

PRESS RELEASE

UBL joins hands with the Punjab Provincial Government to facilitate small farmers under e-Credit Facility



Ms. Ayesha Ghous Pasha, Finance Minister, Govt. of Punjab (sitting, second right), Mr. Muhammad Mahmood, Secretary Agriculture, Govt. of Punjab (sitting, right), Mr. Kamran Bakshi, Additional Director SBP, Agri-Credit & Microfinance Department (sitting, left) and Mr. Zia Ijaz, Group Executive Retail Bank (UBL) (sitting, second left), at the Agreement Signing Ceremony with the Punjab Provincial Government to facilitate small farmers under the 'e-Kissan Farm Credit Facility'.

UBL, Pakistan's Best Bank 2016, recently joined hands with The Government of Punjab for the provision of subsidized loans to small farmers under Government of Punjab's 'Empowerment of Kissan Through Digital & Financial Inclusion' Facility. A signing ceremony was held on 20 April 2017 at the Minister's Block, Government of Punjab Secretariat, Lahore to mark the occasion. The participants at the signing ceremony included Ms. Ayesha Ghous Pasha, Finance Minister, Govt. of Punjab, Mr. Muhammad Mahmood, Secretary Agriculture, Agri. Department, Govt. of Punjab, Mr. Kamran Bakshi, Additional Director SBP Agri-Credit & Microfinance Department, Mr. Zia Ijaz, Group Executive, Retail Bank UBL and Mr. Chaudhry Qaiser Iqbal, Head Rural Bank (UBL).

The primary focus of this 'e-Kissan Farm Credit Facility' is on the empowerment of 'small kissans' through provision of financial and digital services. This helps support the cause of financial inclusion of rural masses. In line with UBL's Progressive and Innovative brand attributes, this initiative makes UBL the first commercial bank in the private sector to enter into this agreement. With its wide network comprising of over 45,000 touchpoints including more than 1375 branches, this agreement allows UBL to facilitate the farming community. The arrangements help in uplifting the rural economy and catering to financial needs of the underserved by leveraging the latest technological advances available in the financial sector.



About UBL

United Bank Limited (UBL) is one of Pakistan's largest banks in the private sector. The bank operates a network of over 1,375 branches across Pakistan and 19 branches overseas. It was declared Pakistan's Best Bank 2016 at the first Pakistan Banking Awards and the bank's entity ratings were also recently upgraded to AAA/A-1+. The Bank maintains its leadership in branchless banking through UBL Omni which has an agent network of over 42,000 Dukaans across Pakistan. With a customer base of over 4 million, it leads the banking and financial services sector in Pakistan. Customers across the world have 24/7 access to the bank via UBL's world class Internet Banking.