National Bank of Pakistan
نیشنل بینک آف پاکستان

**Press Release**
**Oct 30, 2026**

## National Bank of Pakistan Observes Pinktober 2026 Through Breast Cancer Awareness Initiatives



**October 30, 2026, Karachi:** National Bank of Pakistan (NBP) observed Pinktober 2026 through a series of breast cancer awareness initiatives aimed at promoting early detection, timely medical consultation, and employee well-being.

As part of the campaign, NBP's Head Office organized a breast cancer awareness session on October 12, 2026, at the NBP Auditorium, in collaboration with Pink Ribbon Pakistan. The session highlighted the importance of recognizing potential warning signs, seeking timely medical advice, and encouraging open conversations about breast health.

Speaking on the occasion, Mr. Imran Sarwar, President & CEO, National Bank of Pakistan, emphasized the importance of prioritizing health and well-being alongside professional responsibilities. He highlighted the role of awareness, timely medical consultation, and a supportive workplace in enabling individuals to make informed decisions about their health. He reaffirmed the Bank's commitment to fostering a workplace culture that values employee well-being.

Mirza Muhammad Asim Baig, Group Chief, Human Resource Management Group (HRMG), underscored the importance of incorporating employee well-being into the Bank's people-focused initiatives. He highlighted the value of promoting awareness, encouraging open dialogue, and providing access to reliable health information in building a healthier and more supportive workplace.

Ms. Saman Abbasi, Divisional Head - Capability, Culture & Corporate Impact, emphasized the role of awareness and education in encouraging employees to take proactive steps towards their health. She noted that initiatives such as Pinktober help address misconceptions, promote informed conversations, and reinforce the importance of early detection and timely medical guidance.

The campaign extended beyond Head Office, with NBP's Staff Colleges and regional teams organizing awareness sessions and activities to engage employees across locations. These initiatives provided opportunities for employees to learn from healthcare professionals, address common misconceptions, and strengthen their understanding of breast cancer awareness and early detection.

Through Pinktober 2026, NBP reaffirmed its commitment to employee well-being and to fostering a workplace culture that values awareness, inclusion, and care. Guided by the campaign theme "KNOW. CHECK. TALK. ACT.", the initiative encouraged employees to stay informed, seek professional guidance, and make breast health an ongoing conversation.

**About National Bank of Pakistan**

National Bank of Pakistan (NBP) is one of Pakistan's leading financial institutions, playing an important role in the country's economic development. The Bank remains committed to supporting national progress through its banking services, community initiatives and contributions to inclusive and sustainable development. For more information, please visit: www.nbp.com.pk.