



KASB Bank
Limited

Launching Ceremony



VISA Debit Card

Wherever you are!

Press Release

April 29, 2010

Karachi, April 29, 2010. KASB Bank limited announced the launch of its KASB One Visa Debit Card in a ceremony held at KASB Bank in Karachi. Mr. Amer Pasha, Country Manager, Pakistan & Afghanistan, Visa International and Mr. Masood Karim Shaikh, Chief Operating Officer - KASB Bank Ltd. were present to mark this auspicious occasion.

Speaking on the occasion Mr. Amer Pasha, said "Visa and KASB enjoy a healthy standing relationship and today we are really happy to partner with them on their KASB One Visa Debit card launch. This new debit offering reflects KASB's commitment to finding innovative ways to meet the evolving payment needs of its growing customer base. We look forward to continuing to work closely with KASB in identifying new opportunities to tailor Visa's highly versatile debit & prepaid platform to serve their customers and grow their business."

Also speaking on the occasion, Mr. Masood Karim Shaikh, Chief Operating Officer - KASB Bank Ltd. said, "We chose Visa as our strategic partner because they have an unmatched suite of payment products that allows our customers to pay securely and conveniently for every type of purchase. Visa Debit makes an important contribution to enhancing our relationship with one of our most valued partners."

With the launch of KASB One VISA Debit Card, the bank brings its clients, the benefit of a safe alternative to cash when making purchases at thousands of Point of Sale (POS) terminals across the country, millions of merchant outlets and 1.6 million ATM's across the globe. The card will simultaneously allow KASB Bank customers to access their accounts through its network of ATMs and pay conveniently at thousands of merchant outlets.

KASB Bank's innovative products and services have been significantly enhancing the overall customer experience by matching emerging technology to their aspirations and needs.

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About Visa

Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 10,000 transactions a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank, and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com

About KASB

KASB Bank has a network of 100 branches and presence in 38 cities across Pakistan, offering unique and innovative financial services to a large portfolio of investment, corporate and consumer banking customers. KASB Bank in collaboration with strategic partner banks offers a large Home Remittance distribution network throughout the country. KASB Bank enjoys an edge in technology and is one of the first few banks to offer technology driven value added products to its customers.