



Zarai Taraqati Bank Ltd.

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Press Release

ZTBL joins hands with U Bank and Ufone to extend Financial Inclusion program to farmer communities through innovative information technology based financial products under UPaisa

Islamabad, February 24, 2015: Whilst signing-off an agreement between Zarai Taraqati Bank Limited (ZTBL) and U Microfinance Bank Limited; President ZTBL Syed Talat Mahmood said that financial inclusion is the access of appropriate financial services at an affordable price to low income and marginalized segments of the society. He said: this is an incredibly significant development in Pakistan for farmers' community in special and rural segments in general, and all citizens stand to gain access to many of the same basic financial capabilities that were previously unavailable to a majority of the population in these segments of the country. The Ubank is striving hard to provide financial inclusion to the country's under-banked segments through ZTBL, by extending outreach extraordinarily; this is a huge milestone for the provision of Mobile Wallet, Utility Bills Payments, Funds Transfers, Recovery of Loans, and to make available the Alternative Delivery Channels etc. to those where technological based financial products & services did not reach via UPaisa. If we have a look at the Mobile Wallet now, and how it could shape up to be a disruptive force of financial inclusion for the country. In such environments, to a large extent cash is in the process of being displaced, however, the financial inclusion needs of the users have only been addressed in a narrow sense. Full financial inclusion by definition requires that the users of the financial accounts not only have access to payment services but also have the ability to save and have access to other financial products & services best suiting to such communities. Syed Talat Mahmood also said that ZTBL shall conduct Farmers' Day events at each Zonal Office level and launch Media Campaigns with the help support of U bank and Ufone

President ZTBL while addressing on the occasion said that according to an estimate, only 25 million people have bank accounts in the country. This increases the need for making the remaining chunk of a huge population of over 170 million part of the banking community. It's generally believed that financial inclusion leads to poverty alleviation and economic empowerment of the underprivileged or rural community, which accounts for over 60 percent of the country's total population. Mobile banking is one of the means of branchless banking, in which a customer does not have to visit their bank's branch to perform a financial transaction. But, they can enjoy financial services, such as paying utility bills, payment of loan installments, checking balance inquiry, transferring funds, etc. at their fingertips. Not only is it cost-effective but also convenient, especially in case of ZTBL reason thereby that farmers who are customers/clientele of our bank come from far flung areas by spending fair/traveling expenses, just to pay-back their loan installments, utility bills, payments to their sons/daughters studying in major cities of the country and they will be facilitated with Mobile Wallets. He added here that

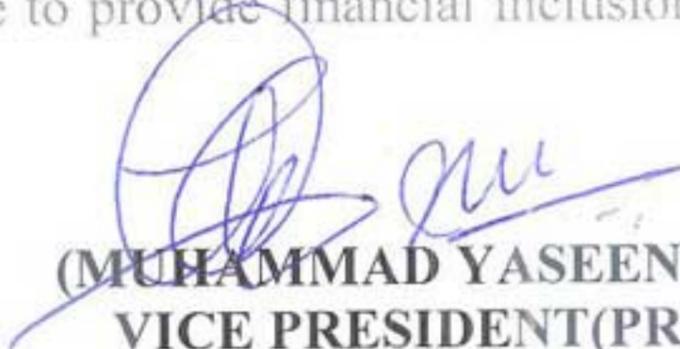
saving products best suiting to the farmers and poor rural community shall be tailor made and launched accordingly. Mr. Talat further added that through this alliance, ZTBL will capitalize on the increasing trend of ecosystem in the country by offering innovative financial products and services to its customers and further strengthen its position in the market.

Speaking at the ceremony, Mr. Arif Sirhindi - President & CEO Ubank thanked ZTBL Management for choosing Ubank and acknowledged their vision for taking banking to the door step of farmers, with easy to use and cost effective alternative Upaisa.

Mr. Sirhindi, emphasized the need for industry to come up with innovative approach and service to the mass unbanked population of Pakistan, so that the branchless banking is adopted as a lifestyle by the under-served population, which will result in realization of financial inclusion dream.

He also briefed the participant regarding the product range of Ubank and how the bank Ufone management is focused on introducing new and innovating products for SME and agriculture sectors, with the focus on reducing cost and adaptability of technology.

Speaking on the occasion, Mr. Našeer Pervaz Qureshi, EVP (Information System Division) said that we are delighted to integrate ZTBL Data Center with robust Branchless Banking System of Ubank Limited. This will enable the existing borrowers of the bank to use tools like mobile wallet to deposit / withdraw cash from their loan accounts without visiting branches. This will save traveling cost & time to the farmers to do banking with ZTBL. This less branching concept is popular in urban areas where most of the time, clientele visit ATMs without going to parent branch far day-to-day banking and now with the help of U BANK, ZTBL will gradually introduce branchless banking services to the farmers in their villages. With this endeavor, we foresee a long term strategic relationship with U Bank to fulfill a shared ambition of providing customers with a premium range of products and services with the help of innovative IT. He further said that ZTBL is proud to partner with Ubank and Ufone to provide financial inclusion for our valued customers in Pakistan under the brand of UPaisa.


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