

**Press Release – 8<sup>th</sup> October 2020**  
**BOP Launches Kissan Dost Current Account**



*Caption: President & CEO – BOP Mr. Zafar Masud (C) along with a customer cutting cake on the occasion of launch of BOP Kissan Dost Current Account. Group Chief Mr. Zahid Mustafa (R) is also present at the occasion.*

Lahore: The Bank of Punjab values its customers and is committed to serve every segment of the society. Having predominant presence in rural areas through a vast branch network, the Bank recognizes the significance of Agriculture Sector in our economy and identifies it as a priority sector for rural development.

The Bank of Punjab takes pride in announcing BOP Kissan Dost Current Account for our farmers and customers who are related with agriculture sector as well as livestock, dairy, poultry and allied businesses. The product was formally launched by Mr. Zafar Masud (President & CEO – The Bank of Punjab) at a ceremony held at BOP's Head Office in Lahore. Commenting on the product, Mr. Zafar said, "I'm most excited about this product. This will go a very long way in promoting agriculture - employment and food security backbone - across the country, particularly in Punjab. I wish all the best to the BOP team for the success".

BOP Kissan Dost Current Account provides free banking services and offers low cost financing to help eradicate financial constraints, investment in farm activities and an opportunity to increase productivity of Agriculture Sector. Its unique proposition offers debit card, cheque book, universal cheques, online banking, agricultural lending products such as BOP Kissan Dost Production Loan, BOP Tractor Lease, BOP Kissan Dost Lease Finance Facility, BOP Kissan Dost Cold Storage Finance Facility, BOP Kissan Dost Livestock Development Scheme, BOP Agri Vehicle Leasing and Financing for Storage of Agriculture Produce at a discounted markup rate.



The Bank of Punjab stands with people of Pakistan for development of agriculture sector by offering quality services and products aligned with specific needs of our clients.

