

Press Release

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HBL awarded the Best Retail Bank in Pakistan for 2017

- **HBL is focused on low cost deposits and a profitable asset portfolio**
- **The bank gave women a place in its services**
- **The bank is positioned at the forefront of digitisation**

Tokyo, Japan, March 17th 2017— **HBL** was awarded the **Best Retail Bank in Pakistan** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

HBL is focused on low cost deposits and a profitable asset portfolio

HBL has been thriving in Pakistan's retail banking sector due to its well-structured asset portfolio. The bank has focused on managing target deliveries, sales structures and technology in its personal loan and SME loan businesses. In terms of deposits, HBL concentrated on low cost deposits, and boosted its distribution network and products to increase account opening and facilitated financial inclusion in the country.

The bank gave women a place in its services

One of the successful initiatives of HBL is Nisa, a banking platform for women, which was launched on November, 2015. The bank aims to cater to the unique needs and aspirations of its women customers, with around 150,000 Nisa accounts opened in 2016.

The bank is positioned at the forefront of digitisation

HBL introduced a number of key technology initiatives, such as biometric-enabled transactions, enhanced mobile banking functionality, and cardless automated teller machines (ATMs) transactions. The digitisation process helped the bank open about 1.2 million accounts each year and process more than 2.6 million transactions every day.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

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