



National Bank of Pakistan Stands Strong for Breast Cancer Awareness in PINKtober

Karachi, October 21, 2024 – National Bank of Pakistan (NBP) reinforced its commitment to inclusivity and social responsibility by hosting a special Pinktober event at its head office, Karachi, dedicated to raising awareness about breast cancer. NBP stands in solidarity with those affected by the disease and continues to support awareness initiatives nationwide.

The event was attended by senior executives, including Mr. Muhammad Ismail Usuf, Group Chief of Treasury & Capital Markets Group; Mirza M. Asim Baig, Group Head of HRMG; Mr. Abdul Waheed Sabir, Executive Vice President of HRMG; and Mr. Farooq Hasan, Executive Vice President. Esteemed guests included Mr. Omer Aftab, CEO and Founder of Pink Ribbon; Dr. Samia Hussain, Head of Medical Affairs at Healthx Pakistan; and Ms. Khadija Maisam, Health & Wellness Specialist.

A range of topics was discussed, including breast cancer statistics in Pakistan, the importance of large-scale awareness campaigns, access to early detection, outreach to remote areas, and the role of corporate and governmental support. Discussions also covered patient willpower, the impact of a healthy lifestyle, and the role of organic foods.

Mirza M. Asim Baig, Group Head HRMG, emphasized NBP's commitment to the cause: "Breast cancer affects the lives of countless individuals, and NBP proudly supports initiatives promoting awareness and early detection. As a bank, we are committed to the well-being of our employees and the broader community, standing in solidarity with survivors and those currently battling this disease."

During a panel discussion moderated by Mr. Farooq Hasan, Mr. Omer Aftab highlighted the critical role organizations like Pink Ribbon play in raising awareness and converting that awareness into actionable steps for early detection and treatment.

Over 200 participants engaged in the session, which also included a lively Q&A segment. Dr. Saqlain Sher hosted the program, ensuring an interactive and informative experience for all attendees.

The event concluded with a symbolic gesture—NBP's head office was illuminated in pink, serving as a visual testament to the bank's unwavering dedication to breast cancer awareness. This PINKtober event underscored NBP's broader mission of equality, inclusivity, and social impact.

