

NBP Wins UnionPay International Award for Strategic Contribution



Karachi, September 23, 2025: National Bank of Pakistan (NBP) proudly celebrates another prestigious recognition by receiving the UnionPay International Award for Strategic Contribution – Marketing Promotion. The award was presented by Mr. Nadeem Haroon, Country Head UPI (Pakistan, Qatar, Bahrain & Afghanistan) to Mr. Rehmat Ali Hasnie, President & CEO, NBP.

The achievement was celebrated in the presence of senior NBP leadership, including Mr. Adnan Nasir, SEVP/Chief Digital Officer; Mr. Fouad Farrukh, SEVP/Group Chief, Aitemaad Islamic Banking; Mr. Faisal Ahmed Topra, SEVP, Retail Banking; Mr. Imran Farooqui, SEVP/Group Chief Operations; and Mr. Nabeel Aslam, SVP/Wing Head – Cards. From UnionPay International, Mr. Kashif Ali, Head of Business Development (Pakistan & Bahrain) and Mr. Muhammad Ali Abbas, Senior Manager (Pakistan, Afghanistan & Qatar) were also present, along with Mr. Fahad Mahmood, CEO, Decagon Pakistan (Pvt.) Ltd.

This recognition highlights NBP's successful marketing collaboration with Golootlo, Pakistan's leading discount platform, offering 30,000+ merchant discounts nationwide. Through this partnership, NBP has launched multiple impactful campaigns for staff and customers, driving debit card usage, digital adoption, and customer engagement across the country.

This marks NBP's fifth major UPI award, following earlier recognitions for Highest Debit Card Issuance, Highest POS Spend, Highest Number of Active POS Users, and Highest Virtual Cards. With this milestone, NBP continues to lead the way in digital banking innovation, customer convenience, and impactful marketing initiatives across Pakistan.