

Press Release

31st May 2009

Karachi, Pakistan

Silkbank is the new Identity of Saudi Pak Commercial Bank

Saudi Pak Commercial Bank acquired last year by an international consortium comprising of Bank Muscat, Nomura and IFC (World Bank Group) announced the rebranding of the bank as Silkbank effective June 1, 2009. The announcement was made at a landmark ceremony held at the Bank's Head Office at I. I. Chundrigar Road, Karachi. Governor State Bank of Pakistan, Syed Salim Raza was the chief guest on the occasion.

Azmat Tarin President Silkbank, addressing the gathering stated "This day marks our identity change to an upscale positioning." Mr. Tarin stated that "Silkbank" was a name that endorsed the values and the new positioning of the bank as a premier, upscale and dynamic bank. The President of Silkbank further elaborated that the ascending symbol of the bank marks its quest to move higher and its tagline "Yes we can" is a promise of unmatched service quality to its customers. He further stated that the bank seeks to define itself through service quality and aims at achieving service leadership in the banking industry.

Speaking at the ceremony Governor State Bank Syed Salim Raza said that this rebranding reflects Silkbank's future aspirations and continued interest of international investors in the banking industry of Pakistan.



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