

NBP and 1LINK Hold Bank Activation to Accelerate Digital Payment Adoption



KARACHI, July 9 — National Bank of Pakistan (NBP), in collaboration with 1LINK, hosted a Bank Activation Session at its Head Office in Karachi, bringing together senior leadership and Karachi Region Teams to advance the understanding of digital payments agenda.

The session delivered in-depth knowledge on NBP Debit Cards, covering their full suite of features, benefits, and usage, with a particular focus on how card-based transactions can enhance customer convenience and drive digital payment adoption at scale.

Present on the occasion, Mr. Adnan Nasir, Group Chief Digital Banking, National Bank of Pakistan, said: "NBP, recognizes that digital payment adoption is the cornerstone of financial inclusion for national economic progress. Bank Activation Sessions will enable the concerned teams to be best equipped to translate that vision into everyday customer experience."

Mr. Najeeb Agrawalla, Chief Executive Officer, 1LINK, remarked: "Collaboration with NBP is central to advancing Pakistan's digital payments ecosystem. 1LINK remains committed to working alongside our partners to build the infrastructure and capacity needed for a strong cashless economy."

The session was attended by senior executives from both organizations, including Mr. Faisal Ahmed, Group Chief Operations; Mr. Zahir Khursheed, Officiating Group Chief Retail Banking Group; Mr. Ausaf Ahmed, Acting Group Chief Information Technology; senior officials from NBP's Head Office, regional offices, and Karachi Region Teams.

As Pakistan's digital economy continues to evolve, NBP remains committed to ensuring secure and convenient payment solutions to continually reach customers across the country.