

**Press Release – 26<sup>th</sup> February 2021**

## **The Bank of Punjab, Haleeb Foods Join hands for dairy financing project to support farmers**



Lahore: Bank of Punjab (BOP) and Haleeb Foods Limited (HFL) have entered into a far-reaching collaboration to deliver easily accessible financing to dairy farmers associated with HFL. This initiative will enable the dairy farmers to avail affordable financing from BOP, on soft terms and lowest markup rates. Such loans shall exclusively be utilized to expand and modernize their existing dairy-farming businesses.

The agreement signing ceremony was held at HFL Head Office, Lahore. Mr. Zafar Masud, (President & CEO – Bank of Punjab) and Syed Mazher Iqbal (CEO, Haleeb Foods) signed the agreement in the presence of Senior Management from both the organizations, Dairy Farmers from across Punjab and notable Media Persons.

Expressing his views Mr. Zafar Masud (President & CEO – BOP) said, “We are excited to be partner on this initiative that has the potential to transform the agricultural landscape of Pakistan by promoting organized financial inclusion of Dairy farmers and improving dairy farming practice. Prioritizing the financial inclusion and well-being of small farmers is key to develop the agricultural sector, which in return contributes towards economic growth of Pakistan. BOP will also offer financial assistance under Federal Govt.’s Prime Minister Kamyab Jawan Scheme and Provincial Govt’s Punjab Rozgar Scheme (PRS) which will further strengthen Govt. initiative to empower the youth to undertake their own businesses”

Talking on the occasion Syed Mazher Iqbal (CEO – HFL) said, “Haleeb Foods has always been committed towards the economic growth of the country and community at large. We are happy to be a part of this initiative of greater public interest, which shall definitely help the otherwise unstructured / small-scale Dairy Farming Community. BOP taking an extension of PM Kamyab Jawan Scheme and Punjab Rozgar Scheme shall facilitate the small-scale dairy farmers associated with HFL. We strongly believe that this initiative has the ability to positively contribute to the landscape of the Agri Sector of Pakistan.”