



**Meezan Bank**  
The Premier Islamic Bank

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## Meezan Business Plus

### The Perfect Blend of Convenience and Flexibility

Meezan Bank has recently launched Meezan Business Plus, a Mudarabah based business account which allows customers to conduct their banking transactions while availing a wide range of free services and value added features.

Meezan Business Plus is a Shariah-compliant account offering free services to Business account holders as an alternative to the conventional banking current accounts (that are based on Qarz and offer free services related to a specific balance - hence linking the benefit of free services to the amount of loan/qarz and entering into the domain of Riba).

With a minimum balance of just Rs. 100,000 customers can enjoy numerous free services including Online Banking, Cheque Books, Pay Orders, VISA Debit Card, SMS Alerts and Inter-city Clearing.

The product launch as per media plan included print advertisements in several well-reputed English and Urdu periodicals including DAWN, JANG, Express, Business Recorder and Financial Daily. Similar to previous product launches, diverse marketing collateral has also been placed at branches, such as standing banners, product brochures and giveaways to selected customers.

Through Meezan Business Plus, Meezan Bank has brought convenience and flexibility to businessmen and has moved another step in the direction of its achieving its Vision of making Islamic banking the banking of first choice.

Adnan Ahmed Khan

Assistant Manager, Product Development & Shariah Compliance



# From the desk of Ariful Islam (COO)

## The importance of Personal Banker and Cross-sell

The first quarter results for 2010 of most banks have been announced and we can see an overall improvement in profitability across the banking industry. Although this improvement is small but the clear indication is that the year 2010 looks better than the previous year.

2009 was a very successful year for Meezan Bank despite the fact that the economic environment during that year remained uncertain. We must, and will Insha'Allah, continue this performance in the current year, and for that we need to continue working with passion, zeal and commitment.

Meezan Bank now has a customer base of over 350,000 account holders and we need to focus on deepening our relationship with these customers. In order to achieve this objective, we have rolled-out the 'Personal Banker' structure at all branches. This important initiative is now managed directly by the branch management team – starting with Branch Managers all the way up to the General Manager Commercial, Mr. Shoaib Qureshi. Personal Bankers play a key role in managing and deepening customer relationships. Their primary task is to ensure that we retain and grow the branch's customer portfolio. A study reveals that it is 4 to 10 times more expensive to market a new customer than to serve an existing one. We must therefore maximize our efforts to build on our existing customer base to help us achieve the targets that have been set for 2010.

The second important initiative that will Insha'Allah play a key role in improving customer loyalty is "Cross-sell". Cross-sell is designed to ensure that every Meezan Bank customer has a multiple-product relationship with the Bank. If we are able to achieve this, then we significantly reduce the chances of the customer leaving Meezan Bank. This is because, with multiple product relationships e.g. saving account, home mortgage, term deposits, mutual fund units etc. the customer will find it more convenient to avail further banking facilities with Meezan Bank only, which makes it difficult for a competitor bank to take this customer away from us.. This phenomenon is often referred to as "Customer Stickiness".

Let us work together to ensure the success of both the above initiatives – Personal Bankers and Cross-sell. I am confident that this will be a very positive step towards achieving our vision to "Establish Islamic banking as banking of first choice"

## Editor's Note - The success story of **pages**

Alhamdulillah, with this fourth edition, PAGES has completed one year of publication. Initially designed for employees, PAGES now has a readership of over 3000 - is sent out to local and international contacts of the Bank through numerous departments and is also available for customers at branches.

Pages is a communication tool which shares the happenings within the Bank, highlights achievements and acknowledges the individuals behind them. The document has matured over the year with our team gaining experience, our contributors increasing, the overall quality of the publication improving and our readership expanding rapidly. We are still, however, experimenting with a few ideas and are working to further streamline our publication workflow, time lines and develop a larger editorial team.

As the Editor I am delighted to be involved in this successful market initiative. A note of thanks to Mr. Ariful Islam (COO) for consistent involvement and support, Mr. Sohail Khan (Head of Marketing & Training) for the editorial expertise and to Mr. Kaiwan Irani (Senior Officer, Marketing) for the creative which brought notice to the publication in both digital and print.

-Ed



The Editorial Desk

from left to right:  
Mr. Kaiwan Irani, Mr. Sohail Khan &  
Mr. Hafidh Jamaluddin

### Editorial Team

Chief Editor: Sohail Khan

Editor: Hafidh Jamaluddin

Creative Lead: Kaiwan Irani

Creative: **Melange**Studios

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**pages** is also available for download at:  
[www.meezanbank.com/newsletter.aspx](http://www.meezanbank.com/newsletter.aspx)

# Meezan Bank Limited

## The 1st Bank to announce its Annual Financial Results at its 14TH ANNUAL GENERAL MEETING

Held at the Beach Luxury Hotel, the Meezan Bank 14th AGM of its shareholders was chaired by Mr. Irfan Siddiqui (President & CEO). The shareholders were addressed and given an update on the performance of Meezan Bank during 2009, which was one of the most successful years in the history of the Bank. Meezan Bank was the 1st Bank to announce its audited financial results for the year ended December 31, 2009 and to hold its Annual General Meeting (AGM).

During 2009 the bank achieved several milestones:

- Total deposits crossed Rs. 100 billion
- Branch network expanded to over 200 branches in 54 cities
- Profit/return earned on financing and investment activities exceeded Rs. 10 billion
- The Bank handled more than Rs. 100 billion of import and export business on behalf of its customers
- Profit after tax crossed Rs. 1 billion.

The CEO appreciated the efforts of each and every member of the Meezan team in achieving these milestones. The CEO further informed the members that the Bank has maintained its unbroken payout history and the Board has recommended to issue 5% Bonus shares. The members considered the matters presented as per the Notice of Meeting that had been circulated earlier and all matters including the approval of the Annual Audited and Consolidated Accounts and approval of 5% Bonus shares were passed. The members also acknowledged the good performance of the Bank despite difficult economic conditions.



from left to right - Mr. Shabbir Hamza Khandwala (CFO), Mr. Irfan Siddiqui (President and CEO), Mr. Naim Farooqui representing Pakistan Kuwait Investment Company (Pvt.) Ltd. and Mr. Azfar Hussain Qarni representing Islamic Development Bank, Jeddah at the 14th Annual General Meeting of the Shareholders of Meezan Bank Ltd.

## Ms. Rafia Qureshi An example of Honesty

Ms. Rafia Quershi, Officer of Shahbaz Commercial Branch, is an example of honesty and integrity for all of us. Appreciated by the CEO and COO, her action of handing over valuables left by a customer outside the locker has upheld the true spirit of uncompromised integrity. May Allah bless her with continued enlightenment in her future and us to take lesson from examples like her.



Mr. Irfan Siddiqui (President and CEO), Mr. Ariful Islam (COO) & Mr. Irfan Ali Hyder (Head of Human Resources) speaking to Ms. Rafia Qureshi

## Meezan Bank awarded

# *Best Islamic Bank in Pakistan*

By **ISLAMIC FINANCE NEWS**

Meezan Bank has been awarded 'Best Islamic Bank in Pakistan' for 2009 by Islamic Finance News of REDmoney group, Malaysia. This award brings to light a highly successful and record-breaking year for Meezan Bank, crossing Rs. 100 billion in deposits, Rs. 100 billion in trade finance (import & export) business, expanding its network to a total of 201 online branches in 54 cities across Pakistan and record profit after tax of over Rs. 1 billion.



## Meezan Bank awarded

# *Best Islamic Bank in Pakistan*

By **ASIAMONEY**

Meezan Bank has been awarded 'Best Islamic Bank in Pakistan' for 2009 by ASIAMONEY magazine, Hong Kong. This award was presented after conducting an extensive research and analysis over the past 12 months of Islamic financial institutions in the main markets of Asia and the Gulf States. Meezan Bank was awarded the 'Best Islamic Bank' in Pakistan for its commitment to quality, customer satisfaction, innovation and reliability.

Syed Saad Yusoof  
Assistant Vice President, Marketing

## Enhanced Supervisory Control Structure

Considering the rapid expansion of our branch network, human resources and growing responsibilities at every level within the bank, the organizational supervisory control structure has been enhanced. On February 15, 2010 a restructured management hierarchy was successfully implemented across the board.

The new structure allows for better control through the division of South Region into South I, South II and South III, and Central Region divided into three parts, namely

Lahore Region, Multan Region and Faisalabad Region. All these Regions of Centre will be supervised by the Circle Executive (new position) reporting to General Manager.

Some fresh Areas were also created for better control. The Bank now has 24 Areas, 7 Regions and one Circle all over the country under the overall supervision of General Manager.

Muhammad Shoaib Qureshi  
General Manager, Commercial Banking

## Deposit Figure of 1st Quarter 2010 closes at Rupees 102 Billion!

By the grace of Allah Subhan o Taalah and with the untiring efforts of the entire Meezan Bank Team we have closed the first quarter 2010 with an impressive deposit figure of rupees 102 billion . This is the highest deposit number that the bank has ever achieved and if we compare this figure with the year 2009 figure we can see a clear rise of 2bn. It is worth mentioning that despite closing February at Rs. 96.5 billion we have added 5.85 billion in the single month of March. This is without any doubt great team work where everyone has contributed to these excellent results. Through our sales activities, let us further penetrate the market and tap the untapped customers and meet our future targets with the same aggression!

Mohammed Raza  
Head of Consumer Banking



# Performance Appreciation &

## One Year Celebration of Consumer Banking Centre

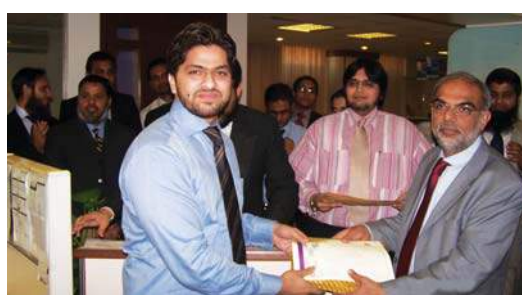
A Celebration was arranged to appreciate the performance of the Consumer Banking team in 2009. Attended by Mr. Irfan Siddiqui (President & CEO) and Ariful-Islam (COO), the ceremony was held on 11th March 2010 at Consumer Banking Centre.

A ceremony was attributed to the Sales Team, Credit Initiation Unit & Collection department in line with the successful sales campaigns over the past year which broke all previous records. The Sales campaign 2009 enhanced the performance of Car Ijarah & Housing Finance business units which was appreciated through awarding laptops, cell phones, cash prizes and certificates of appreciation to top performers. However the true achievement resulting from the campaign is the ONE TEAM attitude which has been consistently aimed at since inception of the Consumer Banking Centre in 2009.

Nasir Imam  
Product Manager, Car Ijarah Department



Ariful Islam (COO) presenting an award for the top sales performer for Housing Finance



Irfan Siddiqui (President & CEO) giving a certificate to the top sales performer for Car Ijarah

### Top Performers

	Name	Department
<b>Housing Finance</b>		
South	Syed Abid Ali	Sales Team
	Aamir Rafiq	Sales Team
	Fahad Anis	CIU Department
	Abdul Qadir Hussain	Collection Department
<b>Car Ijarah</b>		
South	Arsalan Abbasi	Sales Team
	Asadullah Khan	Sales Team
	Noman Haider	CIU Department
	Sana Mahmood	CIU Department
	Yasir Ahmed Sheikh	Collection Department
	Muhammad Salman	Collection Department
North	Adil Naveed	Sales Team
	Oun ul Hassan	Collection Department
	Shokat Ali	Collection Department
Central	Arsalan Farooq	CIU Department
	Malik Mohammad Saleem	Collection Department
	Muhammad Qasim	Collection Department
	Syed Imran Hyder	Collection Department



# Meezan Bank

## signs agreement with PAK-QATAR FAMILY TAKAFUL

Meezan Bank Ltd. has concluded an agreement with Pak-Qatar Takaful Ltd. in March 2010 for providing Takaful coverage to those employees of Meezan Bank who have availed house financing from the Bank. By virtue of this coverage in case of the untimely death of an employee who has availed house financing, his/her family will be relieved of the burden of repayment of the remaining amount. This initiative by the Bank's management provides a great benefit to the entire Meezan family and is indeed a source of great relief and satisfaction for our employees and their next-of-kin.

Irfan Ali Hyder  
Head of Human Resources

## Surpassing the milestone, over 150 ATMs

ATMs play a very important role in enhancing a banks' service capability, as they reduce costs and provide convenience to the customer in an increasingly financially aware and competitive market.

Recently, Meezan Bank reached another milestone of having a network of over 150 ATMs, offering convenience to customers and non customers alike. With this achievement, Meezan Bank entered a consortium of selected banks with bigger footprint in terms of alternate banking channels. It is notable that despite the increase in the number of ATMs, the ATM downtime has not increased, credit for which should go to the ADC team.

Mohammad Amjad Khan,  
Project Manager, Alternate Distribution Channels



## Sales Activity

### by the North Nazimabad Block-E Branch

On an initiative taken by Mr. Muhammad Iran, BDO, a sales stall was set up to cater to the Bohra Community on a festive occasion of the community. The stall provided informational leaflets and product brochures, while children who visited the stall along with their parents were distributed sweets and balloons.

Mehdi Abbas,  
Area Sales Manager, Karachi, Liability Sales



## Region South III THE TOP PERFORMING REGION

Alhamdulillah, Meezan Bank closed its first quarter of the Year 2010 on a high note. The efforts made by the Meezan team were remarkable and continued the tradition of breaking previous records. By the grace of Allah the Region South III, under supervision of Mr. Tariq Mahboob, remained on top among all the regions across Pakistan.

Rehan Waheed  
Branch Manager, Gulshan Chowrangi Branch, Karachi

No. of Branches	1 <sup>st</sup> Quarter Target	Target Achieved	Excess Deposit	% Achieved
24	14,629	14,855	266	101.54

## Prize Distribution ceremony at Jamia Fezan-e-Mustafa sponsored by the Gujar Khan Branch

Jamia Fezan-E-Mustafa is a Madrissa providing free education to over four hundred children, with the aim to brighten the future of our country. In-order to assist in this noble cause, the Gujar Khan branch sponsored their results & prize distribution ceremony.

The event was attended by over five hundred parents. The guests were introduced to Islamic Banking via the bank's product flyers, a sales stall and the event's branding through banners at prominent locations including the front and main entrance.

Meezan Bank contributed for 36 Trophies, shawls for female participants and Dastars for the male participants. Moreover 20 Holy books were also distributed among the top participants. The Bank's participation was appreciated and built a strong brand image of both the Bank itself and the Islamic Banking Industry.

Tauqeer Ahmad  
Branch Manager, Gujar Khan Branch



## Inter-Branch Service Competition results for 1st Quarter 2010

The results of the Inter-branch Service Competition show that nationwide branches have continued to improve their service levels in the first quarter of 2010. This year the Service Quality department is monitoring and evaluating numerous departments process turn-around time and efficiency. The objective of this initiative is to enhance performance and identify areas for improvement for better services at all levels. Departments that are part of this initiative include Human Resources, Car Ijarah, Housing Finance, Call Centre, Branch Banking and Operations.

Muhammad Asadullah  
Manager, Service Quality

	January	February	March
South I Region	Tando Adam Branch	-	-
South II Region	-	Marriot Branch, Karachi	-
South III Region	-	Saddar Branch, Karachi	Saddar Branch, Karachi
Central Region	Cavalry Ground, Lahore	-	-
Multan Region	-	-	Mian Chunnu
Lahore Region	-	-	Ravi Road, Lahore
North Region	Jinnah Super, Islamabad	Mardan Branch	-



Saddar Branch Karachi



Gulshan-e-Ravi, Lahore



## Gulshan-e-Maymar Branch participates in SPRING FESTIVAL at Mayamrians Club

The Maymarians Club organized a Spring Festival for the residents of Gulshan-e-Maymar on Pakistan Day, March 23rd. The Sales Team of Area South II enthusiastically participated in the festival to promote the Maymar Branch. In addition to the sales stall, team members were also posted at the Kids Area where activities and competitions were arranged for the kids. Winners were awarded Money Boxes to encourage savings amongst the youth. Officers at the stall also gave out Meezan Bank gifts through lucky draws to stall visitors.

Syed Ausaf Ahmed  
Area Sales Manager (South II)



## PGD - Islamic Banking & Finance through



In order to encourage in-depth knowledge of Islamic Banking, Meezan bank encourages its employees to get additional qualification especially in the area of Islamic Banking & Finance. The Training department in collaboration with the Product Development and Shariah Compliance department (PDSC) offered a one year (3 semester) diploma in Islamic Banking & Finance at the Guidance Institute / PAF KIET. This program could also be continued towards an MBA in Islamic Banking & Finance through PAF-KIET and is recognized by the HEC.

Meezan bank sponsored up to 60% of the tuition fee, with additional reduction in cost to employees through special discounts and waiver of the admission fees. Admission tests for the course were arranged in February at the Meezan Bank Head Office.

Khalid Maqsood  
Manager, Training Department

## INTRODUCING ISLAMIC BANKING TO THE YOUTH OF PAKISTAN

An exclusive trip to the Meezan Bank Khayaban-e-Sehar Branch (Karachi) was arranged for the students of the International School Karachi. The purpose of the trip was to educate students about the importance of budgeting, saving and the role of banking in their lives. Introducing the students to Islamic Banking at an early age not only embeds the positive and valuable importance of avoiding Riba but also works as a means of potential market growth through these future customers.

Students showed keen interest in the information exchanged during a discussion session with Mr. Taha, Personal Banker, who engaged the young audience in an interactive question answer session. The trip also introduced Meezan Bank and Islamic Banking to parents and families of the students, mainly aggregated in the Clifton and Defense Areas of Karachi, who took home with them a valuable educational and entertaining experience. Meezan Bank's gift hampers along with products brochures were also distributed among the students and to their parent's.

Mehdi Abbas  
Area Sales Manager - Karachi, Liability Sales,  
Consumer Banking Department





# Meezan T-20 Islamic Banks Color Kit Cricket Tournament-2010



Minister of Sports Sindh seated with the Meezan Bank representatives

Meezan Bank celebrated its 8 Years of Riba-Free Banking in Pakistan by organizing the "Meezan T-20 Islamic Banks Color Kit Cricket Tournament-2010". The inter-bank tournament featured teams from four bank's namely Dubai Islamic Bank (DIB), AlBaraka Islamic Bank (AIB), Emirates Global Islamic Bank (EGIB) and the ourselves the host Meezan Bank Limited (MBL).

Commencing on January 31, 2010 the tournament spanned across three months and concluded with a match under lights, between DIB and EGIB. DIB recorded a comfortable win over their rival with Mr. Usman Farhat being titled 'Man of the Match'. Tournament awards were given to the best batsman and best bowler throughout the tournament. Dr. Mohammad Ali Shah, Minister of Sports Sindh was the Chief Guest along with selected Head of Departments of Meezan Bank present at the award distribution ceremony.

From the team of Meezan Bank, Mirza Ayub Baig and Rafi Ahmed were the highest wicket takers of tournament, while Rafi Ahmed was also the lead batsman along Shakeel Zia.

The event was well highlighted in numerous print media inclusive of Daily Jang, The News and Daily Express, and was consistently visible in the electronic media through channels like GEO-Super TV, and Metro TV via live tickers of every match continuously for days in a row. The promotion and networking opportunity due to the hosting of the tournament brought Meezan Bank strong presence in the Sports field. The tournament was an initiative and all arrangements for the tournament were made by the Meezan Cricket Team itself, which consist of bank staff members who have consistently highlighted the Bank over the years with active participation and arrangements of similar activities.

Mirza Ayub Baig  
Assistant Vice President, Capital Market - Operations



Meezan Bank Cricket Team

## Feet on Street

### Record breaking in Account Opening Requests

The Liability Sales Unit has continued to support and accelerate the business generation of the Bank's branches during the crucial first Quarter of 2010 by establishing relationships with the Area Customers through holding exclusive Sales Blitz Activities at the I.I. Chundrigar Road and Baber Market Branches. These sales activities generated a record breaking volume of over 350 Account Opening requests and collected details of over 1500 potential customers. These figures not only reflect the effectiveness of such "Feet On Street" driven sales events but also the dedicated and determinant efforts by the Sales Team in the growth of the bank.

The star performers who contributed in achieving the record-breaking figures are Mr. Amjad Mehmood (BDO, Shahbaz Branch), Mr. Mehmood Alam (TL, Khyaban-e-Shamsheer Branch), Mr Mohammad Shahid (BDO, DHA Phase I Branch) and Mr. Sohail Akhter (TL, Khyaban-e-Shamsheer Branch).

Mehdi Abbas  
Area Sales Manager, Karachi





# FAIZ UR REHMAN

HEAD OF INFORMATION TECHNOLOGY

**"Success not only comes from adapting to change, but also from forecasting change"**

Faiz Ur Rahman's success story is an example of one who looks to excel at every step of the ladder.

A humble individual at a glance, Faiz tells us about his recognition of the IT field in the most candid manner.

"I had just finished my B.S.C final papers and had planned with my friends to have a long vacation.

I arrived home only to find my mother ready with an admission form for Petroman! (Software Training Institute).

All my protests met deaf ears and I was forced to join the

Institute" - he laughs as he recalls his state - "But once I started the training, it all made sense and logic. I could relate to this, computers made a lot of sense to me and I realized that this was something I could pursue for a career."

Faiz later opted to join Jaffer brothers, an IT firm where he was an internee for two straight years. After completing his internship he joined a software house by the name of Integrated System Research, where he worked for six years. When asked what he learnt from his previous employments, his answer was brisk and accurate. "Commitment and Delivery". "I believe in hard work and honesty. To own your work is the most critical aspect of any job and I firmly believe that to achieve success, sheer commitment is of the highest importance."

More was to come for Faiz; after his tenure at Integrated System Research, he joined LTV group of companies as IT head and served them for eight years.

After a spell at Zensoft, where he worked in the capacity of General Manager, Faiz moved to Meezan Bank in 2004 as Senior Manager of the Information Technology (IT) department.

Today as Head of the IT Department, his team has been in charge of major projects including the implementation of the T-24 Core Banking application, the Oracle E-Business Suite, the setting up of a HOT Disaster Recovery Site and the promotion of an Information Security culture in the Bank.

He adds with enthusiasm that Meezan Bank was a great opportunity. "This Bank posed new challenges and made me explore my skills to their optimum level. I started with less than ten branches and three people and now I

can with satisfaction quote we have grown to over 200 branches and we are the only department that works round the clock".

Outside office, Faiz is a family oriented individual. "I love to gather my family members on picnics, eid and dawaats! His other great hobbies are golf and plants.

"Sports is vital, we should encourage our children to engage into different physical sports, it teaches you a lot! Whereas Plants, let's just say I have always been and will always be a nature loving."



Faiz is passionate about his hobbies, not only has he scaled all the golf courses in Karachi, he also boasts a delightful orchid garden on his rooftop.

Initially I thought I will make this place a playing area for my kids, because my wife is a little protective of their going out, but eventually we thought, lets have a green house instead!. His wife also shares the same passion and contributes to their roof-top.

His orchids comprise of numerous plants which range in impressive variation.

"I have lost count of it! He says trying to recall, but I guess there would be more than a hundred species here!

As the evening draws to a close, Faiz contemplates a through satisfied life with but one reservation.

"I think I could have studied more!" very modest for an Executive Vice President (EVP) and an MBA, but as humans we can never be content?"



**Advice to the recent joiners at Meezan Bank**

"Sadly, there is no short-cut in life..."

## DoIT Infrastructure

### — a Framework for the Bank's Expansion

Meezan Bank has always encouraged and acknowledged the importance and value of Information Technology. The last few years have witnessed a substantial investment in IT-infrastructure to support the bank's expansion plans of the foreseeable future. Amongst these investments is the establishment of the a TIER III Standard (N+1 Resilient, 99.982% availability) Primary Data Centre at IT Head Office, SITE Karachi. The Data Centre was officially inaugurated by the President & CEO during a Temenos T24 Appreciation Ceremony held on January 12, 2010.

The Data Centre houses State-of-the-art IT Infrastructure, consisting of IBM Enterprise Class Servers for Temenos T24 Core Banking application, IBM Blade Centres for various IT apps, Storage Area Network for maximum data throughput , Cisco 6500 Carrier-grade network switches

for reliable Online connectivity and Server virtualisation & Consolidation technology for efficient hardware utilization & maximum ROI.

Since, the centralization of the core banking application, 24x7x365 Data Centre and IT Service monitoring is also being carried-out by the Data Centre Operations Team (D-COPS). The D-COPS Team ensures uninterrupted IT Operations and proactive escalation to relevant IT Units in case of any problem.

The Bank's management has also approved to establish a HOT Disaster Recovery Site in Karachi, which will be fully operation in August 2010.

Abdul Rauf  
Vice President, IT Infrastructure



Irfan Siddiqui (President & CEO), Ariful Islam (COO), Faiz ur Rehman (Head of IT), Shabbir Hamza Khandwala (CFO) and Arshad Majeed (Head of Operations) join members of the IT department at the Data Centre



# Training Centre at Peshawar

## THE 6TH MEEZAN BANK

### Training Centre at Pakistan

The Training Department by the grace of Allah is growing rapidly and Training activities have grown exponentially over the last year. A new Training Centre was recently opened at the G. T. Road Peshawar branch for staff of the Northern Area who previously had to travel to Islamabad in order to attend trainings.

The new training Centre, inaugurated by the Regional Manager of the Northern Region Mr. Saleem Khan started operations with a two-day session on "Alternative Distribution Channels", conducted by Mr. Amjad Khan, Project Manager - ADC who visited Peshawar from the Head Office. The facility can house twenty-five participants and a Training Coordinator has been assigned to facilitate the staff during the training sessions.

Meezan Bank has a total of six fully operational training facilities in the cities Karachi, Lahore, Islamabad, Faisalabad, Multan and Peshawar. With commitment to further enhance the quality of staff, the year 2010 will Insha'Allah see further expansion and growth in this initiative.

Khalid Maqsood  
Manager, Training



Area Manager, Arif Aslam and Regional Manager, Saleem Khan inaugurate the Peshawar Training Centre



Group photo of the Alternate Distribution Channels Training session, the first training at the Training Centre

## Results of 6 DAY ADVANCE ISLAMIC FINANCE COURSE

A 6-Day Advance Islamic Finance Course was held in Karachi from the 15th of February to the 20th February 2010 at the Head Office Training Center. The training arranged by the Training Department, involved sessions by noted and reputed Shariah Scholars and facilitators. Congratulations to all position-holders and participants who have successfully cleared the course. We now look forward to their dedicated efforts towards implementing the knowledge they have gained through this exercise.

Suleman Muhammad Ali  
AVP, Product Development & Shariah Compliance

*Top Performers*

Name	Department / Branch
Arsalan Shaikh	PDSC Department
Nadeem Ali	Internal Audit Department
Numair Ahmed	Tando Allahyar Branch
Syed Zubair Razvi	PDSC Department



# Achieving Milestones

## The 1 Billion and 1.5 Billion Deposit Clubs

### Shahrah-e-Faisal Branch, Karachi

With the overall deposit exceeding rupees 1.5 Billion, the Shahrah-e-Faisal Branch, Karachi, has highlighted itself as the 13th largest deposit branch in the nationwide branch network, and clinched 3rd position in the South - 1 Region. Heartiest congratulations to the Shahrah-e-Faisal Branch team, branch manager Javed Iqbal, and Mohammed Waseem Bari, Area Manager, Societies Area.

### Saddar Branch, Peshawar

Saddar Branch Peshawar has crossed the 1 Billion Land Mark and 3rd position in the North Region. Congratulations to the branch team and Area Manager, Arif Aslam Khan in taking the branch into the 1Billion deposit club.

### F-7 Branch Islamabad

The F-7 Branch, Islamabad has achieved landmark deposit figure of Rs. 1 Billion showing the strong commitment of the Branch team in promoting Islamic banking in the region. Apart from achieving the deposit figure of Rs. 1 Billion, Trade business of Rs. 66 Million (including export) was also routed during the quarter against modest targets while maintaining the position of Service Champion during the Month of January 2010.

This success is attributed to the committed branch staff under the supervision of both current Branch Manager Mr. Tanveer Sadiq and previous Branch Manager Mr. Afzal Mujtaba (currently, Branch Manager, F-10 branch).

Ali Masood Sheikh,  
F-7 Branch, Islamabad

## Prize Distribution Ceremony for Multan Region Sales Team

Prize Distribution ceremony for Personal Bankers and Business Development Officers & elevation of New Team Leaders was held in February at the Regional office Multan. As the rapid growth of Meezan Bank is largely attributed to our dedicated sales teams, this brief ceremony was aimed at recognizing the efforts and achievements of our Sales force. The ceremony incorporated a Prize distribution and announcements of the elevation of the selected new Team Leaders. Present at the venue were Mr. Aasim Salim (Regional Manager) and Mr. Shoaib Rizwani (Area Manager) to congratulate and address the Sales Team personally.

Ghulam Samdani Bhatti  
Branch Manager, Abdali Road Branch, Multan



## INTRODUCTION TO ISLAMIC BANKING -

# An addition to the online Self-training Module

As part of the Bank's effort to enhance the level of Islamic Banking training and increase the accessibility of training material, the PDSC department has developed a series of Online Self-training modules which are periodically being made available to all internal staff. An "Introduction to Islamic Banking" training video has been made available on the Intranet accessible by staff nationwide. This module is prepared in Urdu to ensure that the maximum number of people benefit from the training. To encourage learning via these short training modules, Department Heads and

Branch Managers have circulated the modules within their teams. The training modules have been prepared through the dedicated efforts of Fayyaz ur Rehman Khan; Usama bin Tariq and Shayan Ahmed Baig of the PDSC department.

In order to access these modules, staff members should login to the Meezan Bank Intranet accessible to all staff nationwide.

Suleman Muhammad Ali  
AVP, Product Development & Shariah Compliance

# Celebration

## ON THE RECENT ELEVATION OF

### Mr. Tanveer Zaman Khan as Area Manager

The Latifabad branch arranged a dinner in honour of their Branch Manager Mr. Tanveer Zaman Khan on his recent promotion to the position of Area Manager. Dinner was arranged at the beautiful "Hyderabad club" and was attended by Branch Managers and Operation Managers from the branches of Hyderabad Nawabshah, and Mirpur Khas.

The branch staff was present at the reception to welcome the guests. The scheduled program commenced with recitation from Holy Quran by Mr. Umair Bin Mateen, Chief Cash Officer, followed with speeches by Mr. Adeel Arif, Manager Credit, and Mr. Syed Mehmood Ali, Operations Manager of the branch. The speeches focused on re-memorized the graceful events occurred, milestones achieved and praised the work of the Mr. Tanveer who served as an enthusiastic leader and motivator towards his branch staff of every level which led to the branch breaking all the target records set by the management during his tenure as Branch Manager.

Mr. Tanveer himself later spoke on the occasion thanking Almighty Allah for blessing him with a remarkable position and thanked the team of Latifabad Branch for their major contribution and untiring efforts in meeting the branch targets. He

further spoke about Islamic banking, its need and the responsibilities which lie on the team to educate customers and the public to spread the noble cause and need of Islamic Banking. He further thanked the Regional Manager Mr. Kazi Muhammd Aamir for his dedication and in providing a disciplined and noble friendly environment to the whole region under his jurisdiction.

Ms. Aliza Muqem  
Officer, Operations



## UPDATE ON

### Head Office Building

Photographs by:  
Mehmood Edhi, Officer Administration

**Facts:**  
Ground Breaking - 10th February 2009  
Floors - Ground + 5 along with basement  
Expected Completion Date - within 18 months  
of start of construction



Work in progress inside the Head office



Irfan Siddiqui (President & CEO) visiting the Head Office construction site.



A view of the head office from a distance

# Internet Banking Championship

In January 2009, Alternate Distribution Channels launched the "Internet Banking Championship" for nationwide branches in order to promote the service to customers through the branch network.

Following the re-engineered Internet Banking registration in December 2008, nationwide trainings were conducted for front-end staff members (i.e. Service Quality Coordinators and Personal Bankers) with comprehensive discussions on product features and registration processes. Monthly targets for increasing Internet Banking users were assigned to the branches which have been monitored in all regions.

By the grace of Allah, the total number of Internet Banking customers has increased dramatically from 5,821 users in December 2008 prior to the campaign to 18,448 users at December 2009 after the campaign. With an increase in users of over 200% the campaign was an overwhelming success!

The success of this campaign is due to the active participation, immense focus and positive attitude of the staff in our branches nationwide.

The Nationwide and Regional Champions after the consolidation of records from January, 2010 to December, 2010 are as follows.

## National Champions

Position	Branch Name	City	Region
1st	Gulberg Branch	Lahore	Central
2nd	Clifton Branch	Karachi	Southern
3rd	S.I.T.E. Branch	Karachi	Southern

## Regional Champions

Region	Branch Name	City
Northern	I-9 Industrial Area Branch	Islamabad
Central	Allama Iqbal Town Branch	Lahore
Southern	Gulistan-e-Jauhar Branch	Karachi

In order to acknowledge the outstanding efforts of the front end staff, Certificates of Appreciation were provided to the position-holding branch SQC and PBO by their respective Regional Managers in a ceremony held at all Regional offices. Following are the noteworthy individuals who kept their focus and played a key role in taking Internet Banking to greater heights.

Name	Designation	Branch
Muhammad Akram Chughtai	Business Development Officer	Gulberg Branch
Muhammad Yasir Raza	Service Quality Coordinator	Gulberg Branch
Syed Ghazanfar Abbas Bukhari	Service Quality Coordinator	Clifton Branch
Muhammad Ali	Service Quality Coordinator	Clifton Branch
Faisal Waseem Zubairi	Personal Banking Officer	Clifton Branch
Ahsen Nisar	Service Quality Coordinator	Site Branch
Syed Ghous-ul-Azmat Ali Jaffri	Personal Banking Officer	Site Branch
Aasma Aquib Hussain	Officer Trade Finance	Site Branch
Faisal Aurangzaib	Service Quality Coordinator	Gulistan-e-Jauhar Branch
Ghulam Sakina Adil	Personal Banking Officer	Gulistan-e-Jauhar Branch
Lutfullah Khan	Personal Banking Officer	Allama Iqbal Town Branch
Shahbaz Muzaffar Tarar	Officer Operations	Allama Iqbal Town Branch
Mehwish Khan	Service Quality Coordinator	I-9 Industrial Area Branch
Aamir Shabbir	Officer Operations	I-9 Industrial Area Branch

Alternate Distribution Channels would like to congratulate the winning branches and would also like to thank all the Regional Managers, Area and Branch Managers for their support and cooperation during the campaign.

Mohammad Amjad Khan  
Project Manager, Alternate Distribution Channels



# VISION, MISSION & MARKETING

## Front: LEFT TO RIGHT

Syed Saad Yusoof  
Sohail Khan  
Mohammed Adil Sami  
Hafidh Jamaluddin

## Back: LEFT TO RIGHT

Saeed Keerio  
Kaiwan Irani  
Shahbaz Chagani

The Marketing department is responsible for the promotion of Meezan Bank's brand image, in line with its Vision and Mission, across the various channels through which the bank is visible to the general public. Following is an overview of the activities of the Marketing department over the last year:

### Branch signage re-designing

An integral part of the Bank's branding is its Branch Signage which is the most commonly visible image of the bank to the general public and should be designed so as to give a premier and modern look to the Bank. The Marketing Department has developed a new design for the Branch Signage without going for any re-branding exercise. The new design both conveys a crisp and modern look as well as provides an energy-efficient solution. The process of nationwide Branch Signage changeover will Insha'Allah be completed by early August.

### Corporate Color standardization

One of the most distinguishing features of Meezan Bank is our purple color. Technically defined, this color's code is C88M92Y26K23. Though this does not make sense to a normal reader, this is the most important aspect of our color. It was noticed that various shades of purple were being used at various places and there was no proper process in place to standardize the color. The Meezan Bank corporate colors have now been standardized across all communication mediums and this will Insha'Allah help in building a consistent brand image.

ATM and Branch Timing Boards have been re-designed with a new and modern look and these are now being replaced nationwide.

### Customer Communication

This is a new initiative whereby a letter giving an update on the Bank's progress over the last 6-months is sent to all account holders by the President & CEO. The objective of this exercise is to keep the communication channels open with the account holders and build their confidence in the institution by keeping them aware of our progress and achievements.

The Corporate Website is another important marketing and communication tool which is consistently improved and updated making it amongst the top 5 most-visited Pakistani Bank websites. A recent addition to the website was the charting of the entire Branch network on Google Maps which made Meezan Bank the first bank in Pakistan to have all its branch locations available on its website for customers' convenience..

First held in December 2008, the introduction of Customer Appreciation Days was another initiative taken up by the Marketing Team. The idea behind this initiative was to continually increase the visibility of Meezan Bank in the market and to increase our deposit base by deepening our existing relationships and tapping new customers through the existing customer network.

## NEW BRANCH SIGNAGE

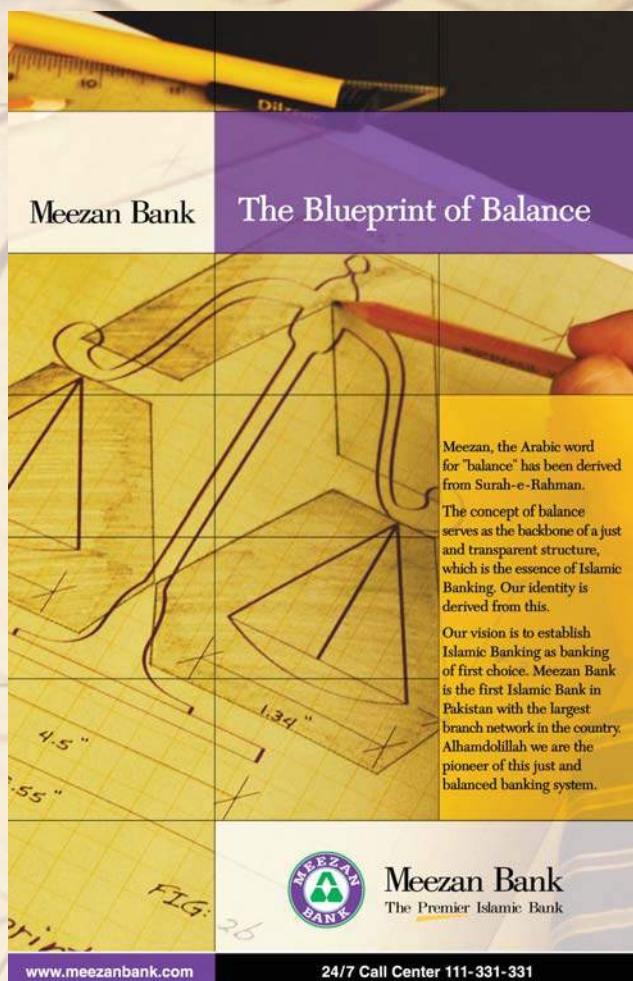


DAY VIEW



NIGHT VIEW





Seminars on Islamic Banking were conducted across the country and this is a continuing initiative. This exercise serves the purpose of improving the understanding about Islamic banking, both at the public and the corporate level as well as promoting the corporate image of Meezan Bank.

Pages, Meezan Bank's quarterly Newsletter was revived for communication with its employees and external stakeholders. It now serves as an effective platform for communicating information about the happenings at the Bank.

During the past year, Meezan Bank has also been proactive and aggressive in utilizing the press and electronic (radio) channels for marketing -Meezan Bank's corporate ads were released in all of the leading newspapers of Pakistan in 2009 and 2010. Apart from this, the Meezan Visa Debit Card, Labbaik and Meezan Business Plus products were launched which smartly utilized these avenues and generated considerable awareness in the market about the Bank and its products.

An ongoing task, which has been wholeheartedly supported by the Branch Managers has been to give us 'real-time' updates on Branch Marketing collateral by sending us pictures of the standees present in the branch, the branch signage (during daytime and night time) and other marketing collateral as requested. With our expanding network and our requirement to have our eyes everywhere, we request further support from Branch, Area and Regional Managers..

The management has provided tremendous support to the various Marketing initiatives which has played a pivotal role in the building the Bank's brand image.

Mohammed Adil Sami,  
Manager, Marketing

## Fishing Trip

### – A get-together for the Marketing Team

The Marketing Team with their families and some staff from the Administration Department went on a fishing trip for an informal get-together and outing. Sailing out from the Kemari docks (Karachi) in the evening, the weather, calm sea and the setting sun set the tone for a relaxing experience. An hour of sailing and an attempt to fish gave opportunity for the families to get to know each other and staff members to interact on a more personal level. Highlights of the trip include Mr. Sohail Khan, Head of Marketing and Training, sharing stories from his prior experience as a Marine Engineer, the sea-food dinner cooked and served on the boat and the unforgettable excitement of the children seeing ships, an emerging submarine and the floating fisherman villages by the coast. The trip arranged by Mr. Sohail Khan was a relaxing and refreshing experience which also provided an opportunity to brainstorm on ideas for brand building and out-of-the-box ideas that were further discussed within the office in the following days.

The marketing team would like to thank Mr. Sohail Khan for arranging this enjoyable trip.

Hafidh Jamaluddin,  
Project Manager, Marketing



Sohail Khan (Head of Marketing) on the right enjoying the sunset. Muhammad Adil Sami (Manager Marketing) speaking to a family member of the marketing team

# Car Ijarah Sales Campaign *for 1st Quarter 2010*

In continuation with the ongoing sales peak of Meezan Bank Car Ijarah, Alhamdulillah the first quarter of 2010 (Jan-Mar) ended with an outstanding figure of Rs. 546 million, marking a new performance milestone by the Car Ijarah Direct Sales Team. As a gesture of appreciation, cash rewards were given to branches to encourage their involvement in generating auto-finance business. The statistics given below highlight the contribution and healthy competition amongst sales staff and branches.

Nasir Imam  
Product Manager, Car Ijarah Department

## Top Individual Performers Direct Sales Quarter 1

Name	Business Hub	Business Generated (Millions)
Mr. Adil Naveed	Peshawar Hub	Rs. 34.1
Mr. Altaf Memon	Hyderabad Hub	Rs. 28.3
Mr. Salman ur Rehman	Karachi Hub	Rs. 24.6
Mr. Mohammad Kashif	Karachi Hub	Rs. 23.1

## Best Performing Branch Month Wise

Month	Branch Name	Business Generated (Millions)
January	Clifton Branch	Rs. 3.5
February	F - 7 Jinnah Super	Rs. 2.8
March	Akbar Chowk	Rs. 4.4

## Maximum Cash Incentive earned for branch staff in Quarter 1

Branch Staff Name	Branch	No. of cases Disbursed
Mr. Naveed Iqbal	Akbar Chowk - Lahore	7

## Islamic Banking Seminar at Chamber of Commerce - Sialkot

A Seminar on Islamic Banking was conducted at the Chamber of Commerce, Sialkot in March 2010 under the supervision of Mr. Ehmer Hamad, Area Manager Gujranwala. The Sialkot branch team made the arrangements and facilitated participants at the seminar in clearing misunderstandings about the Islamic Banking system. The seminar participants included the Chief Manager SBPSialkot, the President of the Chamber of Commerce & Industry and numerous CEOs, VPs and executives from reputed business concerns in the region. Visiting from the Head Office (Karachi) for the Seminar,

Mr. Shayan Baig of the Product Development and Shariah Compliance Department responded to the audience's queries and conducted the seminar in a interactive manner. Staff from the Sialkot Branches also participated actively in the arrangements of the event. Mr. Ehmer Hamad highlighted the main differences between Islamic and Conventional Banking, the future of Islamic Banking in Pakistan and spoke about Meezan Bank's products and services.

Atif Shahzad Alam,  
Manager Operations, Kashmir Road Branch, Sialkot





## Two dealers of Meezan Bank pass ACI Dealing Certificate Examination



Two dealers from Meezan Bank's Treasury dealing room have passed the ACI dealing Certificate Examination. Mr. Yasir Ali Khoso, Senior Interbank Dealer and Mr. Ahmed Usman Sheikh, Corporate Dealer, cleared the examination in February and March respectively. Mr Khoso achieved 92.5% marks, scoring a 'pass with distinction' in the exam.

ACI -The Financial Markets Association is the largest international professional body for dealers and back office personnel in the wholesale financial markets. ACI's membership spans over 80 countries. ACI provides a suite of specialized examinations targeting Foreign Exchange and Money Markets, Derivatives, Repos, Risk Management etc for front, middle and

back-office staff. The ACI Dealing Certificate is a foundation program that allows candidates to acquire a working knowledge of the structure and operation of the major foreign exchange and money markets, including the ability to apply the fundamental mathematics used in these markets, and their core products (cash, forwards and derivatives), and the basic skills required for competent participation, including the ability to apply the fundamental mathematics used in these markets. All of the ACI examinations are electronically delivered via prometric testing.

Abdullah Ahmed  
Head of Treasury and Financial Institutions

## Inter branch cricket series at "Rohtas Fort"



A single-day series of inter-branch cricket matches were arranged by the Gujar Khan branch to welcome the newly opened Dina & Jehlum branch teams into the Meezan Bank family. The event venue was the historical ground along the Rohtas Fort built in 1500 A.D. where historical documents talk of the ground being used as a play field by Kings in the mid 1600 A.D. The fort was built by Sher Shah Soori and took about 60 yeras to complete.

The event was held on February 27th, a weekend and attracted a large number of spectators who were visiting the fort or were there to watch the series of short matches. The teams were in colour kits with the Gujar Khan team kitted up in Meezan Bank branded T-Shirts & Caps which they won in the recent deposit Mobilization Campaign. The fort was decorated with Branch flyers to promote the Bank and lunch was arranged by the Jhelum branch for all participants. The invitees toured the historical fort and were approached by spectators inquiring about the event, the Bank and Islamic Banking.

The friendly series of three matches had the Gujar Khan team as victors of the first match and the Jhelum Branch winning the tournament.

Tauqeer Ahmad,  
Branch Manager, Gujar Khan

## The Growing ACCA FRATERNITY AT MEEZAN BANK

Mr. Tahir Masood, Assistant Manager, Investment Banking Department at Meezan Bank has successfully been admitted to the Association of Chartered Certified Accountants, U.K (ACCA) Membership in March 2010, following completion of the three year training requirement. Tahir has been with us since the inception of the ACCA trainee scheme at Meezan Bank and was the first trainee to be hired as a permanent employee following successful completion of his qualification in 2007.

Furthermore, there has been addition to the list of ACCA Affiliates working at the bank where Mr. Saadullah, Associate, Investment Banking successfully completed his ACCA examination in February 2010, becoming an ACCA Affiliate.

We congratulate both these members of the Meezan Bank family on their achievements!

Urooj ul Hassan Khan  
Assistant Vice President, Investment Banking Department

# AN OUTSIDER'S *view* ON ISLAMIC BANKING

The year 2009 witnessed a difficult economic situation, both locally and internationally. In Pakistan, 8 banks reported losses for the year 2009, 20 banks showed a combined profit of a mere Rs 6.5 billion, while the top 5 banks in the industry shared a modest Rs. 89.9 billion in profits. The industry analysis brings forth a picture of acquisitions and mergers to be witnessed between banks in the coming future.

Islamic banking in Pakistan, however, narrated a different story during the same time. State Bank of Pakistan, in its performance review of the banking system, revealed that Islamic banks have grown at an aggressive growth rate surpassing that of conventional banks in the country. In the last quarter of 2009 alone, assets of Islamic banks have grown by 13.3 percent, 7 percent higher than those of conventional banks during the same quarter. The Islamic Banking Network increased by an impressive 18.2% during the year. Speaking at an opening ceremony of branches of Dubai Islamic Bank at Karachi in November 2009, Salim Raza, Governor SBP, commented that the performance of Islamic banks had been impressive compared to their conventional counterparts during the last two years. While assuring the active support of the central bank he informed that the total assets of Islamic banking industry had grown to Rs323 billion up to September 2009 while their deposits reached a new high of Rs. 245 billion.

The growth of the Islamic Banking industry in Pakistan can be largely credited to the success and growth of Meezan Bank, which not only introduced Islamic Banking in Pakistan but has also continued to lead the growth of the Industry by successfully competing with old and established conventional banks in profitability, equity, deposits, number of products & services and expansion of branch network.

There are currently six dedicated Islamic Banks operating in Pakistan with a total of 475 branches. Having opened 35 new branches in 2009, Meezan Bank has a network of 201 branches across 54 cities, making it the largest Islamic Banking Institution in the country, commanding a 42% share of the total dedicated Islamic Banking network in Pakistan.

Starting commercial banking operations in 2002 with just four branches, Meezan Bank now ranks the 8th highest in Pakistan's banking sector in terms of pre-tax profitability, having outperformed 17 peer banks with its 75% increase in profits over 2008. The bank now ranks 11th in terms of branches and 14th in terms of deposits out of the total 35 commercial banks operating in Pakistan. An industry analyst said that its stunning that a bank which is in its 8th year of operations has not only outperformed Islamic banking sector but 17 other banks operating in a very competitive environment.

Meezan Bank reported Trade Finance volumes of Rs. 115 billion, equity of over Rs. 9 billion rupees and a deposit base of over Rs. 100 billion compared to the total deposits of Rs. 101 billion of the remaining Islamic Banks.

In a difficult economic year, Meezan Bank hoisted the Islamic Banking Industry through excellent performance, earning the title of Best Islamic Bank in Pakistan by reputed analyst publications of ASiAMoney, Islamic Finance News (REDmoney Group) and Global Finance Magazine, New York.

With indications of the economy bouncing back in 2010, Islamic banks are expected to grow in strong double digits.

Mr. Maaz Ahmed Abbasi  
The Financial Daily, Local Islamic Banks beat Conventional Ones

## New Joining at Head Office

Mr. Tasnim-ul-Haq Farooqui joined Meezan Bank in January 2010 as Head of Legal Department at the Head Office, Karachi. Mr. Farooqui is L.L.M. (1986) from Karachi University. He is also DAIBP, Member Sindh Bar Council, and Fellow of Institute of Corporate Secretaries of Pakistan. Previously Mr. Farooqui has served in Habib Bank Limited and Pak Kuwait Investment Company (Pvt.) Ltd. We welcome Mr. Tasnim to the Meezan family and wish him all the best!

Irfan Ali Hyder  
Head of Human Resources

