

## NBP's quest for excellence continues

Karachi: Getting to the top is not any easy task but retaining the position is even a bigger challenge and the country's leading bank, National Bank of Pakistan, is continued to attain new achievements.

Recently, National Bank of Pakistan has received The Banker's 'Top Bank of Pakistan Award' and JCR-VIS has maintained its Credit Rating for the Bank. These are the signs of recognition of performance of the Bank. Each Award forces us to up the bar and then works harder to achieve the new high.

While being declared recipient of an award is the recognition of the overall performance of the bank, the real satisfaction comes from the fact that NBP is making a contribution to accelerate economic growth of the country.

A dedicated team leader always played a vital role in achievements of any organization and Dr. Asif A Brohi, President NBP, is also counting new achievements for the bank.

He is making all efforts to take the bank to new high and no doubt credit of recent achievement also goes to the Brohi, who is a well experienced banker, Dr Brohi is associated with NBP from the last 30 years and knows all issues of the bank as well as banking industry.

Although NBP is providing services to the all sectors, however, agricultural, advance salary and consumer gold are three main products of NBP to facilitate masses, particularly people in rural areas, which had previously been deprived of banking facilities.

Yet another unique service to salaried class is distribution of advance salary. This product enables salaried class to get cash against future disbursement, which facilitate them to meet their immediate each requirement but more importantly without offering any collateral.

National Bank had also successfully implemented core banking application in its main branch to provide 'superb' customer services and strengthen its internal banking system, besides ensuring efficiency across the banking functions. NBP has planned to implement core banking application in 250 branches over the next few months. As the entire country is facing a serious crisis of energy, the bank is also decided to finance energy-related project on top priority. It has already financed some 7 wind energy projects, while overall financing facility worth Rs.98 billion, had been extended to the energy sector.

Consumer loans, especially against gold, have grown by

51 percent whereas the growth in agricultural loans was 30 percent during 2012. The bank achieved its target for this fiscal year by disbursing Rs.52 billion on account of agricultural credit disbursement during July-April of FY13.

NBP is also focusing on rural areas. And it has decided to setup more branches in less developed areas, instead to urban areas. Out of 40 new branches as many as 30-32 branches would be established in rural areas. While at the end of this year number of designated Islamic banking branches would rise to 23. Remittances are one of major source to finance the current account deficit, therefore in order to smooth and timely delivery of remittances NBP had created a separate independent group named Global Home Remittances Management Group in 2009 to focus on inward home remittances business. It had also struck agreement with 30 leading overseas remitting partners.

NBP takes pride in sharing with media its top product, disbursement of cash against gold. This product on one hand enables the people as well as farmers to get cash but more importantly, continue own the gold.