

Newsletter Jan-Mar, 2019

# MILESTONES

## AND MARKETING EVENTS



THE PRESIDENT'S  
TRIP TO THE  
CENTRAL REGION

JS BANK WINS  
PRESTIGIOUS  
ASIAMONEY AWARD

3<sup>rd</sup> LARGEST  
MORTGAGE PROVIDER  
IN PAKISTAN



JS BANK CUP  
PAK vs AUS  
ODI SERIES

A new year, a new start and many more milestones ahead,  
JS Bank wishes you a glorious year.

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10. JS Bank sponsored the event 'Jashan-e-Baharan' held at IOBM
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**ACHIEVEMENTS**



# JS BANK CUP PAKISTAN VS AUSTRALIA ODI SERIES

JS Bank collaborated with the Pakistan Cricket Board (PCB) as title sponsors for the **Pakistan-Australia series** which was held in Sharjah, Abu Dhabi and Dubai from March 22<sup>nd</sup>-31<sup>st</sup>, 2019.

The tournament trophy was unveiled at Sharjah Stadium in a joint ceremony in the presence of Azhar Khan, Group Head Operations and Technology – JS Bank along with Shoaib Malik, Captain of the Pakistan team and Aaron Finch, Captain of the Australian team.



# JS BANK WON THE PRESTIGIOUS ASIAMONEY AWARD

JS Bank won the 'Best Bank for Small Medium Enterprises (SMEs)' award in the 2019 Asiamoney Best Banks Awards for Pakistan. JS Bank's focus on SME lending began in 2014-2015 and in a period of less than four years, the Bank has been ranked as the third largest SME bank in Pakistan, with a portfolio of around USD348 million. **"This is an achievement not just for JS Bank but for the entire Pakistani financial industry as it reflects the high-performance standards against which we benchmark ourselves"**, said Basir Shamsie, President and CEO, JS Bank. **"We are thankful to Asiamoney for recognizing our hard work and will continually strive for greater human impact and business growth with the progression of time."**



# JS BANK WAS PLEASED TO SPONSOR THE FEDERAL TEAM IN THE PAKISTAN CUP 2019



# JS BANK BECOMES PAKISTAN'S FIRST FINANCIAL INSTITUTION TO BE ACCREDITED BY THE GREEN CLIMATE FUND (WORLD'S LARGEST CLIMATE FUND)

JS Bank became **Pakistan's first financial institution** to have been accredited by the Green Climate Fund (GCF), the world's largest climate fund. The Fund aims to provide facilities to private sector corporations in emerging economies for limiting or reducing greenhouse gas (GHG) emissions through investments in low-emission and climate-resilient programs. As an accredited entity, JS Bank will be able to apply for funding of up to USD 250 million per project. Currently, the Fund has 102 active projects worldwide and has a pledged total of USD 10.3 billion. With presence in 172 cities in Pakistan, JS Bank has a strong commitment to sustainable development and will continue working with customers, clients, businesses and the government to respond to the challenges posed by climate change.



# JS BANK WINS **CSR AWARD** AT THE 8<sup>TH</sup> ANNUAL CSR SUMMIT

JS Bank won the **honorary CSR award** at the 8<sup>th</sup> Corporate Social Responsibility Summit & Awards. This is the 7<sup>th</sup> year running that the Bank has been recognized for its grassroots focused community development initiatives. JS Bank is working in the areas of health, education and sustainable development through its own efforts as well as by supporting the charitable arm of JS Group, Mahvash & Jahangir Siddiqui Foundation (MJSF).



JS Bank received the Honorary Corporate Social Responsibility Award 2019 at the 8<sup>th</sup> Annual CSR Summit & Awards. Seen here is Zaid Haroon, Head of Corporate Communications and CSR receiving the award on behalf of the Bank.

# BUILDING FINANCIAL INCLUSION - JS BANK LAUNCHED BRANCHLESS BANKING IN AJK AND GB

Working towards financial inclusion, JS Bank has partnered with Special Communication Organization (SCO), the leading telecom operator in Azad Jammu and Kashmir (AJ&K) and Gilgit Baltistan (GB) for provision of branchless banking services in these areas.

Catering to some 6 Million people, this collaboration provided state-of-the-art, convenient and secure branchless banking services to individuals in far flung areas. This agreement promises to cater to the needs of the unbanked population by offering them formal financial services at the click of a button.

Noman Azhar, Head of Branchless Banking & Digital Initiatives – JS Bank stated, **“This partnership with SCO is another step in JS Bank’s efforts to empower the people of Pakistan through provision of innovative and efficient financial services for bolstering economic and social opportunities.”**

Sharing his thoughts on the development, SCO’s spokesperson said, **“We are delighted to have partnered with JS Bank to make Mobile Financial Services accessible to the people of AJ&K and GB. S-Paisa will not only bring ease to the lives of millions of people but also prove to be a great contributor to the region’s socio-economic development in the longer run.”**



# THE GLOMO AWARDS SHORTLISTED JS BANK FOR “BEST MOBILE INNOVATION FOR PAYMENT AND FINTECH”

JS Bank was shortlisted for the GSMA Global Mobile Awards (GLOMO Awards) in the **“Best Mobile Innovation for Payment and Fintech”** category for its Digital Policing Initiative.

The GLOMO Awards honor the greatest achievements and innovations across the mobile industry, with 42 awards presented over 10 categories. Held in Spain, their objective is to spotlight the technological innovations helping to connect everyone and everything for a better future, from developments in 5G, to innovations, to start-ups and entrepreneurs that are dreaming up the next big thing.



# FIRST CASE OF JS SMART ROSHNI SME SOLAR PANEL FINANCING DISBURSED

JS Bank successfully disbursed the first case of JS Smart Roshni – SME Solar Panel Financing, in January, to Mr. Shahid Saleem, a businessman in Lahore. The case was disbursed through the Devine Mega branch in Lahore through the combined efforts of Mr. Awais Rafi Qureshi, Team Leader – Assets & Mr. Muhammad Salman, Relationship Manager, under the supervision of Mr. Shahzada M Noman, Branch Manager. The delighted customer would now be able generate his own electricity in a hassle-free manner through the solar panel system installed on his business farm without being dependent on the grid for electricity.



# CREATION OF SERVICE MANAGEMENT CRICKET TEAM

The most exciting initiative taken by the Service Management & Business Conduct department in the first quarter was to build a first-class cricket team for the Bank's Internal Tape Ball Tournament. It is important to develop team building activities among employees for improved motivation at work. Outside of business hours, sports activities are known to be very effective in building interpersonal relationships, team spirit and have fun.

# FIRST CASE OF JS ZARKHEZ SOLAR TUBEWELL FINANCE DISBURSED

JS Bank successfully disbursed the first case of JS Zarkhez Solar Tubewell Finance to Ms. Bushra Shah, a resident of Hyderabad. The case was disbursed through the Qasimabad branch in Hyderabad through the efforts of Mr. Mohammad Akhtar Memon, Agriculture Finance Officer, under the supervision of Ms. Laila Hafeez, Branch Manager. The delighted customer would now be able extract water in a hassle-free manner through the solar tubewell installed on her farm land without being dependent on the grid for electricity.



# 3<sup>rd</sup> LARGEST MORTGAGE PROVIDER IN PAKISTAN

JS Bank launched its mortgage financing in FY-2016, since then home loan advances have grown exponentially to raising it to above PKR 9 Billion in 2019 with more than 500+ cases disbursed. JS Bank has also been a market player in consumer financing in the year 2018 and has been ranked the 3<sup>rd</sup> Largest Mortgage Provider in Pakistan. With increase in financial awareness amongst individuals along with a parallel increase in estate prices there is an on-going demand in financial products. JS Bank always has taken the first step towards bridging this gap for customers in building their dream home.



# JS GOLDFINANCE GROWING EVERY 100 MINUTES!



## JS GoldFinance – A proud family of more than 10,000 Customers:

JS GoldFinance became a strong family of 10,000 on 30<sup>th</sup> January 2019. The entire credit goes to our dedicated branch team who have worked tirelessly to make JS GoldFinance a huge success. The next milestone now is to grow to 20,000 by the end of 2019.

## Rs. 100 Mn in 100 Minutes for Central Region 1 & 2:

Central Region 1 & 2, under the leadership of Mr. Attiq Ur Rahman & Mr. Mudassar Latif, contributed Rs. 100 million in a month to the JS GoldFinance Portfolio.

## The Brave Warriors of JS GoldFinance:

JS GoldFinance Bravery Award Campaign was launched on 1<sup>st</sup> January 2019 for Branch Managers to compete for a prestigious Tagheuer. The Duration of the campaign was from 1<sup>st</sup> January 2019 -31<sup>st</sup> March 2019 with a qualifying criteria of Rs. 10 Mn. 240 Branch Managers competed for the prize and contributed a cumulative figure of Rs. 625 Mn worth of financing. Tagheuer was awarded to the Top 3 Branch Managers:

Ahmad Yar Kausar – Allama Iqbal Town Branch Lahore – Rs. 47 Mn

Arshad Mehmood Bhatti – Liaquat Road Faisalabad Branch – Rs. 29 Mn

Shahzada Muhammad Noman - Airport Road DHA Branch – Rs. 16 Mn

# JS GOLDFINANCE GROWING EVERY 100 MINUTES!

## GoldFinance presence at events:

Branch Banking team and GoldFinance Sales team marketed JS GoldFinance in events held in Taxila and Rawalpindi. A huge audience was introduced with the product details and many showed interest to apply for this unique and convenient facility.



## Top Performers – Sales Team (Central Region)

Acknowledging the best from the Central region Sales team, a dinner was arranged by Mr. Syed Irfan Abbas Zaidi – Head Of Gold Finance & Secured Lending for their contribution to JS GoldFinance.



## CAD & IT Appreciation Ceremony:

The Champions of JS GoldFinance CAD team were awarded with the prestigious Golden Trophy by Mr. Kamran Jafar – Deputy CEO for making 100 Minutes Possible.

**INITIATIVES**



# THE PRESIDENT'S TRIP TO THE CENTRAL REGION

As JS Bank continues to grow at an accelerated rate each year, our senior management took up the initiative to visit branches spread out throughout Pakistan. This visit was designed to ensure maximum staff engagement on the ground level and to listen to ideas and suggestions being shared by the branches.

**Basir Shamsie, CEO - JSBL** along with members of the senior management started his journey with a town hall in Multan the culturally rich city of Sufis and Saints. Emphasis was placed on the importance of innovation, cross sell, customer service & digital banking. This was followed by a detailed question and answers session where all branch staff queries were clarified and constructive feedback was noted. The top performing branches were also awarded for their performance based on pre - determined KPIs.



Basir Shamsie - President & CEO along with other senior management members while visiting one of JS Bank branches.

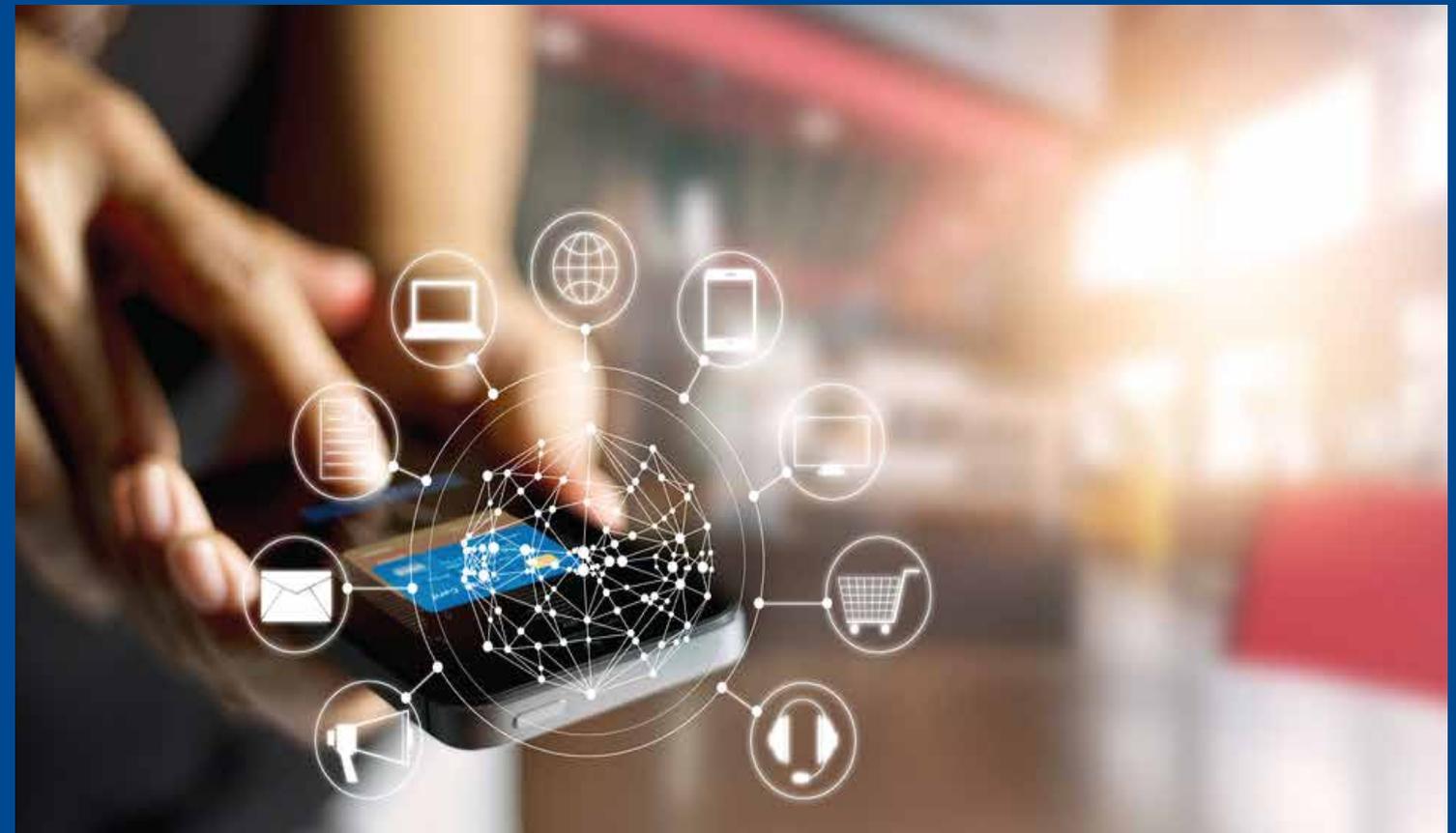
# GUIDELINES ON CONFIDENTIALITY OF CUSTOMER INFORMATION AT JS BANK

Maintaining the confidentiality and privacy of customer personal and financial information is the prime focus of JS Bank as it plays an essential role in preserving a reputable image and helps to build customers' trust. A comprehensive guideline on **"Confidentiality of Customer Information at JS Bank"** has been developed by Business Conduct team and was disseminated to the bankwide staff, so that all JS employees should manage with utmost responsibility the personal and financial information of the customers and bank's staff, accessible to them.



# IMPLEMENTATION OF PHONE BANKING POLICY AND MONTHLY PERFORMANCE REPORT

As part of our ongoing commitment to provide convenient solutions for banking needs, JS Bank provides **24X7 Phone Banking** personalized services to our valuable private, branchless, general banking customers. We have successfully prepared the '**Phone Banking Policy**' and started its implementation from January 2019. Phone Banking unit has also taken numerous initiatives and for the first time has started sharing the '**Monthly Performance Report**' to the higher Management



# JS BANK SUPPORTED THE GLOBAL DIVERSITY MARKETING CONFERENCE ON “CHANGING TRENDS: CHALLENGES AND OPPORTUNITIES”

JS Bank joined hands with U.S. based consulting firm Global Diversity Marketing (GDM) to host a business conference titled **“Changing Trends: Challenges, and Opportunities”**. The event was well attended by **business leaders, community leaders, entrepreneurs and professionals** from all over the world. The conference highlights included speakers from the U.S. including President & CEO of Stratford University-Dr. Richard Shurtz, GAMA CEO-Bonnie Godsman, and GDM CEO-Tariq Khan.

Other U.S. based speakers like GAMA CEO Bonnie Godsman and Stratford CEO Dr. Richard Shurtz echoed Tariq’s sentiment, adding that Pakistan offers great opportunities in a multitude of sectors including business and education. GDM’s country representative in Pakistan Mohammed Asif Arif thanked all the speakers and attendees for ensuring that the conference was a huge success.

By supporting such undertaking such innovative and business building events, JS Bank remains committed towards its role as a catalyst in the business ecosystem of Pakistan.



# UNDP/UNESCAP SECOND REGIONAL WORKSHOP (APFSD) ON INNOVATIVE CLIMATE FINANCE MECHANISMS

The APFSD gathers participants from different sectors and countries to explore common ground and actions, develop common messages and coordinate strategies for more effective participation in the national, regional and global intergovernmental processes on sustainable development. Yawar Herekar, the Head of Sustainable Finance at JS Bank was invited to attend the UNDP/UNESCAP to talk about JS Bank's accreditation to the GCF as well as other sustainability initiatives that JS Bank has taken to become one of the **preminent sustainable finance institutions** in the Asia-Pacific region. Some of the initiatives that have been taken are the incorporation of environmental and social risk management due diligence into our lending process, rolling out of the cost-cutting initiative at JSBL branches and the launch of several products geared towards sustainable finance by the Retail Banking team.

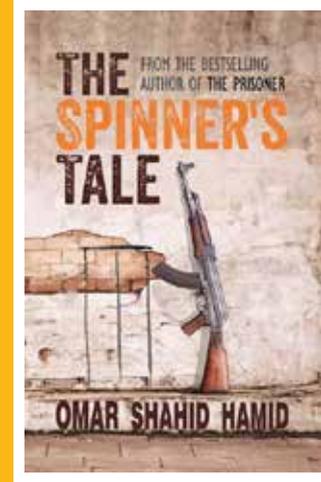
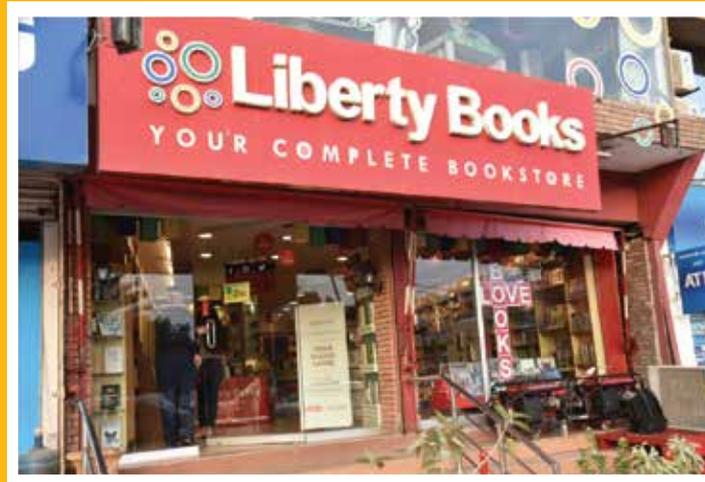
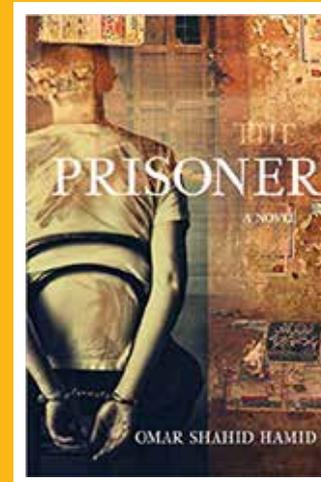


# ENVIRONMENTAL AND SOCIAL RISK MANAGEMENT AND LAUNCH OF THE COST-CUTTING INITIATIVE FOR BRANCHES

To fulfill the requirements of the Green Banking Guidelines issued by SBP in October 2017, JS Bank integrated environmental and social risk management into its credit risk assessment procedures. Other than consumer finance, an Environmental and Social Risk Rating (ERR) Mechanism along with an Environmental Due Diligence process is applied to the whole loan portfolio. The third component of the Green Banking Guidelines relates to reducing a bank's own impact. To comply with this, JS Bank has launched a data-driven process to record the expenses at branches.



# JS BANK & VCAST MEET THE AUTHOR OMAR SHAHID



JS Bank strongly supports progressive and sustainable initiatives for engaging the people of Pakistan in healthy activities. The bank in association with VCast and liberty books held an interactive discussion with renowned author Omar Shahid Hamid, as part of it's efforts to highlight pakistani authors and their work.

# JS BANK SUPPORTED KARACHI LITERATURE FESTIVAL



JS Bank supported the Karachi Literature Festival, the leading literature festival in Pakistan. The unique event is awaited each year by intellectual and artistic communities and gives people, communities and societies the chance to express themselves through art. It also offers a unique opportunity to showcase Pakistan as a country rich in culture, creativity, and exchange of ideas and opinions. The event took place at Beach Luxury Hotel, Karachi from 1<sup>st</sup> till 3<sup>rd</sup> March, 2019.

**JS BANK SPONSORED PROFESSIONAL EDUCATION FOUNDATION'S EVENT, "ATIF ASLAM'S LIVE IN CONCERT"**



**JS BANK SPONSORED THE EVENT 'JASHAN-E-BAHARAN' HELD AT IOBM**



**JS BANK SPONSORED THE AUTO REVOLUTION VOL.1 SHOW HELD AT SSUET**



# JS BANK SPONSORED 2<sup>nd</sup> ROUND OF WORLD FUTURE CHAMPIONS PROGRAM

JS Bank sponsored 2<sup>nd</sup> round of World Future Champions Program held at Junior Squash Complex in Lahore. The competition covered U-19 males and females squash players. On-ground event management was undertaken by VLead while the competition was held in association with the Sindh Squash Association. This initiative was undertaken with the goal of identifying top-tier squash talent at a grass root level, investing in their development and training while also giving them a platform to showcase their abilities.



# **PARTNERSHIP & ALLIANCES**



# JS BANK AND UNDP PAKISTAN SIGNED AN MOU FOR MICROENTREPRENEURIAL GROWTH TO ENHANCE YOUTH EMPOWERMENT

The United Nations Development Programme (UNDP) Pakistan and JS Bank, signed a Memorandum of Understanding (MoU) to develop a framework for supporting micro entrepreneurial initiatives initiated under the framework of the UNDP's Kamyab Jawan – Youth Empowerment Programme (YEP).

The Kamyab Jawan – Youth Empowerment Programme is supporting the Government in developing innovative and sustainable entry points for the social and economic engagement and empowerment of young people in Khyber Pakhtunkhwa and Sindh. One of the key components of the programme is to support young motivated micro-entrepreneurs because entrepreneurship is the most viable option not just to create employment for youth but to spur economic growth in the country.



The agreement was signed by Mr. Tahir Sheikh, Group Head – Investment Banking & Emerging Business JS Bank and Mr. Ignacio Artaza, Resident Representative a.i. UNDP.

# JS BANK COLLABORATED WITH EFU LIFE ASSURANCE

JS Bank and EFU Life Assurance Limited joined hands to distribute accidental death and disability insurance coverage to JS Bank customers. The partnership is built upon the synergies between JS Bank's standing as a leading distributor of insurance & wealth management solutions.

The agreement was signed by Mr. Kamran Jafar – Deputy CEO, JS Bank and Mr. Taher G. Sachak – CEO, EFU Life Assurance Ltd. Speaking at the occasion, Mr. Kamran Jafar said, **“This agreement reflects our commitment to the well-being of our customers. JS Bank is driven by the passion to enrich & positively impact the lives of our customers. EFU Life is a natural partner for us given their strong leadership in the insurance industry of Pakistan for the past 25 years.”**

Speaking at the occasion, Mr. Taher G. Sachak said, **“EFU Life Assurance aims to create insurance solutions that are accessible and affordable for all. Our partner, JS Bank, has a very positive and innovative approach towards value creation for its customers which resonates with our own ethos as one of Pakistan's most reputable insurance company.”**



The agreement was signed by Mr. Kamran Jafar – Deputy CEO, JS Bank and Mr. Taher G. Sachak – CEO, EFU Life Assurance Ltd.

# JS BANK PARTNERED WITH HADRON SOLAR FOR SOLAR FINANCING

Under the State Bank of Pakistan's (SBP) scheme of financing solutions for renewable energy, JS Bank has partnered with Hadron Solar for promoting solar panel **funding for Small Medium Enterprises (SMEs)** and homeowners as well as solar powered tube wells for farmers.

By joining hands, JS Bank and Hadron Solar seek to develop a framework for growth of shared values that will assist residential, agricultural and commercial endeavors. Using renewable energy, JS Bank clients can reduce electricity costs, reduce dependence on the national energy grid and protect the environment by utilizing non-polluting power generation sources. The loans are offered at a rebated mark-up rate of 6% flat.



# JS BANK ENTERED INTO A COLLABORATION WITH THE PAKISTAN CATALYST FUND 1 (PCF)

During 2016, JS Bank entered into a collaboration with the Pakistan Catalyst Fund 1 (PCF), a private equity fund (the principal investor of which is USAID), to invest for significant long-term capital appreciation through private equity, private investment in public equity, convertible loans and quasi-equity investments in SMEs operating in Pakistan. The Bank has earmarked **PKR 2.5 billion** plus (equivalent to USD 24 million) in parallel with the Fund's investment of **PKR 2.7 billion** (equivalent USD 26 million), bringing the total value of the fund to **USD 50 million**, over a five-year investment period. During 1Q2019, Structured Finance Division, on behalf of JS Bank, and PCF invested in 4 companies operating in cargo logistics, passenger logistics, and concession based transport service and mobile distribution & retail business with the aggregate investment amounting to **PKR 1,557 million**.



JSBL and PCF invest PKR 600 million in Convertible TFCs issued by SLG.

# JS BANK AND REGAL AUTOMOBILE INDUSTRIES ENTERED INTO STRATEGIC ALLIANCE

JS Bank, one of Pakistan's fastest growing financial institutions has joined hands with Regal Automobile Industries Limited (RAIL), to offer customers a range of exclusive financing solutions and value-added services. Regal Automobiles is a new market entrant with a license to produce vehicles under the 'Prince' brand name. The company is affiliated with DFSK (Dongfeng-Sokon) a subsidiary brand of Dongfeng Motor Corporation, the Chinese state-owned auto giant. Under the terms of this alliance, regal customers can avail fast track vehicle delivery along with priority processing. This association promises a multitude of economic benefits including **GDP contribution, reduced import costs, local good production, job creation** and much more others while also building a strong and mutually beneficial business relationship between JS Bank and Regal Automobile.



The agreement was signed by Mr. Babbar Wajid, Business Head – Consumer Banking & Product Management JS Bank and Mr. Sohail Usman – Chairman, Regal Automobile.

# COLLABORATING FOR SUCCESS, JS BANK PARTNERED WITH IAL SAATCHI & SAATCHI

JS Bank has entered into a partnership with IAL Saatchi & Saatchi, the country's top advertising agency. The agreement was signed between Kamran Jafar – Deputy CEO, JS Bank and Nida Haider – Managing Partner, IAL Saatchi & Saatchi.

The agreement between **JS Bank and IAL** is designed to help introduce innovative promotional campaigns and initiatives in line with rapidly changing market trends. Through this collaboration, JS Bank will work with IAL Saatchi & Saatchi to embrace new developments in global advertising by focusing on strategic planning, ideation, performance measurement and commercial growth & profitability.

## SIGNING CEREMONY



The agreement was signed by Mr. Kamran Jafar - Deputy CEO, JS Bank and Ms. Nida Haider Managing Partner IAL Saatchi & Saatchi.

# PARTNERSHIP WITH NATIONAL INCUBATION CENTRE

JS Bank joined hands with National Incubation Centre (NIC), for extension of loans under the **JS Prime Minister Youth Business Loan (PMYBL)** scheme. Through this partnership, JS Bank will work with NIC, a state-of-the-art incubation center located at NED University of Engineering & Technology Karachi, which provides young entrepreneurs their in-house innovation platforms to further strengthen their start-up ideas. This partnership aims to extend financing facilities to young entrepreneurs and alumni of NIC. Under this scheme, Individuals between the ages of 21 and 45 years would be able to obtain financing of up to PKR 2 Million at a highly subsidized mark-up rate of 6% to set up or expand their business.



The agreement was signed by Mr. Babbar Wajid, Head of Product Development & Business Management – JS Bank and Mr. Shahjahan Chaudhary, Director NIC Karachi

# PARTNERSHIP WITH KARANDAAZ PAKISTAN TO FACILITATE SME GROWTH

JS Bank partnered with the UK-funded Karandaaz to jointly make PKR 1 billion available for Small and Medium Enterprise (SME) financing. This collaboration aims to enhance financing to SMEs thereby enabling them to grow and expand. Karandaaz will co-fund at least one-half (50 percent) of the Program Portfolio and JS will co-fund up to one-half (50 percent) of the same. The facility also provisions for risk sharing on pari-passu basis. JS Bank continued to grow its presence in the SME sector of Pakistan and through the facility the bank would be able to tap into a bigger market and facilitate their growth through enhanced lending.



# PROTECT YOUR LOVED ONES WITH JS BANK

## ANMOL SEHAT



JS Bank offers Anmol Sehat, an accidental insurance scheme exclusively designed to provide you with a simple and affordable way of protecting your loved ones against any unfortunate event. The scheme has been structured to ensure a simple enrollment process and nominal monthly premium deduction making the insurance plan extremely convenient and affordable. Anmol Sehat is underwritten by EFU Life Assurance Limited and is only available for account holders of JS Bank.

## HEALTH PROTECTOR

Health Protector is a convenient and affordable way to cover your expenses in case of In-Patient hospitalization due to accident or illness. Health Protector is a health insurance scheme that provides annual coverage with an option of renewal each year, and will cover you in case of hospitalization. The plan is underwritten by Allianz EFU Health Insurance Limited, Pakistan's first specialized Health Insurance Company.



# LAUNCHING JS KHUD MUKHTAR

JS Bank launched JS Khud Mukhtar on 1<sup>st</sup> March, 2019, a financing solution focused towards female entrepreneurs in rural areas. With an eye towards women empowerment, JS Khud Mukhtar provides term loans of up to Rs. 1.5 million, at a subsidized mark-up rate of 5% per annum (based on State Bank of Pakistan refinance scheme) for business set-up or expansion.

Keeping in view its unique positioning, JS Khud Mukhtar will not be available in the following cities:

List of districts excluded from definition of underserved areas\*

- |               |               |
|---------------|---------------|
| 1. Lahore     | 6. Sheikhpura |
| 2. Rawalpindi | 7. Gujranwala |
| 3. Faisalabad | 8. Kasur      |
| 4. Gujrat     | 9. Islamabad  |
| 5. Sialkot    | 10. Karachi   |

\*May vary as per the SBP Scheme

# OCCASIONAL DISCOUNTS

## PSL



**65%** Discount on all JS Bank Debit and Credit Cards  
ROOM RACK RATES



**50%** Discount on all JS Bank Debit and Credit Cards  
ROOM RACK RATES



**10%** Discount on all JS Bank Debit and Credit Cards  
ROOM RACK RATES

## PAKISTAN DAY



**10%** Discount on all JS Bank Debit and Credit Cards



**15%** Discount on all JS Bank Debit and Credit Cards

## 14<sup>TH</sup> FEBRUARY



**25%** Discount on all JS Bank Debit and Credit Cards



**20%** Discount on all JS Bank Debit and Credit Cards



**20%** Discount on all JS Bank Debit and Credit Cards  
ON CAKES ONLY



**15%** Discount on all JS Bank Debit and Credit Cards

### KARACHI



**40% & 30%**  
ON CAKES ONLY & ON DINE IN  
Discount on all JS Bank Debit and Credit Cards



**20%** Discount on all JS Bank Debit and Credit Cards



**20%** Discount on all JS Bank Debit and Credit Cards  
ON CAKE AND BAKERY STUFF



**14%** Discount on all JS Bank Debit and Credit Cards

### LAHORE

### ISLAMABAD

# MAJOR LAUNCHES OF Q1



**UFC GYM**  
PAKISTAN

**TRAIN LIKE A CHAMPION**

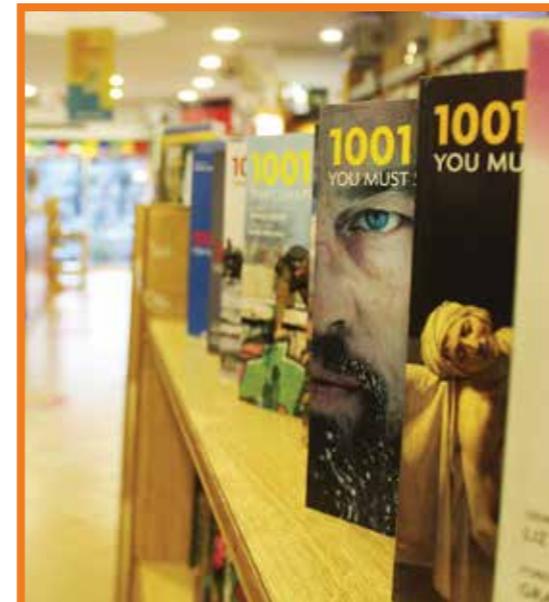
*Facilities Offered:*

- Turf training / Yoga Classes / Boxing & Functional Fitness training
- Mix Martial Arts / JiuJitsu Training
- Swimming Pool / Jacuzzi & Sauna Male & Female
- Kids GYM & Play Area
- Cinema Hall
- Foreign Consultants for Health & Training

Get a discount of **Rs. 400,000/-** on UFC gym membership with JS Bank Debit and Credit Cards

JS Bank has big respect & value for those who love to read books and urge to keep this art alive. Liberty Books is a heaven for book readers and we have arranged an exclusive discount of 15% for our private banking customers.

JS Bank has launched its exclusive discount campaign with one of the globally recognized name in Mix Martial Arts training center UFC Gym. UFC Gym has established their wellness club in Lahore and exclusively offering a huge discount of Rs: 400,000 for JS cardholders only.



## Liberty Books

**“So many books, so little time.”**  
**Frank Zappa**

**15% Discount**  
on all JS Bank Signature Cards

Valid till: August, 2019  
Address: Nationwide



# JS BANK Q1 ALLIANCES



**20%** Discount on all JS Bank Debit and Credit Cards



**15%** Discount on all JS Bank Debit and Credit Cards



**15%** Discount on all JS Bank Debit and Credit Cards



**15%** Discount on all JS Bank Debit and Credit Cards



**20%** Discount on all JS Bank Debit and Credit Cards



Upto **25%** Discount on all JS Bank Debit and Credit Cards



**25%** Discount on all JS Bank Debit and Credit Cards



**15%** Discount on all JS Bank Debit and Credit Cards



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**50%** Discount on Room Rack Rate  
**15%** Discount on Jharoka, Almas Restaurant, Splash & Aroma Coffee Shop  
**15%** Discount on Health Club Membership  
**15%** Discount on Laundry/Dry Clean on all JS Bank Debit & Credit Cards



**15%** Extra Top-up on KTE Card Recharge  
**20%** Discount on Ice Skating (Synthetic)  
**30%** Discount on membership with Ice Skating Academy

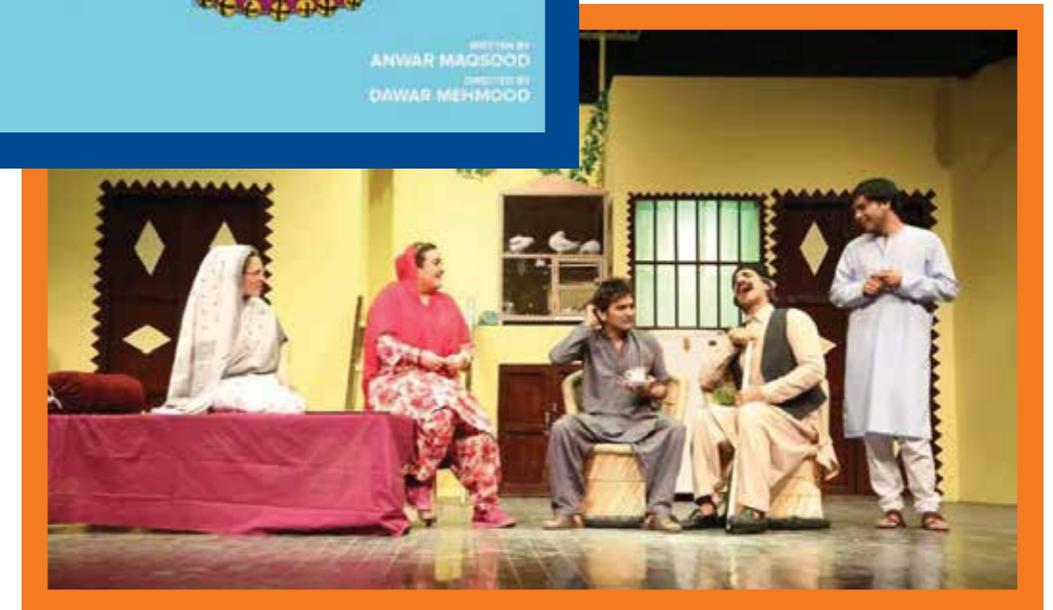
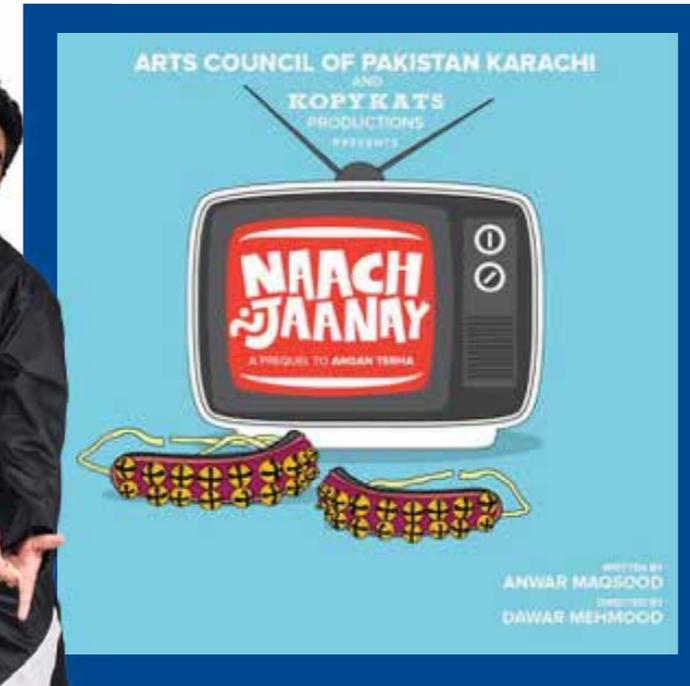


# CORPORATE SHOWS: NAACH NA JAANAY KOPYKATS PRODUCTION

The Product Management Team in collaboration with the Marketing Team organized a show of the Arts Council's first production "Naach Na Janay" in collaboration with KopyKats Productions.

For the audience, with the legendary writer Anwar Maqsood on board the prequel to "Angan Terha", a famous play of 1983, "Naach Na Janay" directed by Dawar Mahmood, this was nothing less than a treat.

Yasir Hussain, who is back to the stage after seven years, played the character of Akbar, the servant of Mahmood Sahab and Begum Jehan Ara; characters performed by Abdullah Farhat and Sara Bhatti respectively.



# JS ELITE CORPORATE SHOW TWINS APART

JS Bank sponsored the theatre play titled: 'Twins Apart' for their JS Elite and Elite plus current account holders as part of the quarterly events.

Inspired by Willy Russell's Blood Brothers, Twins Apart tells the story of fraternal twins, Esa (Umar Naru) and Moosa (Faraz Ali), who are separated at birth.

With a blend of mystery, humour, drama, emotion, and dance, Twins Apart leaves its viewers at the edge of their seats. The play is longer than two hours, unlike most local productions, but it does justice to its length. The opening dance sequence, with white costumes which glow in the dark due to the brilliant use of UV lights, is enough to grab the audience's attention.



Art Council  
**PLAY**  
**TWINS**  
*Apart*

# ARTICLES



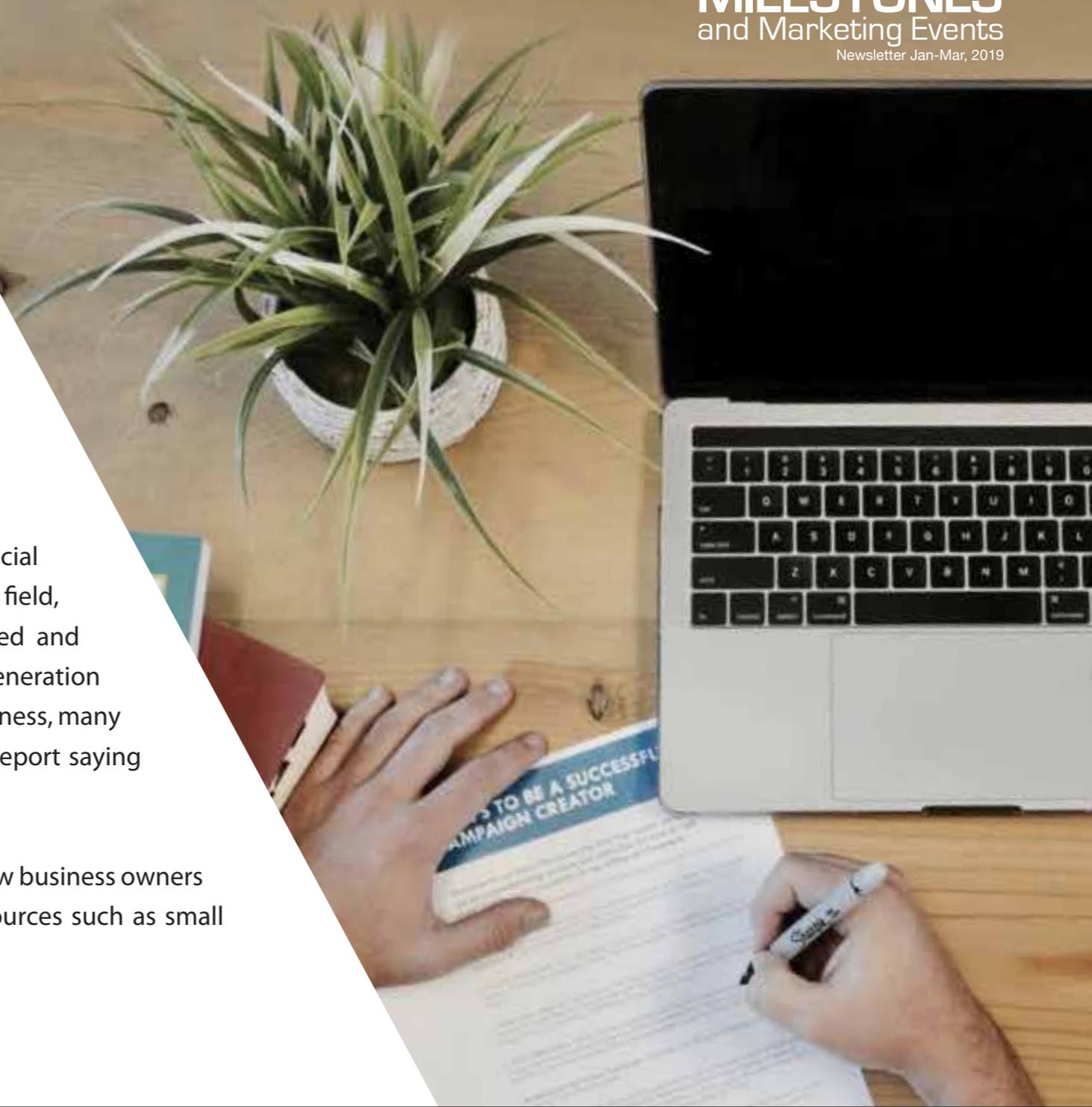
# HOW TO OVERCOME COMMON SMALL BUSINESS HURDLES

Being a small business owner can be as gratifying as it is challenging and the hurdles that small business owners face are reflected by the success rate of new businesses. Within five years, half of all businesses will fail and only 30 percent of businesses will survive for ten years.

In a recent survey of 1,000 small business owners, Valpak reveals the three hurdles small business owners report facing more than others: Money, knowledge and fear of failure.

Business Funding is the most common challenge. Whether you start a business to gain financial independence, because you want to be your own boss, or you have a passion for a specific field, even the most grassroots business needs an amount of financing to become established and maintain growth. A quarter of respondents say that money is their biggest challenge and Generation Xers between the ages of 45 and 54 felt the strongest. In order to secure money for a new business, many entrepreneurs turn to friends and family with the 2012 Global Entrepreneurship Monitor Report saying they're the source for 82 percent of funding for new businesses.

Luckily, there are alternative sources for funding. Crowdfunding can be a powerful tool for new business owners to take advantage of. There are also a number of resources available from government sources such as small business grants offered to qualifying startups.



# HOW TO OVERCOME COMMON SMALL BUSINESS HURDLES

## **More Women Consider Business Know-How a Challenge**

Many small businesses are not founded by people coming from business backgrounds but rather by people turning their passion into their career. This background can cause founders not to feel confident that they have the knowledge to successfully run their own business. This is felt more by women, with 54 percent of women and 45 percent of men stating it was their greatest challenge.

Fortunately, there are resources to turn to for help. There are many small business associations that connect entrepreneurs who want to share ideas and knowledge. Finding a mentor who can guide you and pass on the lessons that they have learned through experience can be invaluable.

## **Millennials Fear Business Failure the Most**

The fear that your business will be a failure is also commonly reported, but most strongly by millennials between 25 and 34 with 31 percent of them identifying it as a challenge. This group may also be weighed down by massive student loan debt and a disproportionately high cost of living compared to previous generations, making the financial stake even higher. Peer groups and mentors can help business owners overcome this fear by offering guidance and helping to navigate challenging periods. Some people take workshops to better understand how to overcome obstacles.

As a business owner, use the fear of failure to improve your business. Reframe your goals to keep growing and keep your business on track. Reflect on what is working and what needs to be changed in order to build a better business. If you are a small business owner or in management, these challenges may already be on your radar. By networking with local community business groups, finding resources on the internet, or even crowdsourcing solutions to the challenges you face, you will be better equipped to overcome the everyday business challenges.

# 5 WAYS TECHNOLOGY CAN KEEP YOUR EMPLOYEES ENGAGED

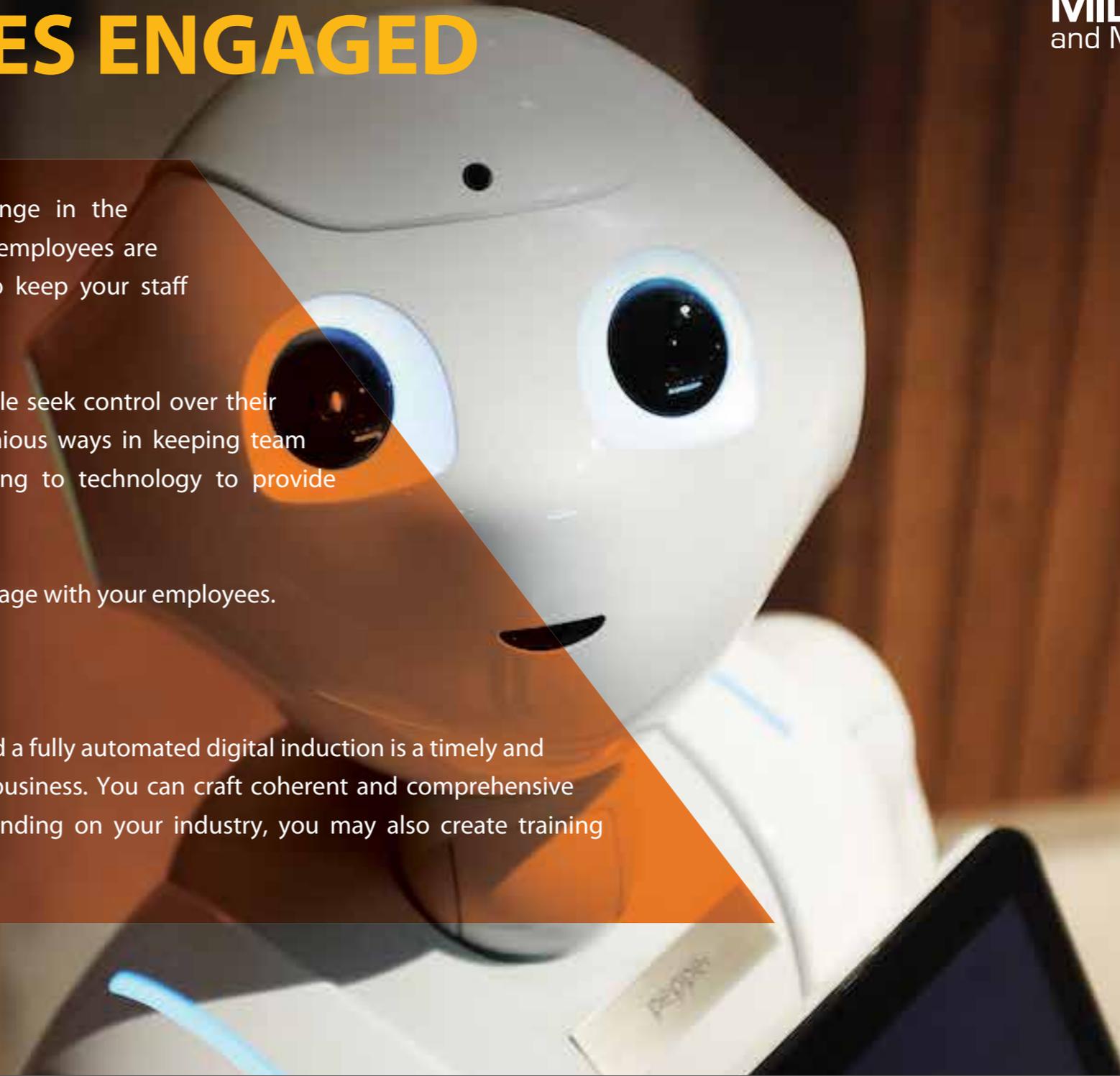
Employee engagement is a hugely important challenge in the modern workplace. Studies have shown that engaged employees are more productive, meaning that understanding how to keep your staff engaged is a worthwhile investment.

As the gig economy expands and more and more people seek control over their working lives, employers have to find ever more ingenious ways in keeping team members interested. Businesses are increasingly turning to technology to provide integrated employee systems.

Below are a few ways that you can use technology to engage with your employees.

## **INDUCTION**

When an employee first starts at your company, you'll find a fully automated digital induction is a timely and cost-effective way to deliver key messages about your business. You can craft coherent and comprehensive slides and quizzes to deliver your key requisites. Depending on your industry, you may also create training programs to bring your new employee up to speed.



## **COLLABORATIVE WORKING**

Many businesses now use apps or sharing facilities to come up with staff roots or send out minutes, but you need not stop there. Among the various apps available now you'll find virtual meeting assistants that will help you take meaningful notes and create agendas. You will find polling apps which will help make decisions as a team, such as company outings or key dates.

## **RESOURCES**

For those who are just starting out in a career, the thought of constantly asking questions of more experienced employees can be quite daunting. Having a well-crafted resource section of your intranet is a great way to keep your team informed. You should encourage your team to log in and update their details regularly on these resource sites, even contribute. You will find that as employees gain experience they may be able to offer insights and so your resource center can constantly grow and evolve.

## **MARKETING**

No longer are social media and image sharing sites the domain of marketing specialists. As the general workforce gets more adept at using marketing to access gains for a business, the more employers should be seeking to utilize this knowledge. Most businesses, by now, have a twitter feed, so invite your employees to either follow it or contribute to it. Everyone loves a good photo or engaging picture. This offers not only your customers a chance to witness your company culture but reinforces your employee's engagement.

## **EMPLOYEE FEEDBACK**

There are a whole host of apps that can augment your one-to-ones and team meetings. Much as you would with customer and client feedback, you can anonymize feedback questionnaires to get an honest and comprehensive idea of how your workforce feel about their working lives. Through this, you may find all kinds of new and exciting ideas of how to incentivize your staff, as well as get a clear understanding as to their motivations.