

NEWSLETTER

ROSHNI

May 2025

CELEBRATING LIGHT THAT
LEADS, INSPIRES & EMPOWERS



Roshan Har Qadam

Contents

Campaign Launches & Marketing Initiatives	04
<hr/>	
Commercial & Retail Banking Group Updates	15
<hr/>	
Home Remittance Initiatives	24
<hr/>	
Meet The Team	27
<hr/>	
Employee Corner	28

FOLLOW US ON SOCIAL MEDIA



467k
Followers
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7,765
Followers
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138k
Followers
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19.9k
Followers
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1025
Followers
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1.5k
Followers
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150K
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2949
Followers
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220
Followers
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CAMPAIGN LAUNCHES

&



MARKETING DEPARTMENT INITIATIVES

SZABIST TRADING LEAGUE 3.0: GOLD SPONSORSHIP

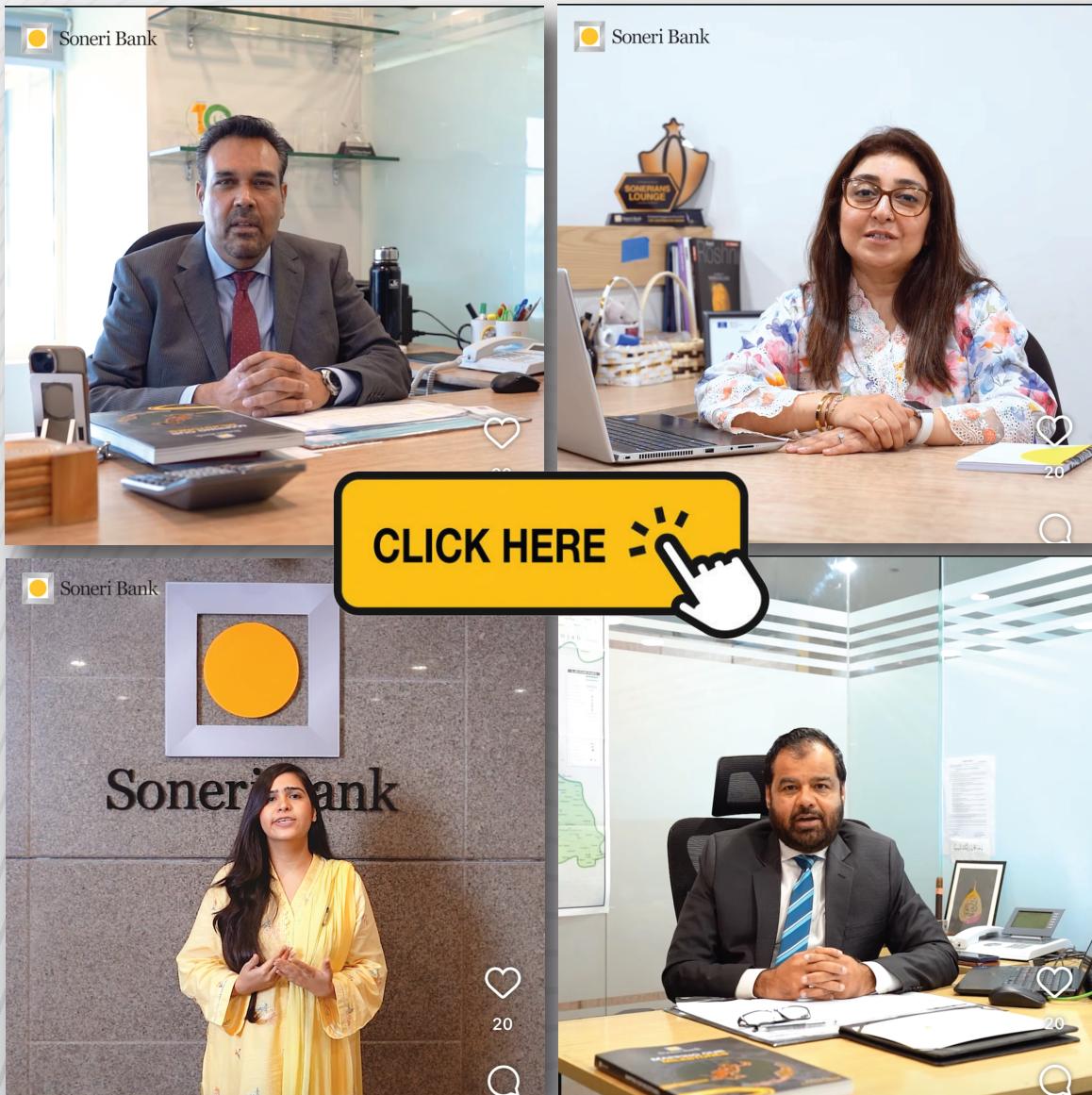
Soneri Bank was the Gold Sponsor of the SZABIST Trading League 3.0, held on May 23, 2025, at SZABIST University. The event focused on teaching students about stock trading through a hands-on learning challenge. Soneri Bank established a prominent presence with a kiosk, product standees, and branding integrated into all event materials which helped build awareness within the student community.



MOTHER'S DAY CELEBRATIONS AT SONERI BANK

This Mother's Day, Soneri Bank employees came together to pay a heartfelt tribute to mothers everywhere. Staff members honored their mothers through a testimonial video featuring personalized messages.

Click to access the video:



Session on Intergenerational Trauma

Soneri Bank hosted a special session dedicated to acknowledging intergenerational trauma and promoting healing. The event provided a platform for our female staff members to engage in an interactive discussion led by a team of psychologists. The experts highlighted how the experiences and traumas of our parents can subtly influence our own lives and behaviors.

This insightful session fostered an engaging discussion, offering valuable insights on recognizing these impacts and developing strategies for personal healing. Participants also explored ways to bridge the gap between generations, fostering understanding and a more positive environment through shared experiences and dialogue.

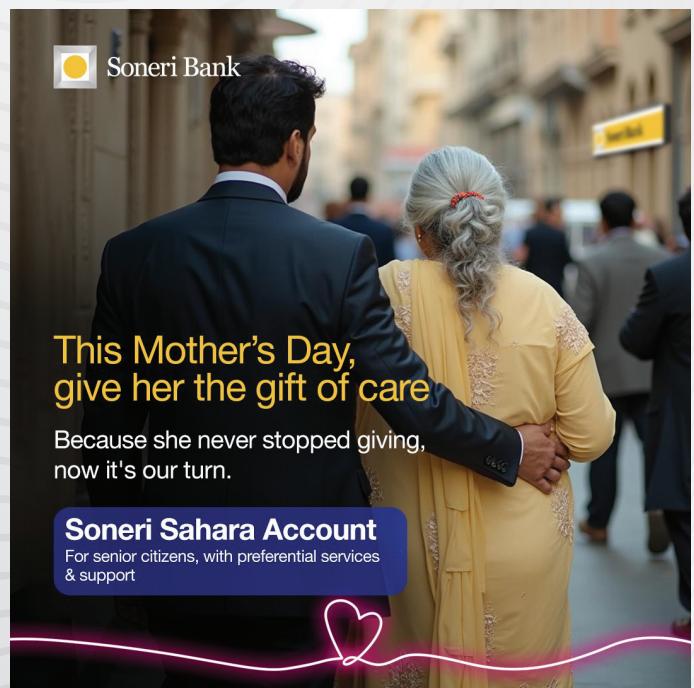
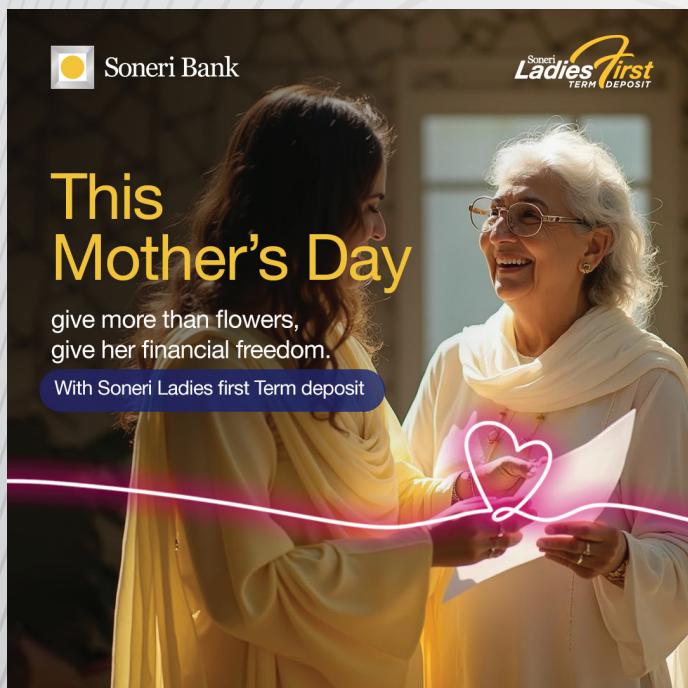


Supporting Mothers Beyond Celebrations: Soneri Ladies First Product Suite

Soneri Bank extended its Mother's Day commemorations beyond tributes, incorporating meaningful product offerings to empower women and seniors. A dedicated print campaign featured the comprehensive Soneri Ladies First Product suite, including the Current Account, Car Finance, and Term Deposit. This campaign, published in women-focused magazines like Akhbar-e-Jahan and Weekly Mag, highlighted the strength and financial independence of women.

Complementing this, Soneri Bank's social media channels prominently featured the Soneri Ladies First Term Deposit, a product specifically designed to empower women with financial security. It offers attractive profit rates and a secure way for mothers to grow their savings, helping them build a strong financial future for themselves and their families.

Additionally, the Soneri Sahara Account was highlighted, tailored to offer convenience and peace of mind for seniors.





Soneri Bank

THIS MOTHER'S DAY, CHOOSE YOURSELF FIRST

Soneri Bank's Ladies First Suite
designed exclusively for strong women like you.

- Soneri Ladies First Current Account
- Soneri Ladies First Car Finance
- Soneri Ladies First Term Deposit

Tailored banking for the woman who's always been one step ahead.

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Roshan Haq Qadri

SONERI BANK SUPPORTS CANCER PATIENTS

Soneri Bank provided financial assistance to Bait-ul-Sukoon Cancer Hospital, reinforcing its commitment to Corporate Social Responsibility (CSR). This contribution supported the vital treatment of cancer patients, helping Bait-ul-Sukoon continue its commendable efforts.



BAIT-UL-SUKOON
CANCER HOSPITAL & HOSPICE

HELP FIGHT CANCER

CONNECTING WITH OUR COMMUNITY ON EID-UL-AZHA

Soneri Bank's social media channels embraced the spirit of Eid-ul-Adha by delivering a meaningful blend of warm wishes and practical value. A key highlight was encouraging our younger audience to begin their financial journey through the Soneri Youngster Minor Savings Account, where they could receive Eidi, fostering early understanding of savings and financial responsibility.

To ensure ease during the festive season, we spotlighted our Cash Deposit Machine (CDM) located at Khayaban-e-Shahbaz, DHA Karachi, promoting convenient and hassle-free banking. Additionally, Soneri Bank brought excitement to Eid shopping through exclusive card-based discounts, turning holiday purchases into valuable savings opportunities.

Following SBP's instructions, Soneri Bank supported the Go Cashless for Eid-ul-Azha activity to encourage digital payments at cattle markets. Marketing materials were placed at six locations to guide both merchants and buyers on using safe and convenient payment options.

Click to access the video:



 Soneri Bank

Hassle-free cash deposits even during Eid holidays!

Deposit cash anytime via our **Cash Deposit Machine** at Khayaban-e-Shahbaz, DHA Karachi.



 Soneri Bank



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 Soneri Bank



آسان
موباں اکاؤنٹ
Raast
Pakistan's instant payment system
بیل بھریں - جگہ بھریں

**نہ کیش، نہ فکر
قریبی کی خریداری اب ہوئی آسان!**

اس عید، اپنی مرضی کا جانور لیں اور سونیری ڈیجیٹل بینکنگ سے پیسے ٹرانسفر کریں
اس عید ڈیجیٹل بینکنگ کی سہولت کا پورا فائدہ اٹھائیں۔ تخفیف اور سکوولت کے ساتھ مزید معلومات کیلئے سونیری میک سے رابطہ کریں۔

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Roshni Har Qadam

SONERI BANK'S EXCLUSIVE DINING OFFERS

Soneri Bank ran a successful month-long campaign, offering 50% savings at leading restaurants nationwide with the Soneri Platinum Debit Card. From Monday to Sunday, customers enjoyed their meals and substantial discounts simply by paying with their Soneri Platinum Debit Card. This initiative celebrated our customers, enhanced lifestyle spending, and reinforced the value of belonging to the Soneri family by transforming everyday dining into a rewarding experience.



Soneri Bank

From Monday to Sunday
50% OFF Awaits!
Just Pay with Soneri Platinum Debit Card

 <p>Every Monday Jardin & Floc Karachi</p>	 <p>Every Tuesday Chop Chop Wok Karachi, Islamabad, Rawalpindi</p>	 <p>Every Wednesday Cocochan Karachi</p>	 <p>Every Thursday The Rice Bowl Lahore</p>
 <p>Every Friday Ghalib Karachi</p>	 <p>Every Saturday Asian Wok Islamabad, Peshawar, Rawalpindi</p>	 <p>Every Sunday The Monal Islamabad, Peshawar, Rawalpindi, Lahore</p>	

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LABOUR DAY: SONERI AGRICULTURE FINANCE

To mark Labour Day 2025, Soneri Bank paid tribute to the farmers of Pakistan through a message that highlighted their vital role in the country's agriculture sector. The communication was aligned with Soneri Agriculture Finance to show the Bank's ongoing support for rural communities.



Soneri Bank





اس لیبرڈے پر ہم سلام کرتے ہیں
ان محنت کشوں کو جو مٹی کو سونا بناتے ہیں۔

سونیری ایگری اگری فانس ہر قدم پر آپ کے ساتھ۔

UPPER MALL BRANCH BRANDING: LAHORE

The branch's visual identity was recently updated at our Upper Mall Branch in Lahore. The new visuals showcase a cohesive mix of corporate and product-related designs, ensuring a consistent look that perfectly aligns the branch with Soneri Bank's overall corporate identity.



COMMERCIAL & RETAIL BANKING



GROUP UPDATES

BRANCH NETWORK EXPANSION

Soneri Bank continues to expand its footprint across Pakistan, with a total of 565 branches operating nationwide.



TOTAL BRANCHES: 565



TOTAL CITIES: 232

As of 31st May

TOP ADC PERFORMING BRANCHES

 **SMS Alerts**

IB GULSHAN, BRANCH



Mustaqeem Islamic Banking Branch - Gulshan has achieved remarkable success in driving SMS Banking conversions. Their efforts have made banking more accessible and convenient for customers on the go.

 **Master Debit Card****KHUDIAN BRANCH**

The Khudian Branch has demonstrated exceptional performance in promoting Master Debit Card.

 **PayPak Debit Card****F.AREA RAHIM YAR KHAN BRANCH**

The F.Area Rahim Yar Khan Branch demonstrated exceptional performance in promoting the PayPak Debit Card, playing a key role in advancing Soneri Bank's digital banking initiatives.

**E-Statements****KASHROTE BRANCH**

Kashrote Branch has been recognized for outstanding work in promoting and facilitating the adoption of e-statements. This eco-friendly initiative provides customers with secure and convenient access to their account information while supporting the Bank's sustainability efforts.

**Internet Banking****MAIN BRANCH KARACHI**

Main Branch, Karachi has been recognized for outstanding work in promoting and facilitating the adoption of internet / mobile banking. This digital platform provides customers with secure and convenient access to their account information.

TOP PERFORMING BRANCHES

BUSINESS PERFORMANCE SCORECARD

The following are the top 6 performing branches based on business performance evaluations. These branches demonstrated commendable efforts, serving as an inspiration for continuous improvement.

BRANCH NAME	REGION
IB Sialkot Cantt	Central-I
Main Branch Lodhran	Central-II
IB Timerghaga Branch	Islamic Banking
IB BT PH-8 Rawalpindi Branch	North
Malir Branch Karachi	South-I
Umerkot	South-II



IB Sialkot Cantt Branch



Main Branch Lodhran



IB Timerghaga Branch



IB BT PH-8 Rawalpindi Branch



Malir Branch Karachi



Umerkot

THE BILLION CLUB

Branches joining the “billion deposit club:”

BRANCH NAME	GROUP
Soan Garden Branch	North
IB-Korangi I Karachi	Islamic Banking



Soan Garden Branch



IB-Korangi I Karachi

NEW BRANCHES SURPASS PKR 500 MILLION IN MAY

BRANCH NAME	GROUP
IB Jodia Bazar	Islamic Banking
IB DHA Phase-V	Islamic Banking



IB Jodia Bazar



IB DHA Phase-V

REDUCING ACCOUNT DORMANCY

Main Branch Skardu



Soneri Bank commends Main Branch Skardu for its outstanding efforts in significantly reducing account dormancy during May. The team's proactive customer engagement and focus on revitalizing inactive accounts have set a commendable benchmark for other branches.

DRIVING NEW TO BANK ACCOUNTS

Ahmedpur Sharqia



Ahmedpur Sharqia Branch truly excelled in May, demonstrating outstanding efforts in bringing in new customers and significantly expanding Soneri Bank's client base. Their dedicated approach has set a commendable standard for growth and client acquisition across our network.

LEADING THE WAY IN SCHOOL BANKING

Block-H North Nazimabad Branch, Karachi



Block-H Branch, North Nazimabad deserves special recognition for its outstanding efforts in reaching out to schools and securing a high number of new accounts.

Cavalry Ground Branch



Cavalry Ground Branch has shown exceptional performance in generating substantial volumes through school banking initiatives.

DRIVING GROWTH IN LADIES FIRST ACCOUNT

Ghotki Branch



Ghotki Branch made a strong contribution in May by opening a notable number of Ladies First Account.

Cavalry Ground Branch



Cavalry Ground Branch also achieved a commendable volume of Ladies First Account openings.



Soneri Bank

سونری ریمننس
Soneri
REMITTANCE



HOME REMITTANCE DEPARTMENT INITIATIVES

TOP PERFORMING BRANCHES

Home Remittance

Soneri Bank is pleased to report on the performance of its branches in facilitating home remittances during the second quarter of 2025. The following tables highlight the top three branches in terms of both remittance volume and the number of transactions processed:

TOP 3 - VOLUME-WISE BRANCHES MAY- 2025 (YTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Pasrur Road Branch	Sialkot	Gujranwala	Central-I
3	Jatlan Branch	AJK & Islamabad	N/A	North

TOP 3 - TRANSACTION-WISE BRANCHES MAY- 2025 (YTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Main Branch Wazirabad	Gujranwala	Gujranwala	Central-I
3	Pasrur Road Branch	Sialkot	Gujranwala	Central-I

TOP 3 - VOLUME-WISE BRANCHES MAY- 2025 (MTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Gujar Khan Branch	Gujrat	Gujranwala	Central-I
3	Pasrur Road Branch	Sialkot	Gujranwala	Central-I

TOP 3 -TRANSACTION-WISE BRANCHES MAY- 2025 (MTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Main Branch Wazirabad	Gujranwala	Gujranwala	Central-I
3	Gujar Khan Branch	Gujrat	Gujranwala	Central-I

These branches have demonstrated exceptional performance in supporting our customers' remittance needs, achieving high volumes and processing a significant number of transactions.

Meet The Team

 PNSC 7th Floor, DIGITAL BANKING GROUP



Digital Banking Group

Syed Amir Raza Rizvi
Chief Digital & Innovation Officer

Muhammad Adeel
Unit Head, Cards Product

Nayab Zain
Head of Credit Cards

Muhammad Raza
Manager Initiation, Credit Cards

Adnan Qadir
Head of Business Analytics & Support

Hafiz Wahaj Ahmed
Assistant Manager, Digital Banking

Mehtab Haider
Head of Debit Cards & Alliances

Komal Lohano
Product Manager, Digital Banking

Syeda Aliza Zehra
Product Officer

Syeda Afreen Zehra
Assistant Product Manager

Neelam Mehboob
Product Manager, Debit Cards

Muqalid Baloch
Digital Product Manager

Ghazi Jaffri
Assistant Manager, Mobile Application

Hadi Tahir
Manager Alliances

Please contact the team at: digital.team@soneribank.com EXT: 3114, 3116

Want your team to be featured? Kindly share the names and photos of your team members.

EMPLOYEE CORNER





SONERI BANK'S TALENT SHINES BRIGHT

Muhammad Owais Appointed INCEIF Malaysia Alumni Ambassador

Muhammad Owais from the Product Development Islamic Banking team, has been appointed as the INCEIF Malaysia Alumni Ambassador – Pakistan Chapter.

Owais is an alumnus of INCEIF University Malaysia, holding a Master's in Islamic Finance Practice (MIFP). His qualifications also include being a Certified Shariah Auditor and Advisor (CSAA) by the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) Bahrain. Additionally, he is a Certified Islamic Retail Banker and has completed a Postgraduate Executive Diploma in Leadership and Digitization of Retail Banking.

Owais is quickly emerging as a leader in the transformation of Islamic Banking, and this ambassadorship is a testament to his expertise and dedication.



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570+ Branches in 225+ Cities

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