counter (OTC)/branch channel however there is a maximum limit of PKR 200,000 per transaction.

For any queries or feedback, please just drop an email at ask.digital@bop.com.pk



BOP AT WORK OPENS FIRST 1000 ACCOUNTS

BOP@Work celebrated the successful achievement of on-boarding the first 1,000 accounts. On this occasion, a cake-cutting ceremony was arranged by the team. Mr. Zahid Mustafa (Group Chief Consumer & Digital Banking), Mr. Nofel Daud (Group Head Retail Banking), Mr. Nadeem Arif Butt (Country Head PSDD), Syed Jaffer Husain Shah (Head Branch Banking) and Mr. Salman Ahmed Khan (Head BOP@Work) along with other Consumer & Digital Banking Group management graced the ceremony with their presence. The management applauded the work and the efforts of team BOP@Work and the fact that they were able to achieve the target in record time. They wished the team the best of luck for the future as well. The department has been transferred to PSDD recently under the able leadership of Mr. Nadeem Arif Butt who also addressed the BOP@work team and assured them of

his support.

Unwavering support and prompt services from the branch network were also crucial to achieve this milestone and the Branch Banking Head Syed Jaffer Hussain Shah assured that the network will continue to give such services in the future as well.

BOP@Work will leverage business ties with the Punjab government to increase sales exponentially. The team will also leverage the presence of a dense branch network in Punjab to drive sales and contribute to private deposit growth. BOP@Work will serve as a tool for the salesforce to drive their growth and will prove to be beneficial for them at month-end salary disbursements. BOP@Work will also generate leads for cross-selling of advances like house loans, car loans, credit cards and BANCA.

Consumer & Digital Banking Group

INTRODUCING DIGIBOP WHATSAPP BANKING - Simplest way to reach your Bank



Head Remote Banking (Digital Banking)

The future of Financial Services relies on round-the-clock banking which is why BOP brings our customers a one-of-a-kind service that helps them stay connected with their bank through WhatsApp around the clock.

With over 2 billion users, WhatsApp is the most preferred mode of communication around the world. In order to facilitate its customers, BOP has introduced DigiBOP WhatsApp Banking under a pilot testing phase. At the moment, it is only being offered to BOP staff and shall soon be launched for all BOP customers.

This service will allow customers to seek information regarding BOP's banking products & services, branch/ATM locations, discounts as well as details of the regulator-backed government schemes such as Roshan Digital Account and Mera Pakistan Mera Ghar.

Features and Benefits:

Customers can get the following product and services details using DigiBOP WhatsApp Banking:

- Mera Pakistan Mera Ghar
- Products and Services
- Locate Us
- Taqwa Islamic Banking
- Cards & Discounts
- Agriculture Finance
- Small & Medium Enterprises
- Commercial & Corporate Banking

Some key benefits of this service are as follows:

- Bank is always accessible 24 x 7
- Secure and convenient banking
- Free of Charge – No charges applicable

Offer inquiries and other location-based services (ATMs, Branches & Discounts near me)

How to access DigiBOP WhatsApp Banking
Customers can simply add BOP's UAN number (042) 111 267 200 to their contacts list and send 'Hi' to it on WhatsApp. In response, a secure and interactive menu on the mobile screen is displayed through DigiBOP WhatsApp messaging platform.

Is WhatsApp Banking secure?

Yes, services on DigiBop WhatsApp Banking are safe. All messages are secured with end-to-end encryption. Customer information is not shared with anyone hence they do not need to enter any confidential information such as PIN or password on WhatsApp.

Are any charges applicable?

There are no service charges for using this service. However, charges may be applicable as per the data plan with the telecom service provider.

For any queries or feedback, please just drop an email at ask.digital@bop.com.pk

Consumer & Digital Banking Group



BOP SPONSORS 13TH KARACHI LITERATURE FESTIVAL 2022

The Bank of Punjab sponsored the 13th Karachi Literature Festival 2022, a three-day festival that took place from 4th to 6th March 2022. The event was organized by Oxford University Press (OUP) and inaugurated by President Arif Alvi. The festival celebrated national and international authors, artists, and scholars, and featured talks, debates,

and mushairas in English and regional languages. The KLF 2022 shed light on Pakistan's achievements, shortcomings, and its prospects. It featured addresses by a number of prominent names, including acclaimed Zia Mohyeddin and historian Victoria Schofield. Book launches, film screenings, and readings were part of the

festival as well.

The festival's organizers expressed their deep appreciation for this year's title sponsor, Bank of Punjab. Mr. Nofel Daud, (Chief of Staff & Strategy – BOP) spoke at the closing ceremony, saying to the audience, "You'll always find BOP at the forefront when it

comes to promoting and protecting our culture and heritage for future generations". The event also featured addresses by British playwright Hanif Kureishi and former Azad Kashmir President Sardar Masood Khan followed by a performance by Qawwals Fareed Ayaz and Abu Muhammad.





COACHING SESSIONS - PORTFOLIO MANAGEMENT, BALANCED SCORECARD 2022 AND RDA/LCH

In order to build sales momentum, and create synergies and awareness among field sales staff, RBG Productivity Team conducted countrywide coaching sessions on 'Portfolio Management', Balanced Scorecard 2022, Roshan Digital Account (RDA) & Low-Cost Housing (LCH) by engaging the entire branch network and covering all sales roles i.e from CSO to RBH.

The sessions included detailed discussion on 'Balanced Score Card' KPIs & goal setting, bonus points, penalties, clarifying FAQs, and expectations of management. The sessions were arranged in each RBG region and the complete sales force along with regional management were among the attendees. Unlike traditional trainings, these were interactive sessions that encouraged questions and feedback from the audience as this mode not only reduces communication gap between Head Office and the field but also induces clarity.

One of the key initiatives for 2022 was the launch of 'Portfolio Management'. Guidelines & importance of 'Portfolio Management', its efficacy and how it will help in better servicing of existing clients, relationship deepening, new deposit mobilization, improving their

scorecard/ladder position & ultimately securing better performance ratings was thoroughly explained to align front end staff with goals set by management

A dedicated slot was also made part of these sessions to promote and rebuild emphasis on RDA & LCH. A comprehensive discussion on the latest features, allied products, and sales pitch were prominent components of this slot. Other than this, awareness of the criticality of RDA & LCH was explained which covered effective management of SBP Mystery Shoppers as well.

Besides coaching, the major aim of this exercise was to motivate sales staff, minimize the communication gaps through direct interaction, and promote a 'Pay for Performance culture' enhancing staff's understanding of the 'performance yardstick' and transparent/fair evaluation treatment via scorecard.

Furthermore, feedback on these sessions was highly encouraging as it enabled us to assimilate the direction of the RBG field force with a strategy of the bank's management. The productivity team is looking forward to continuing these sessions in the future as well.

Consumer & Digital Banking Group

BOP KHAAS

Marketing Activities

BOP Khaas became a part of two distinguished events in Punjab's capital to attract an affluent audience and generate leads for the BOP Khaas proposition.

The Lahore Literary Festival is the city's premier free cultural event for the general population. The LLF examines how literature and the arts interact to shape our cultural, social, economic, and political frameworks. The Festival's goal is to bring together, debate, and celebrate Lahore's rich and eclectic literary traditions—a city known for its arts, activism, and big ideas. A kiosk was set up at Lahore Literary Festival – Alhamra to introduce the Khaas proposition to walk-in customers and increase brand recognition and recall. Participants who showed interest were given giveaways.

The second event was a funfair organized by

Lahore Gymkhana management on the 12th of March. The event was specifically organized for Gymkhana members.

BOP grabbed this opportunity and set up a Kiosk at Gymkhana to showcase BOP Khaas proposition. BOP Khaas branded giveaways were given to distinguished guests and potential customers through a lucky draw. The BOP Khaas proposition was actively pitched to those present.

BOP's changing image was highly appreciated at both the events. Team Khaas was able to create awareness regarding BOP Khaas to a highly affluent audience. Moreover, 55 new BOP Khaas leads from individuals who were already a member of priority banking at other banks were collected. All of these leads are being contacted and their status is being actively tracked by the Khaas team.



Surpasses 1 Billion Mark

BOP's Khaas deposit surpassing the 1 billion mark was celebrated at Head Office, Lahore. A cake-cutting ceremony was organized to commemorate this milestone. The event was attended by Mr. Zahid Mustafa (Group Chief Consumer & Digital banking), Mr. Syed Jaffer Hussain (Head Branch Banking), Mr. Rai Usman Mujahid (Head Customer), and Mr. Ali Agha (Head Priority Banking) along with other senior management from Consumer & Digital Banking Group.

The Group Chief Consumer & Digital Banking expressed his delight at this accomplishment

and appreciated the team's efforts. He further shared his vision for the Khaas proposition and guided the team on how to get there.

The Group Chief Consumer & Digital Banking also distributed certificates of appreciation to 5 stars performing Priority RMs





BOP SPONSORS LAHORE LITERARY FESTIVAL 2022

The Bank of Punjab has a strong connection with arts, literature, and crafts. The bank is working on various programs and initiatives which promote financial literacy, arts & culture in the country. As part of BOP's commitment to promoting literary activities, the bank has sponsored the 10th edition of the Lahore Literary Festival (LLF) as its title sponsor.

The opening ceremony of the Lahore Literary Festival was held at Alhamra Arts Centre on Friday. The inauguration ceremony was attended by Zahid Mustafa (Group Chief Consumer and Digital Banking – The Bank of Punjab), Dr. Christian Turner (British High Commissioner), Manuel Duran Gimenez-Rico (Ambassador of Spain in Pakistan), Capt. (R) Usman (Lahore Commissioner) and Razi Ahmed (Chairman LLF) along with a large number of literary fans.

Speaking at the opening ceremony, Mr. Zahid Mustafa (Group Chief Consumer and

Digital Banking - BOP) said, "Lahore Literary Festival has become an integral part of the social and intellectual construct of Lahore city – the second-largest city in the country – offering the bright young minds and the experienced few a chance to come together, express themselves and help Literature. As the title sponsor, The Bank of Punjab takes pride to be part of a movement that is a positive influence in society and is encouraging healthy habits and activities in a digital age where our reading habits are endangered."

The three-day-long festival included different activities, including sessions of writers, book launches, and music performances. Speakers and performers from over eight countries participated in the festival which was free and open to the public. It was the first edition of the festival to be held in person since the start of the pandemic.

CARDS DIVISION

Launch of Industry's first co-brand debit card (Lahore Qalandars Debit Card)

BOP signed a partnership agreement with the mercurial PSL franchise 'Lahore Qalandars' in January for 3 years. Based on this agreement, BOP will be the exclusive banking partner of Lahore Qalandars for the tenure of this agreement, and new joint products are planned to be launched that will be attractive and beneficial for both organizations. The Lahore Qalandars Debit Card is the first of such planned products and was unveiled by the President of BOP, Mr. Zafar Masud, and the CEO of Lahore Qalandars franchise, Mr. Atif Rana in an explosive launch event held in Pearl Continental Hotel, Lahore.

The first 10,000 customers will be the

founder members and the first 1,000 Lahore Qalandar Debit Cardholders will be entitled to get signed Lahore Qalandars merchandise upon the first successful transaction. Lahore Qalandars Debit Cardholders will also get exclusive discounts and offers on sportswear brands and gyms nationwide along with existing offers for Mastercard Gold Debit Cardholders.

Special Day Celebrations

Cards Division celebrated all special days in unison with the global community, namely Valentine's Day, Women's Day and Pakistan Day. Exclusive offers for these events were made available to all BOP Debit Cardholders. Images of these offers are attached below:

Empower Yourself this Women's Day
with BOP Mastercard Debit Cards.

Exclusive Women's Day Offerings Valid on 8th & 9th March 2022

damas 20% DISCOUNT on clothing Nationwide	almas 50% DISCOUNT on formal wear 25% DISCOUNT on winter wear Karachi	LOVE 15% DISCOUNT on shoes & clothing store Promo code: BOPLOVE Nationwide	METRO SHOES 20% DISCOUNT Nationwide	STARLET 20% DISCOUNT on dresses 5% DISCOUNT on up to 40 clothing accessories Nationwide
KITCHEN CUISINE 20% DISCOUNT on PAK 2000 Lhr. Isb. Rwp.	TUSCANY COTTAGES 20% DISCOUNT on PAK 2000 Lhr. Isb. Rwp.	Sweet Affair's 15% DISCOUNT Lahore	ProFlowers.pk 25% DISCOUNT Promo code: BOPPK Nationwide	OUR GALLELLI 10% DISCOUNT Nationwide

BOP Women Card Holder Discounts 2022

PF CLINGS 30% DISCOUNT Lhr. Khl. Isb.	ProFlowers 25% DISCOUNT Lahore (DHA)	YUM 30% DISCOUNT Lhr. Isb.	Spice Bazaar 30% DISCOUNT Lahore	Check Out Your 30% DISCOUNT Lhr. Isb.	
Salt 'n' Pepper 30% DISCOUNT Lahore	ProFlowers 30% DISCOUNT Nationwide	M 30% DISCOUNT Lahore	SALE 30% DISCOUNT Lahore	METRO SHOES 15% DISCOUNT Nationwide	foodbonds 20% DISCOUNT Promo code: MASTERCARD03 Nationwide
Salt 'n' Pepper Village 30% DISCOUNT Lahore	Karimil 20% DISCOUNT Nationwide	FHS 15% DISCOUNT Nationwide	KHAS 15% DISCOUNT Nationwide	Cross Stitch 10% DISCOUNT Nationwide	KC GRILL 20% DISCOUNT on PAK 2000 Islamabad

Available for Female Cardholders only | For more discounts and details visit www.bop.com.pk/Card-Discounts

THIS MONDAY SHARE THE LOVE THAT LASTS WITH YOUR BOP MASTERCARD PLATINUM DEBIT CARDS

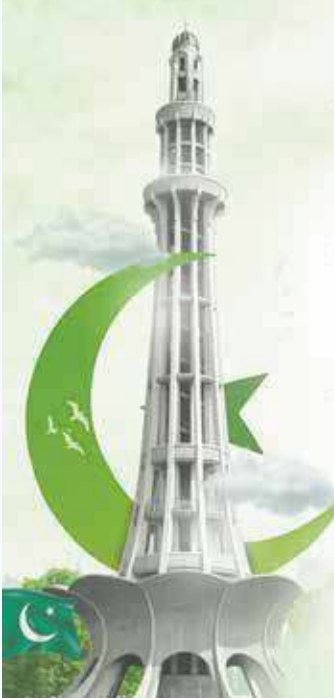


 20% DISCOUNT Platinum Debit Card 25% DISCOUNT Platinum & Home Debit Card LAHORE DHA	 20% DISCOUNT Platinum Debit Card 30% DISCOUNT Platinum & Home Debit Card NATIONWIDE
 20% DISCOUNT Platinum Debit Card 30% DISCOUNT Platinum & Home Debit Card LHR / ISB	 20% DISCOUNT Platinum Debit Card 30% DISCOUNT Platinum & Home Debit Card LHR / ISB
 20% DISCOUNT Platinum Debit Card 30% DISCOUNT Platinum & Home Debit Card LAHORE	 20% DISCOUNT Platinum Debit Card 30% DISCOUNT Platinum & Home Debit Card LHR / ISB / RWP / FSD / MLT
 20% DISCOUNT Platinum Debit Card 30% DISCOUNT Platinum & Home Debit Card LAHORE	 20% DISCOUNT Platinum Debit Card 30% DISCOUNT Platinum & Home Debit Card LAHORE

For more discounts and details Visit www.bop.com.pk/Card-Discounts

Terms & Conditions apply

Celebrate PAKISTAN DAY WITH BOP DEBIT CARDS



 10% DISCOUNT Additional with the Cap of 1000 21 st March till 23 rd March Nationwide <small>PRMO CODE: BOP 10</small>	 10% DISCOUNT with Cap of 500 21 st March till 31 st March 2022 Nationwide <small>PRMO CODE: BOP 10</small>	 23% DISCOUNT 22 nd March Nationwide <small>PRMO CODE: BOP 23</small>	 15% DISCOUNT 18 th March till 30 th April 2022 Lahore <small>PRMO CODE: MASTERCARD</small>
 50% DISCOUNT 22 nd March Nationwide <small>PRMO CODE: BOP 50</small>	 23% DISCOUNT 22 nd March Lahore	 23% DISCOUNT 22 nd March Lahore	 23% DISCOUNT 23 rd March Lahore
 23% DISCOUNT 23 rd March Lahore	 05% DISCOUNT Additional with Cap of 500 23 rd March Lahore	 23% DISCOUNT 23 rd March Nationwide	 30% DISCOUNT (UPKI 5,000 Cap) 23 rd March Lahore
 30% DISCOUNT (UPKI 5,000 Cap) 23 rd March Lahore	 30% DISCOUNT (UPKI 5,000 Cap) 23 rd March Lahore	 30% DISCOUNT (UPKI 5,000 Cap) 23 rd March Lahore	 30% DISCOUNT (UPKI 5,000 Cap) 23 rd March Lahore
 23% DISCOUNT on new arrivals 23 rd March Nationwide	For more discounts and details Visit www.bop.com.pk/Card-Discounts		

* Terms & conditions apply

Enablement by default for e-commerce transactions

Since BOP debit cards are 3DS enabled and highly secured in terms of transactional security, we have therefore enabled our debit card customers for e-commerce transactions by default on 25th March 2022, which meant that all new cards being issued from this day onwards would be ready for usage on online platforms. By doing this we have neutralized a large number of customers that were having a negative experience of transactions being declined to owe to the previous card activation protocols.

Sadqah Jariyah

BOP in collaboration with organizations namely, TCF (The Citizen Foundation), Pink

Ribbon and Indus Hospital has introduced the 'Sadqah Jariah' initiative through which customers can donate their zakat and sadqah through BOP ATMs. Moreover, BOP will also be matching all the donation amounts every month up to Rs 1 million per month. The donation proceeds will be used for:

- **Sponsoring child education and female literacy programs through The Citizen's Foundation**
- **Helping build Pakistan's first dedicated breast cancer hospital through Pink Ribbon**
- **Sponsoring treatment of deserving patients through the Indus Hospital.**

Help our children achieve their full potential

Donate your zakat and sadqah through
BOP Sadqah Jariyah

Now available on BOP ATMs

- BOP Sadqah Jariyah partners include: The Citizens Foundation, Indus Hospital & Pink Ribbon Pakistan
- Donation proceeds will go towards sponsoring child education & female literacy programs (The Citizens Foundation), help build Pakistan's first dedicated breast cancer hospital (Pink Ribbon) and sponsoring treatment of deserving patients (The Indus Hospital)
- Donations can be made through BOP ATMs, Branch Network, digibop Internet Banking, Mobile App & RDA Portal
- BOP will match your donations with an equal amount up to Rs. 1 million per month



BOP partners with Mastercard and becomes the latest credit cards issuer with a unique offering

The Bank of Punjab (BOP), one of the country's leading financial institutions, with a network of 664 branches and 655 ATMs across Pakistan, has signed an agreement with Mastercard, a leading technology company in the global payments industry. The partnership will see the bank's customers in the region and across the globe benefit from a new range of electronic payment products.

The agreement will see BOP issuing Mastercard debit and credit cards to its customers and enable point-of-sale (POS) and e-commerce acquiring, utilizing

MENA East and Nabeel Ahmad – Director of Business Development, Pakistan.

Addressing the participants, Mr. Zahid Mustafa said: "Cards and payments are critical components of our digital banking strategy to provide ease and convenience to our customers. We have developed a strong value proposition for our cards with the help of Mastercard as we seek to give value to our customers with every transaction. We are bringing learnings from international markets to Pakistan and the partnership with Mastercard is playing a pivotal role in digitization of retail, as well government initiatives."

Speaking on behalf of Mastercard, Mr. J.K. Khalil shared: "Pakistan is fast embracing



Mastercard's industry-leading Mastercard Payment Gateway Services platform.

Representatives from BOP attended the signing ceremony, including Zahid Mustafa – Group Chief, Consumer & Digital Banking, Asim Qureshi – Head Cards, Syed Shahzad Shahid – Head of Digital Banking and Rai Usman Mujahid – Head of Customer. From Mastercard, the event was attended by J.K. Khalil – Country General Manager for

digital payments and the endless opportunities it presents to people and communities. We are delighted to deepen our long-standing partnership with The Bank of Punjab through this milestone launch. Together, we are committed to offering world-class payment solutions to support the country's digital transformation ambitions."

LEGAL GROUP ACHIEVEMENTS

Legal Affairs Division

The Legal Affairs Division (LAD) was created following the restructuring of the Legal Division into a Group, and since its inception, it has drastically reduced the Bank's reliance on external counsel for the following:

- Provision of legal opinions to the Bank on various legal issues,
- Evaluation and review of legal agreements, and
- Evaluation of existing internal policies and the development of new policies.
- With respect to the provision of legal opinions, the Bank was previously incurring a significant financial burden as it had to refer matters to external counsel for their opinion and advice. Following the restructuring, the bulk of this work is being undertaken by LAD, which is providing legal advice to other business units of the Bank on a truly diverse spectrum of laws. Aside from the direct costs which have been reduced in this manner, the Bank also has the benefit of quicker "Turn Around Times" while the business units of the Bank are also better able to convey their queries and concerns to in-house counsel in a frank and open manner, which is not always possible when dealing with external counsel, and more importantly, LAD is able to respond to additional questions and provide real-time guidance in a manner that external counsel cannot.
- The Bank enters into a host of legal agreements with customers, suppliers, regulators, service providers, financial institutions and landlords throughout the country. LAD's increased role in evaluating these agreements and incorporating changes therein is reducing the disparity in practice between functionally and geographically diverse units of the Bank. As LAD is devoted to the Bank's legal affairs, it can often foresee and avert problems and concerns while drawing upon its own experience to implement solutions that safeguard the best interests of BOP.
- A large entity like the BOP has a vast footprint and must rely on internal policies to regulate and harmonise the performance of key functions within the Bank while creating a healthy atmosphere. As LAD engages with almost all areas of the Bank's business, it can detect procedural bottlenecks and provide in-depth feedback where existing policies are less than optimal. Additionally, LAD is also able to draw upon its insight to propose the creation of policies to streamline various aspects of the Bank's functioning upon reference to it by concerned units.
- Another key aspect of LAD's role in providing support to the Bank is its provision of assistance to Litigation

and LEA Divisions of the Legal Group. This assistance, however, is not uni-directional, as LAD also benefits from the practical advice and

assistance of these Divisions in real-time, which it leverages to provide all-encompassing assistance to the other units of the Bank.

Litigation Division

Since its creation Litigation Division (LD) has focused heavily on developing a specialized Management Information System (MIS) with the active participation of IT Department. The system which has been created is an excellent resource for maintaining and monitoring the status and progress of the case. Since data is being fed into the system on daily basis, it serves as an excellent analytical tool in the repertoire of the Bank in effectively observing existing data performing analyses on different categories of litigation.

LD has also aggressively followed up on pending cases and as a result 34 cases have been decided in the bank's favour, in the last three months. It has also effectively followed up and ensured compliance of court orders in a timely manner particularly following writ petitions where the Bank had been directed by the High Court to take certain actions. Certain notable matters such as the Haris Steel Petitions which were pending before the Islamabad High Court, Islamabad, since 2008 were finally disposed of due to the efforts of the Litigation Division, and in particular, matters such as the "Crescent Jute Product Limited" petition were decided as a result of this proactive approach. It is very interesting to note that, in this petition the judgment of which

was reported for publishing, LD did not engage any panel counsel, rather it dealt with the same internally. Along with this petition, other notable matters were also handled by LD without appointing panel counsel(s), and infact, the Litigation team got 12 consumer finance matters disposed of which were pending before various courts of law thereby leading to financial benefits to the Bank.

LD has also been proactive in seeking to settle pending matters settled by ensuring that matters are followed up properly in court and opponents are prevented from delaying matters by obtaining adjournments, etc. Such pressure through active follow-up has allowed LD to force defaulter(s) / judgment debtor(s) to settle with the Bank.

The performance of LD was also lauded by the Board of Directors (BOD) when it received a presentation along with a comprehensive report on the Bank's litigation portfolio valuing at Rs.200-Million or above. At the same time, LD's focus on internal centralization has required it to take on staff / law officers of the Retail Finance Division (RFD), Agri. Credit Department (ACD), Special Assets Management Group (SAMG) and Small Medium Enterprises (SME) and to expand the Litigation Division as roles are created.

HOW TO EARN BONUS MUNAFA?



15%

1 year profit rate*

* 8.25% minimum rate plus additional 6.75% Bonus Munafa

STEP 1 Open a Bonus Munafa Term Deposit (BMTD) along with any current account in BOP

STEP 2 Keep a minimum average deposit of 25% of your BMTD balance in your current account in a month to earn Bonus Munafa for that month

Flexible Tenure
1 Month - 3 Years

Upto 90% Financing
Facility available

Min. Investment
PKR 50,000

Please visit your nearest branch or call BOP Phone Banking to open your account today!



BOP Tower, 10-B, Block E-II, Main Boulevard, Gulberg-III, Lahore.
BOP Phone Banking: 111-267-200 | www.bop.com.pk