

Newsletter April-June, 2020

# MILESTONES



**1000% GROWTH IN  
PROFITABILITY**

**RANKED FIRST IN PAYROLL  
FINANCING UNDER  
SBP ROZGAR REFINANCE SCHEME**

**CROSSING PKR. 6 BILLION  
IN JS GOLDFINANCE**

**CROSSING PKR. 400 BILLION IN DEPOSITS**

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# ACHIEVEMENTS



**400** **BILLION** WE ARE GRATEFUL  
TO OUR CLIENTS FOR THEIR  
SUPPORT IN REACHING THE  
**400 BILLION DEPOSIT**  
MILESTONE.

## CROSSING **PKR. 400 BILLION** IN DEPOSITS

JS Bank recorded a milestone with its deposit base reaching PKR 400 Billion.

Acknowledged as one of Pakistan's largest SME banks and mortgage providers offering diverse individual and institutional banking solutions; The Bank has been recognized by the State Bank of Pakistan as the best performer under the Rozgar Refinance Scheme, a concessional credit scheme for SMEs that ensures zero job layoffs. The Bank is also driving entrepreneurship amongst women and differently abled persons through provision of targeted lending facilities.

# 1000% GROWTH IN PROFITABILITY

JS Bank reported profit before tax of PKR. 628.5 Million for the quarter ended March 31, 2020 as compared to profit before tax of PKR. 54.7 Million over the corresponding period last year, an incredible 1000% increase.

Profitability showed a marked increase primarily due to markup and commission income, FCY income and gain on sale of securities. The breakup value per share of the Bank as of March 31, 2020 is PKR. 13.9 with the earnings per share of PKR. 0.29.



**JS BANK WITNESSES  
SIGNIFICANT GROWTH  
IN PROFITABILITY**

POSTS PKR 628.5 MILLION  
PROFIT FOR THE QUARTER ENDED  
MARCH 31, 2020

JS BANK BRINGS YOU  
**JS PAYROLL FINANCING**



# PAYROLL FINANCING

## JS Bank becomes the first Bank to disburse a case of Payroll Financing

Committed to promoting the State Bank of Pakistan's Rozgar Scheme, JS Bank became the first bank to disburse a case of Payroll Financing.

### The launch of JS Payroll Financing

On April 27, 2020, the Bank launched JS Payroll Financing, based on State Bank's Refinance Scheme for Payment of Wages and Salaries. JS Payroll Financing is a loan facility for businesses to run payroll cycles smoothly at a low markup. This financing facility has been especially designed so that the wages and salaries of workers/employees are covered.

As the COVID-19 outbreak turned into a global pandemic, it resulted in unprecedented pressure on economic and social activities. Many businesses started to lay off workers as their revenues started to decline drastically. In order to extend full support to all businesses running their payroll cycles, the Bank focused on rapidly processing cases of JS Payroll Financing efficiently to ease the cash flow constraints of businesses across the country.

### JS Payroll Financing - Online Training Sessions for Area Managers and Regional Heads

In order to create awareness about JS Payroll Financing based on State Bank's Refinance Scheme for Payment of Wages and Salaries, the product development team conducted online trainings for Area Managers and Regional Heads on 28th and 29th May, 2020. The Risk Sharing Facility for SBP Refinance Scheme to support employment and prevent layoff workers was explained thoroughly in this training so that the front-end teams could encourage clients to apply for payroll financing with lower collateral requirements.



**Taiz Tareen Gold Loan!**  
**Sirf 100 minute mein**  
**paise aap ke haath mein**

## CROSSING PKR. 6 BILLION IN GOLDFINANCE

JS GoldFinance successfully hit another milestone of crossing PKR. 6 Billion and continues to maintain a strong position as part of the Bank's product portfolio. Despite the current Pandemic a total of 1,299 cases were disbursed in June 2020, with the highest Financing amount of PKR. 619 Million in a month. This was achieved by the conscientious team of JS GoldFinance, under the leadership of Babbar Wajid and Irfan Zaidi.

Some of the notable performances include those of the top three GFEs, Muhammad Shakeel, Sarfraz Nawaz and Abu Turab. The top performing region was Central Region 1, achieving PKR. 235 Million in Q2 2020. The best Area Sales Manager was Ahmed Nisar and Regional Sales Manager was Malik Masroor. Furthermore, an achievement of PKR. 48 Million proved to be a feather in the cap of Allama Iqbal Town branch under the leadership of Ahmad Yar Kausar - Branch Manager.

JS GoldFinance continues to be the flagship SME product of the Bank – offering financing in 100 minutes, and we aim to provide the best service to our customers with dedication and commitment.



Markup of only

5%

کامیابی  
اب میرا اختیار!

## JS NAYA AGHAAZ SME LOAN – 1ST CASE DISBURSED BY OKARA BRANCH

With a vision to empower differently abled persons in Pakistan, JS bank had launched JS Naya Aghaaz SME Loan based on SBP Refinance for Special Persons. Under this product, the Bank provides differently abled persons financing of up to PKR. 1.5 Million at a subsidized markup rate of 5% per annum for expanding or setting up a new business. On 22nd June, 2020, the first case of JS Naya Aghaaz SME Loan was disbursed. We are proud of Okara branch for creating an example for others to follow.



# PRIMARY DEALER PERFORMANCE

JS Bank has been ranked within the top 5 primary dealer banks for FY 19-20 by State Bank of Pakistan. We have been reappointed once again for the next year along with 11 other primary dealers.

Due to the hard work and determination of the Sales and Interbank team along with the "Go Getter" attitude set by the Bank's Treasurer Soofi Saifullah, we are able to take another step closer to the top.

We will continue to work hard and aim for a Top 3 finish in this financial year. Barhna Hai Aagey!

## JS BANK FIGHTS CORONA

Offers urgent financing to hospitals up to

**Rs 200 Million**  
for 5 years



# LAUNCH OF JS HOSPITAL FINANCING AND DISBURSAL OF FIRST CASE

JS Hospital Financing was launched based on State Bank's Refinance Facility for Combating COVID-19 (RFCC). JS Hospital Financing is a loan facility for Hospitals and Medical centers who want to cater to the increased demand of healthcare services due to the recent outbreak of COVID-19. This financing facility allows hospitals and medical centers to buy local /imported medical equipment to combat COVID-19, so that they are fully prepared and adequately equipped to deliver quality services to the population of the country. The first case of JS Hospital Financing has also been disbursed.

**INITIATIVES**



# REGIONAL HEADS REVOLVING CHAMPIONS TROPHY CAMPAIGN

A revolving trophy for regional heads was introduced to create excitement within regional heads. As part of this campaign, Regional Heads competed for the prize. The trophy revolves on a quarterly basis and the champion Regional Head gets to keep it for the entire quarter. The Champion for Quarter 2, 2020 is Muhammad Faheem Khan (Regional Head South V), who achieved a whopping 181% of his LCY CA target.



# JS GHARPAY – BANK FROM HOME SERVICE

JS GharPay is a bank from home service where JSBL customers who are 60 years and above can avail basic banking services at their doorstep. With this facility, customers can now opt for cash deposit or withdrawal, place pay order requests, pay off utility bills or have a clearing cheque collected right from their doorstep. All it takes is a phone call or a WhatsApp message to our JSBL WhatsApp number 0304-0084600 and our JSBL representative will be at your doorstep so you stay safe.

**JS GHARPAY**  
BANK FROM HOME SERVICE



**NEED FOR SPEED PERFORMANCE TRACKER**

Region	Regional Head	Accounts Target (Elite / Elite Plus / Raqam)	Accounts opened	% of Achievement
South	Syed Azeel Ahmed	6,000	6669	111.2%
North	Taimur Cheema	4,000	7841	196.0%
Central	Rana Furqan	6,000	11093	184.9%
<b>Total</b>		<b>16,000</b>	<b>25,603</b>	<b>160.0%</b>

Region	Team Leaders	Accounts Target (Elite / Elite Plus / Raqam)	Accounts opened	% of Achievement
South	Muhammad Qureshi	6,000	6669	111.2%
North	M. Hussain Raza	2,000	7841	392.1%
Central	Nafas Nauman	2,000	8073	403.7%
Central	Majeed Muneer Qureshi	2,000	3039	150.2%
<b>Total</b>		<b>12,000</b>	<b>25,603</b>	<b>187.5%</b>



## NEED FOR SPEED – EMPLOYEE BANKING CAMPAIGN 2020

A 'Need for Speed' campaign was launched to create some excitement and competition within the employee banking team. North Region remained victorious throughout the campaign with their Team Leader, M. Hussain Raza and Regional Head, Taimur Cheema, achieving the highest percentage of their designated targets. Whereas, Central Regional Head, Rana Furqan, and Central Team Leader, Nafas Nauman, claimed the reward for the fastest RH and TL respectively.

# BRANCH MANAGERS TROPHY CAMPAIGN – JUNE 2020

June was the month of half year closing and so the Wealth Management team introduced some interesting campaigns to boost sales. One of the popular campaigns included the Branch Manager’s campaign whereby every branch manager who met their YTD target was awarded a trophy. This ignited competition amongst the Branch Managers, who all tried to accomplish their assigned targets, to be amongst the winners. The following colleagues won trophies for their respective branches:

<b>Branch</b>	<b>Branch Manager</b>
Gulyana	Muhammad Kashif Sethi
Jalalpur Jattan	Azhar Riaz
Jatlan AK	Wajid Hussain
Golrachi Badin	Abdul Wahid
Bahadurabad Karachi	Muzzaffar Shah
Naz Cinema Peshawer	Muhammad Naveed Khan
F-11 Markaz Islamabad	Zeshan Wajid Choudhry
Korangi Rd DHA Phase 1 Karachi	Tanvir Trilokh

# **CORONA VIRUS COVERAGE – BANCASSURANCE PRODUCTS**

Always keeping the well-being of our clients a priority, JS Banks insurance partners EFU Life and Allianz provided coverage against COVID-19. A PKR. 100,000 coverage was provided to all customers on EFU Lifes products whereas Allianz also extended coverage on their product 'Health Protector'. Marketing for the same had been carried out across social media platforms including its website. The telesales team also pushed sales on health insurance through the product health protector which was received well by all customers.

## **MUTUAL FUNDS – IPAD CAMPAIGN**

Given the current pandemic, the Bank had decided to focus on the sale of the JS Income fund. This fund provides greater flexibility and superior returns to the customers. To enhance sales of this fund, tactical iPad based campaigns had been launched. As always corporate banking rose to the challenge and won the iPad. Jahangir Alam Sherwani from Corporate Banking South and Syed Saqib Imam took home an iPad each for their stellar contribution. Jahangir Alam had contributed PKR. 56 Million in the Income Fund on the 1st of June 2020 whereas Saaqib had won the iPad on 18th May 2020 with a contribution of PKR. 56.3 Million. We congratulate both our winners for their wonderful performance and hope for even bigger numbers towards the future!

# JS ORB

## Loan Originating System for Wholesale and Retail Lending Customers

Raising Credit Proposals (CP) simply, conveniently and easily!

JS Bank has successfully launched JS Orb, the loan origination system for Whole and Retail Customers. The project was led by Strategic Projects and Quantitative Analysis Department of Risk Management Group in collaboration with Business, IT, Risk Management, ID Management and HR Teams.

Say good-bye to all paperwork, have CP processing done with just a few clicks!

Key Benefits of JS ORB:

- Optimize turnaround time
- Paperless environment
- Augmented internal controls
- Work from home enabled





# **PARTNERSHIPS AND ALLIANCES**



# MAJOR LAUNCHES OF Q2

**JS Bank had some major brands on board in second Quarter of 2020:**


The brands alliances team secured notable discounts for JS Bank cardholders by leading successful collaborations with Foodpanda, Cheetay, Avari Towers, Beach Luxury and Honda Khair. Moreover an exclusive Activate and Win Promo was launched for JS Debit card holders. Besides, a series of Go Cashless and Go Digital with JS Bank themed awareness promo was launched.

The Bank collaborated with Foodpanda in a tactical one month campaign to offer 30% discount, enabled with a promo code, to JS Bank Debit card holders. Moreover, in another tactical partnership, free delivery on Cheetay with JS Bank Mastercard was aligned. JS Card customers responded well to these alliances and a substantial spend was recorded.



**Love food?  
Get it delivered!**

Get a **30%** discount on foodpanda with JS Bank Mastercard.  
 Use promo code: **MASTERCARDJS**  
 Offer applicable on food and groceries.  
 Validity: 30<sup>th</sup> June 2020



**On time,  
every time!**

Get instant **free delivery** on Cheetay with JS Bank Mastercard.  
 Validity: 1<sup>st</sup> June 2020



**Redefining a luxury experience!**

JS Bank Debit & Credit Cards provide a **15%** discount on all your takeaway/deliveries at Avari Lahore.  
**Hurry now!**  
 Offer valid till 30<sup>th</sup> June, 2020



**Enjoy more for less!**

JS Bank Debit & Credit Cards provide a **15%** discount on all your takeaway/deliveries at Beach Luxury Karachi.  
**Hurry now!**  
 Offer valid till 30<sup>th</sup> June, 2020



**Redefining a luxury experience!**

JS Bank Debit & Credit Cards provide a **15%** discount on all your takeaway/deliveries at Avari Towers.  
**Hurry now!**  
 Offer valid till 30<sup>th</sup> June, 2020



**Upgrade your Ride with HONDA KHAIR!**

**20%** discount on all JS Bank Debit and Credit Cards.

**Discounts available on following services:**

- 20% discount on all Mechanical work
- 10% discount on all Dent/ Paint work
- 20% discounts on Glass coating
- 20% discount on under coating
- 20% discount on interior detailing/cleaning
- 20% discount on exterior detailing/cleaning

Validity: December 2020

**GO CASHLESS**  
 for all the right reasons

Keeping cash can be risky, but with JS Bank Debit & Credit Cards, you can enjoy shopping at home and keep track of your payments.

**THE BANK IS IN YOUR POCKET**

During the current pandemic situation, JS Bank encourages customers to limit human interactions by switching over to debit and credit card transactions and using digital channels for all their banking needs.

# GOING CASHLESS

As the world is going cashless and mode of payments are becoming digital, the Bank is encouraging this aspect of changing modes of world finance. The concept was commended by clients at official social media platforms.

**GO DIGITAL WITH JS BANK DEBIT & CREDIT CARDS**

As the coronavirus sweeps the globe, using cash is definitely not a good idea. Make the smart move and use JS Bank Debit & Credit Cards for all your essential needs. Limit your interactions and do your part to flatten the curve.

# ACTIVATE & WIN!

A promo Activate & Win was launched for inactive debit card holders to have their cards activated and enter a lucky draw to win exciting prizes. The promo was well received by Debit Card holders and a significant number of cards were turned into active category.

**Activate & Win!**

Activate and Spend Rs. 2,500 on your JS Bank Debit Mastercard  
and get a chance to win exciting prizes through Lucky Draw

# OUR PEOPLE





## **SHAHZAD AHMED, UNIVERSAL TELLER - WOW CUSTOMER EXPERIENCE**

On behalf of the management and his fellow colleagues at JS Bank, we would like to commend Shahzad Ahmed, Universal Teller, Teen Talwar Branch for his honesty and commitment to a WOW customer experience.

A client reached the branch to make a deposit of PKR. 1 Million and mistakenly handed over an additional PKR.v 200,000/-. Shahzad immediately notified the customer of the excess amount and returned the same. This act of loyalty, in turn, made the customer reach out to the Area Manager of the said branch to express his gratitude over such fair dealings and the satisfaction for being a JS Bank customer.

Shahzad's action reflects the integrity which is expected from each one of us. He is a true ambassador of our organizational culture!

# NEW HIRING - UMAR MUGHAL



JS Bank is pleased to announce the appointment of Umar Mughal as Chief Digital Officer. Umar will directly report to Basir Shamsie, CEO and President. In his new role at JS Bank, Umar will be responsible to develop a digital strategy to address evolving banking standards and needs while releasing the Bank's long-term vision. He will also be responsible to help define, develop and deploy technology solutions across the Bank.

Umar has over 20 years of experience primarily based in Silicon Valley. He has held multiple roles at various places including Xilinx, Altera and Intel. His most recent role was at Intel where he was responsible for multiple businesses including Industrial Video, Aerospace and Government to name a few, where his teams delivered double digit growth during his tenure. He has held leadership positions in strategic planning, product, marketing, business development and engineering to name a few. Umar has and continues to be in an advisory role for a few startups in US, Europe and Pakistan.

**ARTICLE**





# COVID-19 HIGHLIGHTS NEED FOR NEW APPROACHES TO RISK MANAGEMENT

**Link:** <https://www.forbes.com/sites/steveculp/2020/06/29/covid-19-highlights-need-for-new-approaches-to-risk-management/?ss=banking-insurance#64978df066b8>

If the Covid-19 pandemic has taught us anything, it is the need to be prepared for a wide range of scenarios. The pandemic has illustrated how corporate leaders and their risk management teams need to constantly review and enhance the fundamentals of the risk function and increase its connectivity and collaboration across the business. This is necessary, not only to prepare for future crises and continued volatility, but to identify and grasp business opportunities as they emerge.

There are several ways organizations can bolster their risk management functions moving forward, including:

## **Improve Ability to Monitor for and Detect New Threats Through New Data Sources**

New data and sophisticated technologies can help risk managers upgrade their ability to monitor and detect risk, particularly by expanding the number and variety of external data sources they use to detect threats and spot potential opportunities. For example, online news and social media can provide digital signals that indicate future Covid-19 hotspots or changes in customer behavior and preferences. Our research shows that 52% of risk functions in financial services companies plan to use social media data within two years, while just 5% do so today.

## **Centralize Internal Data and Employ Emerging Technologies to Help the Function Identify New Opportunities and Risks**

Risk functions also need to overcome structural barriers that deter connectivity and collaboration across the enterprise. Risk managers should be able to draw upon data that is aggregated, clean and organized. This means putting data in centralized databases or data lakes rather than having it spread across individual business systems. Risk managers can then use Artificial Intelligence (AI), Machine Learning (ML) and other new technologies to identify patterns in data and chart anomalies and trends as they take shape.

Advanced analytical and predictive modeling techniques can sift through huge quantities of customer, supplier, product, people and system data and highlight such patterns. While some risk functions scan online news and corporate filings to identify key suppliers or customers that may be in financial difficulty, such analysis can also be used to present selected customers with specific products or other offerings. Good data can also indicate countries, industries or customers with high growth potential.

Another enhancement is the use of cloud, robotic process automation and other established technologies to streamline manual processes. This gives risk professionals more time to detect, analyze and address new and emerging threats.

**Collaborate with Other Business Functions within the Organization**

The biggest change for risk leaders in the wake of the Covid-19 pandemic, however, should be in the way they define and demonstrate the risk function. Risk leaders should build strong relationships with executives across the business – especially those in technology, IT and operations functions – and foster collaboration and information sharing throughout the enterprise.

In doing this, business and risk leaders should work together to position the risk function as proactive and forward-looking, changing the perception of risk as a defensive, back-office unit that stifles innovation instead of encouraging it. An active risk function is always on alert for new threats, prepared and ready to respond.

**Strengthen the Risk Management Talent Pool**

In addition to employing new data sources, models, technologies and capabilities to identify and mitigate emerging risks, such a function calls for new skills and expertise. The risk function will need to staff and train talent appropriately to help use these new tools.

Depending upon the company’s risk profile, risk managers may need expertise in areas ranging from cybersecurity to epidemiology to geopolitics, as well as skills in data, technology and relationship building.

Some of these skills may be available through recruitment, but others can be acquired by retraining existing teams, and by reorganizing teams to bring in needed specialists in technology and analytics from other departments within the organization.

No one knows what the next “big event” will be. It is risk management’s responsibility to prepare for anything that may happen, whether it’s a positive or negative scenario.

To do that, the risk function needs to continue its evolution enhanced by new data, new technologies, new skills, and, above all, a new way of defining itself and working within the organization.



# THANK YOU

Please share your feedback or suggestions at: [communications@jsbl.com](mailto:communications@jsbl.com)