

# Spotlight.



**ACHIEVEMENTS  
OF Q4  
2023**

**PUBLIC  
SERVICE  
MESSAGE!  
BAS!  
STOP.**

**Juray Rahen  
Apno Se!**  
with Roshan  
Digital Account!

**ADNAN  
SIDDIQUI**

continues to represent  
as a Brand Ambassador

**Celebrating  
Cultures**

## 1.

## 2.



## 3.



## 01

### Campaign

RDA DVC Unveiled  
Public Service Message  
'Bas! Stop.'

05  
08

## 02

### Initiatives

Battle on the Pitch  
Green Banking  
Launch of FCY Account  
**BOB (Blink on Branch)**  
Partnership with UKS  
Collaboration with Pink Riders  
Telesales Top Performers  
Anti Corruption Day  
Collaboration with Dip Installments  
KraveMart Partnership

10  
11  
11  
11  
12  
12  
13  
13  
14  
14

## 03

### Events

Training Sessions  
Executive Club Achievers  
**Celebrating Cultures**  
Diwali Festival  
Culture Day Extravaganza  
Secret Santa Gift Exchange  
**Pinktober**  
Pink Day Celebrations  
Breast Cancer Awareness Seminar  
Free Breast Cancer Awareness Session  
Karachi Women Festival  
Movember  
Financial Literacy Awareness Session  
The Commons Karachi  
Bancassurance Local Convention

16  
16  
17  
17  
17  
17  
18  
19  
20  
20  
21  
21  
22  
23  
23

## 04

### Achievements

FOS (Feet On Street)  
Dhoom Machade Campaign  
Breaking Barriers

25  
25  
25

## 05

### Zindigi

Prize National Finals 2023  
VISA Forge Strategic Partnership  
Beacon House National University Collaboration  
WASA Agreement  
8th Connected Pakistan Conference  
GITEX GLOBAL 2023  
Sneak Peek at +92 Disrupt  
#THEACHIEVE  
Annual Event 2023

27  
28  
29  
29  
30  
31  
31  
32  
33





4.



5.



# EDITOR'S NOTE

**Dear Colleagues,**

We are delighted to present the fourth issue of The Spotlight magazine for the year 2023, highlighting the latest in happenings from across our organization in Q4/2023. We strongly encourage you to write to us at [communications@jsbl.com](mailto:communications@jsbl.com) with your own contributions, in the form of stories, articles or anything interesting that you would like to see in the magazine.

Happy Reading!



**Editor: Sarah Hasnain,**  
Senior Brand Manager



# CAMP PA IGN S

# RDA DVC Unveiled Featuring **Adnan Siddiqui & Faisal Qureshi**

Building onto our series of TVCs with Faisal Qureshi, we bring to you another one for JS Roshan Digital Account featuring our brand ambassador Adnan Siddiqui. The campaign initiated with delving into the heart of Pakistan, our teasers highlighted the bonds of family, the richness of culinary delights, and the vibrant sounds that define our nation.

The TVC captured the key features of the product with several engaging end tails. Catch these ads not only on our platforms and various publications but also on Karachi and Lahore International Departure Airport screens.







We've enlisted celebrity influencers Junaid Akram, Abrar Hassan, Laraib Rahim and Danish Ali to showcase diverse use-cases of JS RDA.



# Public Service Message

## 'Bas! Stop.'

Join us in spreading awareness with our impactful public service messages campaign, 'Bas! Stop.' A word play and at the same time a strong wake up call to "just stop", we crafted several bilingual animated messages on traffic rules and cleanliness that not only caught attention but also sparked conversations on social media. Be part of the buzz and let's make a positive impact together.





The background is a solid deep purple color. It features several abstract geometric shapes: a large circle on the left side, a large rectangle on the right side, and a large rectangle on the bottom left. The text 'INFLUENTIAL' is written vertically in a white, serif font, centered horizontally. The letters are stacked vertically, with the 'I' at the top and the 'S' at the bottom. The text is slightly offset to the right of the center.

# INFLUENTIAL

## Battle on the Pitch

The much-anticipated cricket event – Battle on the Pitch, under the umbrella of JS Thrive, was held from October to December '23 in all three regions – North, Central, and South. All the regions brought their strategic flair to the game, displayed precision, showcased their agility and quick reflexes on the field. Amidst cheers and friendly banter, the whole league was a perfect platform for inter-office bonding and fostering a sense of unity among colleagues from diverse regions.

The event celebrated the spirit of cricket and strengthened the professional relationships among the office community, creating lasting memories and a sense of pride for each region.



**Fearless Fighters - Central Winners**



**South Thunders - South Winners**



**Zindigi Warriors - North Winners**

## BOB - Blink on Branch

BOB, our paperless platform for opening accounts was initiated with the idea of going paperless and using sustainable banking practices and green financial tips leading towards a greener environment. The portal went live nationwide on September 15<sup>th</sup>, 2023. It has been running successfully ever since and so far 9,474 accounts have been opened via BOB.

## Green Banking

The decision by our bank to send 23 ASU (Account Services Unit) letters to customers in digital form instead of physical copies is a significant step towards green banking. This transition aligns with our broader goals of reducing paper usage, minimizing environmental impact, and promoting sustainable banking practices.

## Launch of JS FCY Account

**JS Exporter Special FCA** was launched on December 20<sup>th</sup>, 2023 which is specifically tailored for those involved in the export of services, covering various sectors such as financial, wholesale and retail distribution, information technology (IT), and IT-enabled services.





## Partnership with UKS

We collaborated with the UKS Research Centre, to advocate for gender equality and amplify the voices of empowered women. This partnership signified a commitment to raising awareness about topics that are dusted under the carpet, fostering inclusivity, and driving impactful change in Pakistan.



## Collaboration with Pink Riders

**Pakistan's first bike riding institute for women**

We encourage greater transport mobility and independence for women across the country. Together, they're paving the way for a more inclusive and empowered society. We showed support at Pink Rider's Super League Women's Cricket tournament held on December 17<sup>th</sup>, 2023, Sunday.



## Telesales Top Performers

Certificate distribution ceremony for top performers of Telesales was held on beachside where product team joined the ceremony and presented the Certificates of Achievements to individuals who have shown exceptional performance in Q2-Q3 '23.



## Anti Corruption Day

We observed Anti Corruption Day with an internal event which was attended by our senior leadership, emphasizing transparency, honesty and accountability, the messages reflected our commitment to fighting corruption and taking another significant step in fostering a corruption-free environment.





## Collaboration with **Dip** **Installments**

To enhance the customer value proposition, we collaborated with Dip Installments (an online shopping store) to launch in-store installment plans for our credit card customers.



## KraveMart **Partnership**

KraveMart welcomed us as the Gold Partner for their Big Billion Week which was a big grocery campaign packed with incredible discounts for our credit card holders.





The background is a solid green color. Overlaid on this are several large, semi-transparent circles in various shades of green, creating a layered, abstract effect. The word "EVENTS" is written in a large, white, serif font, oriented vertically and centered horizontally. The letters are bold and have a classic, slightly ornate design. The 'E' and 'V' are at the top, followed by 'E', 'N', 'T', and 'S' at the bottom. The circles behind the text vary in size and opacity, with some appearing as soft halos and others as more distinct shapes. The overall composition is clean and modern, with a strong emphasis on the text and the organic shapes of the circles.

# EVENTS

## Training Sessions

Our deposits team trained Women Champions of North on how to better facilitate female customers through the program Banking with Her on the October 7<sup>th</sup>, 2023, which was attended by Relationship Managers and Business Managers of Islamabad, Rawalpindi, and Peshawar. The full day training program is mandated by the State Bank of Pakistan and aims at creating women champions at Bank's touchpoints who can facilitate women customers and bank with them effectively by selling them specific products and loans, specific to their needs.



## Executive Club Achievers

The product team hosted a dinner to honor our sales staff who excelled in the Executive's Club 2023, achieving an outstanding 125% of their overall Key Performance Indicators (KPIs). Their commitment to excellence is inspiring, and it's a pleasure to celebrate their success.



# Celebrating Cultures

We are thrilled to share the highlights of our recent celebrations – Diwali, Culture Day, and the Secret Santa Exchange – which brought us closer and added a touch of warmth to our professional environment.

**Diwali Festival:** The office transformed into a colorful spectacle with vibrant decorations, diyas, and rangoli, followed by traditional sweets.

**Culture Day Extravaganza:** Our diverse backgrounds took center stage during the Culture Day Extravaganza on December 11<sup>th</sup>, 2023. Team members showcased the beauty of their heritage through traditional attire. The day was filled with cultural exchange, bringing us closer as we learned from one another.

**Secret Santa Gift Exchange:** Spreading Holiday Cheer the office buzzed with excitement during the Secret Santa Gift Exchange on December 11<sup>th</sup>, 2023. Colleagues exchanged carefully chosen gifts, spreading joy and creating a sense of camaraderie, capturing the spirit of the holiday season.





# Pinktober Campaign

Pinktober campaign aimed to demonstrate solidarity with the global Breast Cancer Awareness Month and increase awareness for the cause. It encompassed various events and initiatives in Karachi, Lahore, and Islamabad to engage employees and the wider community. The initiative reflects our dedication not only to financial excellence but also to social responsibility and community welfare, emphasizing the importance of raising breast cancer awareness not only among females but also among male members of society.



# Pink Day Celebrations





# Breast Cancer Awareness Seminar

A breast cancer awareness seminar was held at the JS IBA auditorium, focusing on educating female staff members and guests about the importance of regular breast screening and health checks to prevent breast cancer.

# Free Breast Cancer Awareness Session

at Shaheen Complex

Dr. Qurat ul Ain, a radiation oncologist from Ziauddin Hospital, led an informative breast cancer awareness session at Shaheen Complex.





## A Glimpse of Our Success at Karachi Women Festival

We participated in the Karachi Women Festival, a gathering where people support women-owned businesses. It aligns with the idea of conscious consumerism, which resonates with the festival's motto. Our teams actively engaged with the audience and promoted JS Her Accounts.

## Movember – Men's Health Awareness Month

In support of Movember – Men's Health Awareness Month we donned shades of blue in solidarity and seminars were conducted focusing on men's mental, emotional and physical health, to build a healthier future.

As part of our commitment to employee wellbeing and health education, we hosted Dr. Shamim, a distinguished Cardiovascular specialist from Ziauddin Hospital. His insights shed light on the importance of heart health in men.



# Financial Literacy Awareness Session in **Sultanabad Sindh**

We conducted the financial literacy awareness session for women on December 10<sup>th</sup>, 2023 in Village Sultanabad 1 & 2, fostering social development. This initiative aims to promote financial inclusion, generate income, and contribute to the prosperity of their families and communities.





# A Glimpse of Our Success at **The Commons Karachi**

We participated at The Commons Karachi market where emerging women owned businesses are supported. Our stall created audience engagement and promoted JS Her Accounts, JS Cards and JS Blink Digital Account. The response from the audience was exceptionally positive, leaving a lasting impression.



# Bancassurance **Local Convention**

**An Unforgettable Team Building  
Extravaganza in Naran**

We are thrilled to share the highlights of the recently concluded Naran Convention 2023. A whopping 73 qualifiers turned up, setting the stage for an extraordinary gathering.







# ACHIEVEMENTS

## FOS (Feet On Street)

Our brilliant FOS team has crossed PKR 5.9 Billion milestone in deposits (CA 60%, SA 35%, TDR 5%) along with onboarding 11,750 customers.

## Dhoom Machade Campaign

In the months of November and December, a total of 122 Billion CA Deposit was raised as a part of this campaign.

### FOS CHANNEL | AS OF 30TH DECEMBER MILESTONE OF THE YEAR



**DEPOSIT CLOSING POSITION**  
TOTAL: 5.94 Billion

**NUMBER OF ACCOUNTS**  
TOTAL: 11,750

**LCY DEPOSITS**  
TOTAL: CA 3.81 | SA 1.77 | TD 0.31 Billion



## BREAKING BARRIERS

# 15000

Cards in 11 Months!

Thank you to all our incredible team members across all departments in helping to achieve this feat!

Together, let us raise the bar even higher!



CREDIT CARDS

Z  
N  
D  
G



# Zindigi Prize National Finals 2023

Zindigi Prize 2023, Pakistan's premier entrepreneurship program, concluded with a spectacular ceremony in Islamabad. Kangaroo Care from NED University emerged as the champion, followed by Ootien from Fatimah Jinnah University and MUSJ from the University of Engineering & Technology Peshawar as the first and second runners-up. The Zindigi Prize, involving 130+ universities and 5,000+ startups, is dedicated to empowering youth.

JS Bank's President & Chief Executive Officer - Basir Shamsie, Chief Operating Officer - Imran Haleem Shaikh, Group Head Retail Banking - Atif Salim Malik, Chief Executive Zindigi - Noman Azhar, and Head of HR - Zubina Asad were present at the ceremony and participated in various activities at our unique experience center, creating an unparalleled experience.



# Zindigi And VISA Forge Strategic Partnership To **Elevate Payment Solutions**

This partnership aims to promote financial inclusion and digital transformation, facilitating digital payments across the merchant network in Pakistan.





## Collaboration with Beacon House National University

To Create Pakistan's First  
Cashless University

This partnership aims at implementing a multifaceted strategy, which includes providing students with digital bank account access, seamlessly integrating fees, expanding campus payment options, and promoting financial innovation through the Zindigi Innovation Center.



## Joined Forces with WASA

in a significant agreement  
to revolutionize bill  
payments and enhance  
water management





# 8<sup>th</sup> Connected Pakistan Conference,

a tech extravaganza empowering freelancers,  
content creators, and tech enthusiasts.



## GITEX GLOBAL 2023,

acknowledged as the premier large-scale tech exhibition worldwide for more than four decades.



## Sneak Peek at +92 Disrupt -

Karachi's Tech spectacle of the year 2023





# #THEACHIEVE making lives brighter and better!

We are fully dedicated to women empowerment. We have extended full educational support to 100 girls hailing from the heart of Swat and outskirts of Islamabad through our all-encompassing "The Achieve Program." This program covers a full spectrum of formal and non-formal educational skills, placing special emphasis on training in entrepreneurship, personal development, and social development.





# Annual Event 2023

The Annual Event of 2023 was a grand celebration of our success throughout the year. The highlight of the occasion was the recognition of dedicated employees, who were honored and celebrated for their outstanding contributions to our company's success. The event encapsulated the spirit of achievement, fostering a sense of unity and inspiration for the exciting journey ahead. Ali Raza of JS Group, President & Chief Executive Officer of JS Bank, Basir Shamsie, Chief Operating Officer JS Bank, Imran Haleem Shaikh, and Group Head Retail Banking, Atif Salim Malik, along with other top management officials, graced the event with their presence.



