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PRESS RELEASE

NBP Geared up to Become Top Bank of the Region

Karachi: “NBP all geared up to rise from No. 1 position in the country to become the market leader in the Region in the next 5 years. NBP’s aim is to double its business in the next five years, the period which will be very good for the country as economic environment will be much more conducive”, said Syed Ali Raza, NBP President at the Regional Heads Conference at NBP Head Office, Karachi. The purpose of the conference was to provide guidelines with a view to realize Bank’s vision. The Bank has hired 28 Regional Heads to mobilize the entire organization in the field for realizing the Bank’s vision and as the first step it has changed its field structure.

With this vision in mind a Strategic Policy Committee (SPC) has been constituted and some of the objectives of this committee include review and recommend an appropriate organizational structure, policies, procedures, internal controls and implementation of best practices across the Bank. With NBP’s strong financial foothold, quality of its employees with proven strong organization commitment and strong support of senior management, we can achieve the vision and the Bank to achieve its vision is committed to extend full support to the newly formed Regional and Branch managements for their career growth and rewards for their exceptional performance.

Dr. Mirza Abrar Baig earlier explained the purpose of the gathering to the Regional Heads from all over Pakistan. The responsibilities of each Regional Head is to achieve all KPIs, higher market share, developing subordinates, demonstrate highest management skills for team work and motivation.

Qamar Hussain, Chief Operating Officer in his keynote address said that the Committee has been formed to facilitate the Regional Heads to resolve the problems at the field. They need to become role models and be objective in decision making. He emphasized on cascading Bank’s vision and demonstration of core values set by the President throughout the organization.

Dr. Asif A. Brohi, Group Chief, Operations, enthusiastically cautioned the Regional Heads to get the customer base right as the Bank have lost touch with its customers and it is the time to retain them through quality service. “NBP has been very generous with each and every employee; and now it is the time to repay by improving our service and by becoming the most sought after Bank.”

In the end of the conference Amer Siddiqui, Group Chief, Commercial & Retail Banking said, “we are the first trillion rupees institution and it has become a challenge now to remain on the top. This Bank was created to serve the country and by strengthening the regional team we will be serving the country.”

The afternoon session was convened by Dr. Mirza Abrar Baig, which comprised of a comprehensive briefing on adopting Core Ideology focusing on Core Purpose and Core Values. He held three separate workshops on adopting the Core Values through consensus which suit the Bank and the community we serve.

The conference ended with a resolution to serve the customers with renewed energy and reaffirmed commitment, upholding the Core Values adopted in this conference.

Yours Sincerely,

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