

Press Release

KASB Group wins National Corporate Social Responsibility (CSR) accolade

Karachi 21st January 2010

The 4th CSR Excellence Awards 2010 held at Avari Towers, Karachi on Thursday 21st January saw the KASB Group taking a prominent award.

The awards recognize organisations across Pakistan for their Corporate Social Responsibility activities and initiatives. Organisations that delivered exemplary commitment to CSR during the past year, were invited to join the afternoon ceremony.

Receiving the Award on behalf of the Group, Muneer Kamal, President & CEO KASB Bank "What companies like ours recognize, is that reputation is formed from all of its functional areas: citizenship, products/services, innovation, workplace, governance, leadership and financial performance – CSR simply is a part of that. By managing reputation companies are actively learning to manage their stakeholders' trust and by doing so are impacting the bottom line, so winning this is important in a number of ways to us."

Award winners, were chosen from a group of finalists from across Pakistan. KASB, was selected from a group of finalists based on their commitment to socially responsible activities in the community and within the organisation.

General Counsel and Head of Corporate Communications, Dr Zubair Anwar-Bawany, leading CSR for the Group, commented, "No doubt I am delighted that we have received this recognition, however, Corporate and Social Responsibility (CSR) is more than just one of the 'in' things for companies to be concerned about."

"We strongly believe it is much more than just ticking the right boxes in a policy document; CSR is about getting down to doing something positive to protect and sustain the environment and contribute to society. In KASB our policy was born from the desire to formalise the good practice and attitudes already inherent in our colleagues and share them with our customers and our environment for the benefit of all."

Notes to the Editor

KASB Group has an active CSR agenda through a range of activities and initiatives focusing on five key strands that impact society: Community, Education, Sports development, Health and Environment.

KASB has also been nominated for the YPO CSR awards.
