

# UBL TIMES

## UBL celebrates Pakistan's 'Youm-e-Azadi'

Being Pakistan's 70th year of Independence, UBL celebrated this momentous occasion with renewed enthusiasm. Exciting activities were planned throughout the month of August.

| Page No. 3 |



## UBL launches Patriotic Song

To celebrate Pakistan's 70th Independence year, UBL launched the 'Rahbar-e-Taraqqi-o-Kamal' patriotic song. In this song was showcased Pakistani icons that we, as a nation, can be rightly proud of. This song was in continuation of UBL's 'Rahbar-e-Taraqqi-o-Kamal' newspaper campaign.

| Page No. 6 |





UBL's 'Rahbar-e-Taraqqi-o-Kamal' campaign concludes

| Page No. 8 |



UBL holds Flag Hoisting Ceremonies across Pakistan

| Page No. 14 |



Youm-e-Azadi Building Lighting 2017

| Page No. 19 |



UBL sponsors third consecutive 'Independence Day Cup' Open Golf Championship

| Page No. 22 |



UBL celebrates Jashn-e-Azadi with general public at leading malls

| Page No. 26 |



UBL holds 'Azadi Art Competition' for Children of UBL employees

| Page No. 30 |



UBL holds 'Azadi Selfie Competition' for UBL employees

| Page No. 32 |



Azadi Giveaways for UBL Employees

| Page No. 34 |



UBL concludes interschool arts competition with 'I AM KARACHI'

| Page No. 35 |

# UBL celebrates Pakistan's 'Youm-e-Azadi'

**UBL** where you come first

رہبر ترقی و کمال

\* \*...Leader of the way to progress and excellence...\*

Verse from the last stanza of Pakistan's national anthem, penned by  
Mr. Hafiz Jullundhri

**ONE month to go**

**UBL celebrates Pakistan's 70 Years of Independence**

2017 is Pakistan's 70th independence year, a momentous occasion for all Pakistanis.

With exciting activities, participatory events and advertising, UBL's celebration of Independence Day 2017, we hope, will be unforgettable.

**Jashn-e-Azadi Mubarak**  
Corporate Affairs & Marketing - UBL

CELEBRATING 70 YEARS OF FREEDOM

Being Pakistan's 70th year of Independence, UBL celebrated this momentous occasion with renewed enthusiasm. Exciting activities were planned throughout the month of August. These included:

- Congratulatory advertisements on TV, in newspapers and social media.
- Flag Hoisting ceremonies in Karachi, Lahore, Islamabad and Multan.
- Lighting at selected branches and offices across Pakistan.
- Sponsorship of the 'Independence Day Cup Open Golf Championship' in Karachi.
- Customer events at leading malls in Karachi and Lahore.
- Azadi Arts Competition for UBL Employees' Children.
- Azadi Selfie Competition for UBL Employees.
- Azadi Giveaways for UBL Employees.

An exciting and fun-filled Jashn-e-Azadi was celebrated by UBL.

“Being Pakistan's 70th year of Independence, UBL celebrated this momentous occasion with renewed enthusiasm.”

# UBL celebrates Pakistan's 'Youm-e-Azadi'

UBL celebrates Pakistan's 70 Years of Independence  
Jashn-e-Azadi Mubarak

3 weeks to go

CELEBRATING 70 YEARS OF INDEPENDENCE

UBL celebrates Pakistan's 70 Years of Independence  
Jashn-e-Azadi Mubarak

2 weeks to go

CELEBRATING 70 YEARS OF INDEPENDENCE

August 01

UBL celebrates Pakistan's 70<sup>th</sup> Youm-e-Azadi

This year we at UBL celebrate Youm-e-Azadi with renewed enthusiasm. Exciting activities are planned with opportunities to win prizes and recognition.

**Customer focused activities include:**

- Grouping employees on TVs in newspapers and social media
- Flag hoisting ceremonies in Karachi, Lahore, Islamabad & Multan
- Lighting of selected branches and offices across Pakistan
- Spontaneous "Independence Day" flag hoist and "Changemakers" in Day Events at Karachi

**Employee focused activities include:**

- Youm-e-Azadi Selfie with a Pakistani Icon Competition
- Children's Day Competition with prizes
- Youm-e-Azadi Draw Competition: Lapel Pins and Flag Colored Bangles

Get ready to celebrate a fun filled Youm-e-Azadi with UBL.

Jashn-e-Azadi Mubarak  
Corporate Affairs & Marketing - UBL

CELEBRATING 70 YEARS OF INDEPENDENCE

August 02

Watch out for your Youm-e-Azadi gift

Our Youm-e-Azadi celebrations have commenced.

Employee giveaways in the form of Lapel Pins and Flag Colored Bangles will soon be dispatched to you.

Get ready to celebrate a fun filled Youm-e-Azadi with UBL.

Jashn-e-Azadi Mubarak  
Corporate Affairs & Marketing - UBL

CELEBRATING 70 YEARS OF INDEPENDENCE

August 03

Draw a Picture of 'Your Pakistan' and Win!

Calling all children of UBL, family members, participate in the 'Road Art Competition' and win exciting prizes.

**All you have to do is:**

- Draw a picture of what Pakistan means to you.
- Mail it to UBL, Corporate Affairs & Marketing, 10th Floor, UBL, Head Office, 31 Chundrigar Road, Karachi.

Please send in your entries by 15 August 2017 along with your contact information.

Here are a few key points you should know:

- The contest is open only to children of UBL, staff both in and out of Pakistan up to the age of 18.
- The picture can be made using any type of paper or coloring material.

The submission must be accompanied by the following information of the child's parent:

Name of Employee, Mother Employee Number, place of posting, Department/Office/Heading, Address and contact phone & email address.

Winners will be announced by 31 August 2017.

Jashn-e-Azadi Mubarak  
Corporate Affairs & Marketing - UBL

CELEBRATING 70 YEARS OF INDEPENDENCE

August 04

Take a Selfie with a Pakistani Icon and Win!

Participate in the 'Road Selfie' competition. Win Mobile phones (four winners).

**All you have to do is:**

- Take a selfie with any person, place or thing that you feel is an icon/symbol of Pakistan.
- Send it to [uab@ublbangladesh.com](mailto:uab@ublbangladesh.com)

Please send in your entries dated by 15 August 2017 along with your contact information.

Here are a few key points you should know:

- You must take the picture yourself and you and your selected icon must be clearly visible in the picture.
- The picture must be a high resolution, good quality picture.
- You must mention whichever your icon is in your email.

Your contact information should include:

Name, Employee Number, Office/Place of Posting, Telephone/Cel Number & Email Address.

Winners will be announced by 31 August 2017.

Jashn-e-Azadi Mubarak  
Corporate Affairs & Marketing - UBL

CELEBRATING 70 YEARS OF INDEPENDENCE

“Exciting activities were planned throughout the month of August.”

# UBL celebrates Pakistan's 'Youm-e-Azadi'

UBL where you come first

دہ برترقی وکمال



August 07

### Special Youm-e-Azadi Lighting 2017

As part of UBL's celebrations of Pakistan's 70th Independence Year, special lighting is being done on the following branches and offices:

<b>Karachi</b> <ul style="list-style-type: none"> <li>City Branch, I.I. Chundrigar Rd.</li> <li>Khuda-e-Milal Branch</li> <li>Sohni Circle, Clifton</li> </ul>	<b>Lahore</b> <ul style="list-style-type: none"> <li>Regional Office, 30 Davis Road</li> <li>11/1000 Building, S.P. Main Boulevard Gulberg</li> <li>Liberty Market Branch</li> </ul>
<b>Islamabad</b> <ul style="list-style-type: none"> <li>Jinnah Avenue</li> </ul>	<b>Faisalabad</b> <ul style="list-style-type: none"> <li>UBL Office, Katchery Road Beside Ghanta Ghar, Circular Rd.</li> </ul>
<b>Multan</b> <ul style="list-style-type: none"> <li>UBL Office, Aziz Sharif Road (Jinnah Chowk), Mullan Cantt</li> </ul>	

**Jashn-e-Azadi Mubarak**  
Corporate Affairs & Marketing - UBL



UBL where you come first

دہ برترقی وکمال

REMINDER!



August 08

### Have you sent in your entry yet?

**Jashn-e-Azadi Arts Competition - UBL Youm-e-Azadi 2017**

Have you sent in your picture yet? If you haven't, send it now at: UBL, Corporate Affairs & Marketing, 16th Floor, UBL Head Office, I.I. Chundrigar Road, Karachi for a chance to win exciting prizes!

The deadline for entry in this competition is **Tuesday, 15 August 2017**.

**Jashn-e-Azadi Mubarak**  
Corporate Affairs & Marketing - UBL



UBL where you come first

دہ برترقی وکمال

REMINDER!



August 09

### Have you received your Youm-e-Azadi Gift?

Lapel flags and flag-colored bangles have been dispatched to you. Please get in touch with your line manager for these giveaways.

If you have not received your gift, please contact your line manager or email us on:

[cam.unitedbank@gmail.com](mailto:cam.unitedbank@gmail.com)

**Jashn-e-Azadi Mubarak**  
Corporate Affairs & Marketing - UBL



UBL where you come first

دہ برترقی وکمال

REMINDER!



August 10

### Have you sent in your entry yet?

**Azadi Selfie Competition - UBL Youm-e-Azadi 2017**

Have you sent in your 'Azadi Selfie' yet? If you haven't, send it now at [cam.unitedbank@gmail.com](mailto:cam.unitedbank@gmail.com) for a chance to win a Smartphone!

The deadline for entry in this competition is **Tuesday, 15 August 2017**.

**Jashn-e-Azadi Mubarak**  
Corporate Affairs & Marketing - UBL



UBL where you come first

دہ برترقی وکمال



### Thank you for your enthusiastic participation!

We have received entries from all over Pakistan for the 'Azadi Art' and 'Azadi Selfie' competitions.

We are currently in the process of compiling the results and the winners of both competitions will be announced by 31 August 2017.

Best of Luck!

**Pakistan Zindabad**  
Corporate Affairs & Marketing - UBL



# UBL launches Patriotic Song



**UBL** where *you* come first

دہبر ترقی و کمال  
جش آزادی مبارک

First Time Ever

## UBL launches Patriotic Song!

To celebrate Pakistan's 70th Independence year, UBL is pleased to present the 'Rahbar-e-Taraqqi-o-Kamal' patriotic song.

In this song, we showcase Pakistani icons that we, as a nation, can be rightly proud of. This song is a continuation of UBL's 'Rahbar-e-Taraqqi-o-Kamal' newspaper campaign.

This song will run on leading TV channels / Radio / Social Media.

[Click on the play button to view the song.](#)

**Jashn-e-Azadi Mubarak**  
Pakistan Zindabad!



To celebrate Pakistan's 70th Independence year, UBL launched the 'Rahbar-e-Taraqqi-o-Kamal' patriotic song. In this song was showcased Pakistani icons that we, as a nation, can be rightly proud of. This song was in continuation of UBL's 'Rahbar-e-Taraqqi-o-Kamal' newspaper campaign.

This song was played across the nation on leading TV channels, Radio and the Social Media.

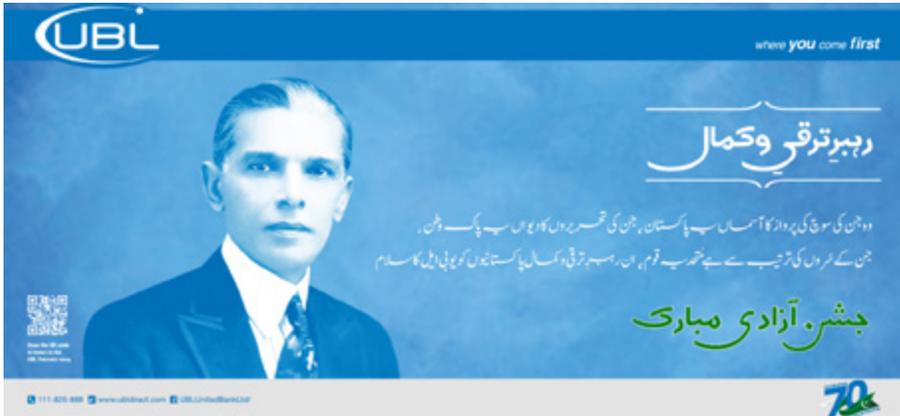


# UBL launches Patriotic Song

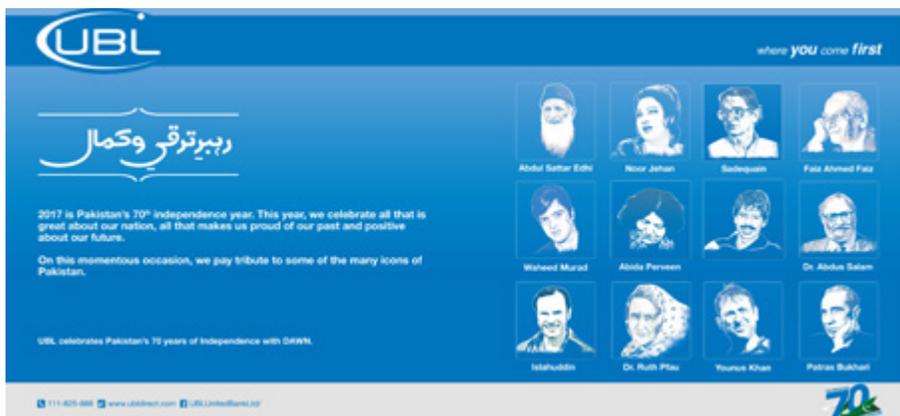


“To celebrate Pakistan’s 70th Independence year, UBL launched the ‘Rahbar-e-Taraqqi-o-Kamal’ patriotic song. In this song was showcased Pakistani icons that we, as a nation, can be rightly proud of.”

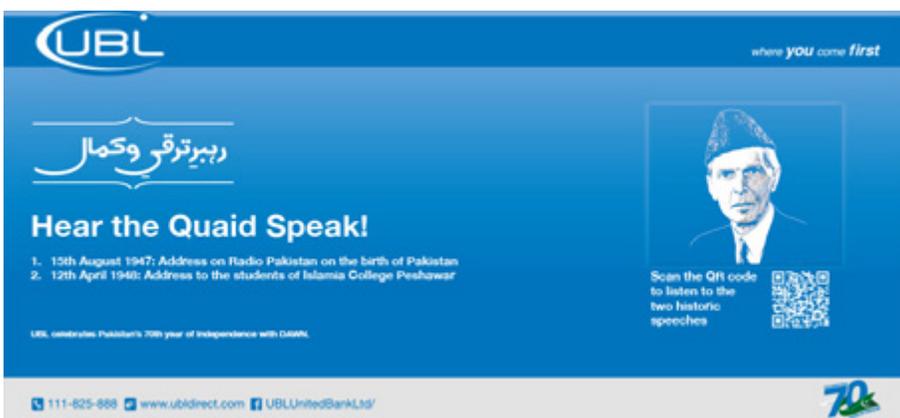
# UBL's 'Rahbar-e-Taraqqi-o-Kamal' campaign concludes



UBL celebrates Pakistan's Independence Day with a lot of enthusiasm. 2017 being Pakistan's 70th independence year, a momentous occasion for our country, UBL took an early start on the celebrations. Partnering with DAWN, Pakistan's oldest and biggest English newspaper, UBL launched a pictorial campaign entitled 'Rahbar-e-Taraqqi-o-Kamal' on Sunday, 28 May 2017.



Every week through this campaign, UBL highlighted Pakistani icons that make us proud as a nation. In doing so, we celebrated all that makes up our identity as Pakistanis.



On 14 August 2017, the campaign concluded with multiple ads in the DAWN. This almost three month long campaign has been a first of its kind for UBL. We hope you have enjoyed this three month long journey with us in paying our respects to some of the many icons who/which have contributed in their own way to make Pakistan the great nation it is.

“Partnering with DAWN, Pakistan's oldest and biggest English newspaper, UBL launched a pictorial campaign entitled 'Rahbar-e-Taraqqi-o-Kamal' on Sunday, 28 May 2017.”

Given are all the advertisements that were published in this campaign.

# UBL's 'Rahbar-e-Taraqqi-o-Kamal' campaign concludes

UBL where YOU come FIRST

رہبر ترقی و کمال



Allama Iqbal: The most dominant poet of South Asia in the 20th century whose Urdu and Persian work foresaw a Muslim Renaissance. A philosopher who envisioned a separate homeland for the Muslims of the Sub-Continent.

He is our Shair-e-Mashreq, Mufakkir-e-Pakistan, Nakeem-e-Uloom.

You are Visionary  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

UBL where YOU come FIRST

رہبر ترقی و کمال



Dr. Ruth Pfau: A German by birth, she made Pakistan her home. A missionary who served those with a deadly affliction and became a symbol of benevolence and selfless dedication. Her life and work are examples of 'all that is good' in this world.

A grateful nation will forever benefit from her influence.

You are Compassionate  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

UBL where YOU come FIRST

رہبر ترقی و کمال



Nishan-e-Haider: Every Hero the nation has faced adversity, young men have stepped forward to defend it. Nishan-e-Haider is Pakistan's highest military award, symbolizing the extraordinary acts of bravery of those who laid their lives for their motherland.

Nishan-e-Haider is a grateful country's recognition of those, who in death, will live on forever.

You are Lionhearted  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

UBL where YOU come FIRST

رہبر ترقی و کمال



Ustad Allah Bakhsh: Celebrated as the pioneer artist of modern landscape and figurative painting, he immortalized (pastoral life of the fertile plains of Punjab. His work borrows liberally from folk tales and mythologies of both the Sub-Continent and Persia.

This self-taught artist is universally acknowledged as "Ustad".

You are Masterful  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

UBL where YOU come FIRST

رہبر ترقی و کمال



Mufid Hassan: One of the most influential exponents of Ghazal singing, he also gave life to playback singing in Pakistan films. He popularized the Ghazal genre for millions. His perfect rendition coupled with his haunting baritone immortalized him as a maestro.

To his fans across the world, he remains the "Shakirahati-e-Ghazal".

You are Soul-stirring  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

UBL where YOU come FIRST

رہبر ترقی و کمال



Abdur Rahman Durrani: One of South Asia's foremost painters. "Durrani Art" is synonymous with Mughal art, miniature painting, Art Movement and Islamic art traditions. His renditions of Ghazal's poetry is one master saying homage to another.

For his characteristic style and universal appeal, he is an artist of all Nations.

You are Distinguished  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

UBL where YOU come FIRST

رہبر ترقی و کمال



Masit Muhammad: Dubbed the "Little Master", Masit played a pivotal role in the development of Pakistan cricket in its early years. He elevated batting into an art form. Successive generations of batsmen still emulate him.

Masit retains the record for the longest duration Test innings.

You are Resolute  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

UBL where YOU come FIRST

رہبر ترقی و کمال



Atwood Paraz: He rose to local status powered by his poetry. His work encompasses both the traditional romanticism and the progressive mood of his era. His economy of expression is the hallmark of a poet who has command over his craft.

His faith in the power of the pen is one that we would do well to cherish.

You are Passionate  
Pakistan is You

UBL celebrates Pakistan's 70 years of Independence with 70x70.

11 823 888 | www.ubl.com.pk | @ubltimes

# UBL's 'Rahbar-e-Taraqqi-o-Kamal' campaign concludes

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Iqbal Masih:** A world renowned art legend, the multiplicity of his artistic output encompasses paintings, murals and calligraphy. His monumental murals adorn structures across the subcontinent. His novel calligraphy traces religious and poetic verses.

The ultimate artist and calligrapher, he is a household name.

**You are Innovative Pakistan is You**

UBL celebrates Pakistan's 70 years of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Mirza Aslam Khan:** A celebrated writer, he was also a diplomat, an educator and a broadcaster. His celebrated compilation of essays in Urdu, *Pakistan Kiya Musavvenam*, is considered a masterpiece of observational history.

A multi-talented genius, the likes of whom Pakistan has produced only a few.

**You are Versatile Pakistan is You**

UBL celebrates Pakistan's 70th year of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Badshahi Mosque:** Embodying the artfulness of a bygone imperial era, it is Lahore's most famous landmark. Commissioned by Mughal Emperor Aurangzeb in 1671, the mosque can accommodate up to 100,000 worshippers, making it one of the largest mosques in the world.

The mosque transports its visitors to the grandeur of a magnificient past.

**You are Glorious Pakistan is You**

UBL celebrates Pakistan's 70th year of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Alka Yagnik:** Internationally famed Sufi singer who has moved millions of hearts with her soulful *rasm-e-Simsim*. Well-versed in multiple languages, her voice transcends the barriers of geography. She has been recognized globally for her musical talent.

To her fans, she is the Queen of Sufi Music.

**You are Devotional Pakistan is You**

UBL celebrates Pakistan's 70th year of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Ranikot Fort:** This ancient edifice is situated in the Jamshoro District of Sindh. Famous for its great circumference, measuring more than 25 kilometers, it is one of the largest forts in the world.

For its sheer scale, the Ranikot Fort is also known as 'The Great Wall of Sindh'.

**You are Awe Inspiring Pakistan is You**

UBL celebrates Pakistan's 70th year of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Jasmin:** The national flower of Pakistan. This beautiful flower with its refreshing scent was originally discovered in the lush hills of the Himalayas. The white *Jasmin* symbolizes affection and represents amability and modesty.

Also known as *Chandni*, the flower is entwined with our culture and traditions.

**You are Pure Pakistan is You**

UBL celebrates Pakistan's 70th year of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Nusrat Fateh Ali Khan:** An extraordinary vocalist who globalized and modernized Qawwali, the devotional music of the Sufis. His compositions extended the appeal of this music genre across borders and age groups.

His later renown him as 'Shahenshah-e-Qawwali'.

**You are the Maestro Pakistan is You**

UBL celebrates Pakistan's 70th year of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

**UBL** where YOU come FIRST

رہبر ترقی و کمال



**Imran Khan:** Pakistan's most successful Hockey Captain, under whose leadership in 1975, Pakistan won the World Cup, Asian Games and the Champions Trophy. Celebrated for his 'Goal', he is renowned as much for scoring goals as he is for saving them.

His excellence in Hockey is closely linked to Pakistan's dominance of that sport.

**You are Triumphant Pakistan is You**

UBL celebrates Pakistan's 70th year of independence with 70th.

11 803 888 #myubltimes #UBLInnovative

# UBL's 'Rahbar-e-Taraqqi-o-Kamal' campaign concludes

**UBL** where YOU come first

رہبر ترقی و کمال



**You are Majestic Pakistan is You**

Khyber Pass: The passade of the famed Karakoram Highway, the Pass is the highest paved border crossing in the world. Capped by snow-cited peaks, the Khyber Pass extracts all visitors with its serene majesty.

The Pass represents the friendship between Pakistan and China and the meeting of their cultures.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

**UBL** where YOU come first

رہبر ترقی و کمال



**You are Poetic Pakistan is You**

Faiz Ahmad Faiz: An intellectual, a poet, a writer and a progressive icon ahead of his times, Faiz is especially celebrated for his poems in traditional Urdu forms. His poetry covered the gamut of love, politics and social issues.

A firm poet who was as much a man-of-words as a man-of-action.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

**UBL** where YOU come first

رہبر ترقی و کمال



**You are a Genius Pakistan is You**

Dr. Abdus Salam: A major figure in 20th century's theoretical physics, he won the Nobel Prize in 1979 for his achievements. His emphasis on science and Pakistan on course of self-reliance in fields of technological endeavours.

An inspiration who proved that a keen mind opens up a universe of possibilities.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

**UBL** where YOU come first

رہبر ترقی و کمال



**You are Unbeatable Pakistan is You**

Jahanji Khan: The greatest squash player of all time. The youngest ever World Champion, he went on to win the British Open a record five times. His undefeated run of over five years makes him the most dominant figure in any sport.

He lived up to his name: 'The Conqueror' like no other sportsman in history.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

**UBL** where YOU come first

رہبر ترقی و کمال



**You are Creative Pakistan is You**

Ajrak: Few objects symbolize the culture of Sindh like the multicoloured Ajrak. Be it a wrap, a head wrap, a hammock and a shrine offering, all in one. The vibrant motifs and lines swirling around adorning patterns go back to the Indus Valley civilization.

A symbol of continuity and aesthetics in the ancient traditions of Pakistan.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

**UBL** where YOU come first

رہبر ترقی و کمال



**You are a Star Pakistan is You**

Waheed Murad: Pakistan's first film superstar. A multi-faceted talent, he helped impart a distinct identity to the flourishing Pakistani film industry. Waheed's signature style defined a nation and was copied by his legion of fans.

A screen legend who we call our 'Chocolate Hero'.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

**UBL** where YOU come first

رہبر ترقی و کمال



**You are Powerful Pakistan is You**

Tarbela Dam: The largest earth-filled dam in the world. Straddling the mighty Indus River, the dam plays a key role in the irrigation and hydroelectric power generation of Pakistan.

A mammoth structure, the dam is a monument to the ingenuity of our nation.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

**UBL** where YOU come first

رہبر ترقی و کمال



**You are a Saviour Pakistan is You**

Dr. Syed Abd-ul-Haseeb Rizvi: His institution, SULT, is one of the most well-equipped centers for renal diseases and transplantation in the region. It provides free medical care, with dignity, to countless people each year.

Pakistan's miracle doctor transplants hope to millions.

UBL celebrates Pakistan's 70th year of independence with Qeen.

11 823 888 | www.ubl.com.pk | @ubltimesofcpl

# UBL's 'Rahbar-e-Taraqqi-o-Kamal' campaign concludes

UBL where YOU come first

رہبرِ ترقی و کمال

Truck Art: This home-grown art form has now evolved into a distinct genre. Fantastical imagery, poetry, sporting triumphs & heroes, Truck Art captures all the moods of Pakistan in vibrant colours.

For the fascinated, it is art; for the truck-driver, it is the make-up of his "bride".

You are Vibrant Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



UBL where YOU come first

رہبرِ ترقی و کمال

Lake Saif-ul-Matook: Nestled high in the Kaghan Valley, the picture perfect lake exercises a magnetic hold on the imagination of Pakistanis. Visit it once and one longs to return.

It inspired a love story between a Prince and a Fairy.

You are Enchanting Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



UBL where YOU come first

رہبرِ ترقی و کمال

Sharmeen Obaid-Chinoy: Twice an Academy Award winner, her documentaries have provided a new voice to women. The recipient of Hilal-e-Imtiaz, her work has exposed discriminatory acts of violence.

A filmmaker whose work has won Pakistan accolades for creativity.

You are a Winner Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



UBL where YOU come first

رہبرِ ترقی و کمال

Markhor: A magnificent animal living in near-magical climes. This high-altitude wild goat is the rarest of endangered species in Pakistan. It dwells among the steep cliffs of the mountains.

The Markhor is the national animal of Pakistan.

You are Magnificent Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



UBL where YOU come first

رہبرِ ترقی و کمال

Yousuf Khan: His cricketing milestones instilled a sense of pride in the nation. With his talent and discipline he won the hearts of millions across the globe.

A magician with the bat, he personifies class in this game of gentlemen.

You are a Champion Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



UBL where YOU come first

رہبرِ ترقی و کمال

Chausa: This summer favourite is Pakistan's most delectable gift to the world. It is rightly hailed as the King of Mangoes.

This golden hued temptation is not just enjoyed - it's savoured.

You are Exquisite Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



UBL where YOU come first

رہبرِ ترقی و کمال

Noor Jehan: One of the greatest and most influential singers of all time. Her powerful voice celebrated the many moods of life.

An eternally grateful nation remembers her as Malika-e-Tarannum.

You are Melody Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



UBL where YOU come first

رہبرِ ترقی و کمال

Indus River: Over 3,000 km long, it is one of the greatest rivers of the world. Also known as Darya-e-Sindh, the river is a lifeline for agriculture and commerce.

A sustaining life force for Pakistan.

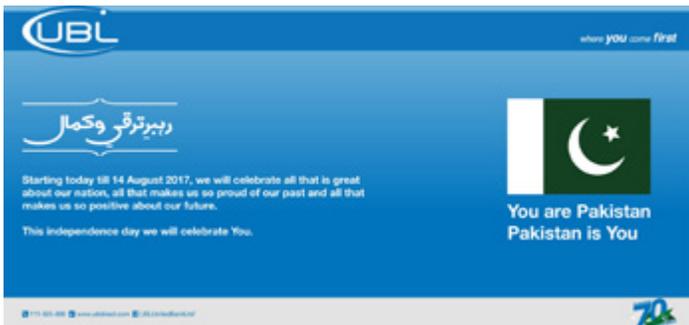
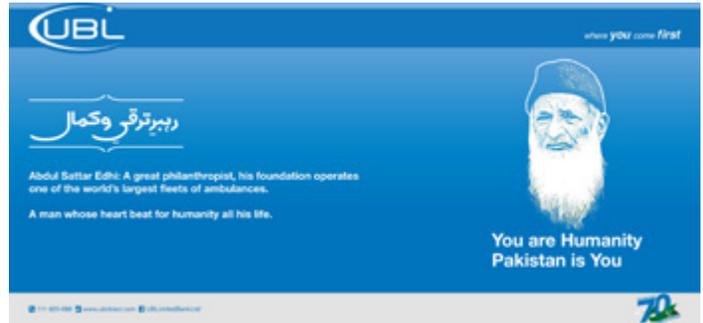
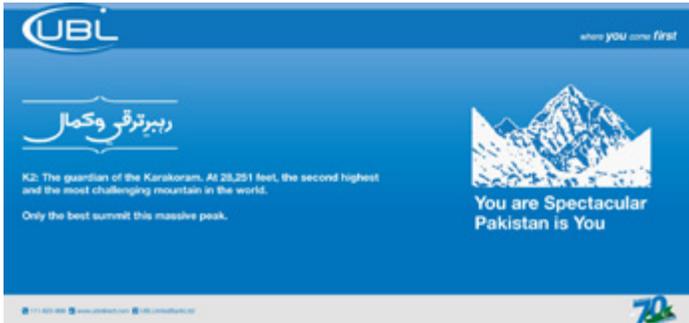
You sustain Life Pakistan is You

UBL celebrates Pakistan's 70th year of Independence with Dawn.

11-625-688 www.ublpakistan.com @ublpakistan



# UBL's 'Rahbar-e-Taraqqi-o-Kamal' campaign concludes



 <p>Hear the Quaid Speak!</p>	<p><b>SPEECH 1</b></p> <p>3rd June 1947:</p> <p>Response to Lord Mountbatten's Partition Plan announcement</p> <p>🔊 To Listen Click Here</p>	<p><b>SPEECH 2</b></p> <p>30th October 1947:</p> <p>Address to a mammoth public gathering in Lahore</p> <p>🔊 To Listen Click Here</p>
	<p><b>SPEECH 3</b></p> <p>15th August 1947:</p> <p>Address on Radio Pakistan on the birth of Pakistan</p> <p>🔊 To Listen Click Here</p>	<p><b>SPEECH 4</b></p> <p>12th April 1948:</p> <p>Address to the students of Islamia Collage Peshawar</p> <p>🔊 To Listen Click Here</p>

“Every week through this campaign, UBL highlighted Pakistani icons that make us proud as a nation. In doing so, we celebrated all that makes up our identity as Pakistanis.”

# UBL holds Flag Hoisting Ceremonies across Pakistan

To mark the nation's Youm-e-Azadi, UBL held flag hoisting ceremonies across Pakistan on the morning of 14 August 2017. Held in Karachi, Lahore, Islamabad and Multan, the ceremonies were attended by UBL staff from the respective cities. The Karachi ceremony, held at the UBL Head Office was unique in the sense that for the first time in the history of UBL, winners of the UBL Bancassurance 'Salam Pakistan Campaign' were flown in from their respective home towns to participate in the event.

Pictures of flag hoisting ceremonies across Pakistan are given below.

## Karachi



# UBL holds Flag Hoisting Ceremonies across Pakistan



# UBL holds Flag Hoisting Ceremonies across Pakistan

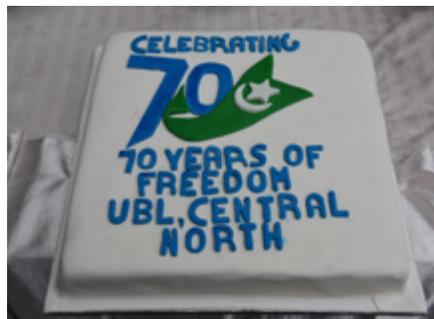


## Islamabad



# UBL holds Flag Hoisting Ceremonies across Pakistan

## Lahore



# UBL holds Flag Hoisting Ceremonies across Pakistan



## Multan



“ The ceremonies were attended by UBL staff from the respective cities. The Karachi ceremony, held at the UBL Head Office was unique in the sense that for the first time in the history of UBL, winners of the UBL Bancassurance ‘Salam Pakistan Campaign’ were flown in from their respective home towns to participate in the event. ”

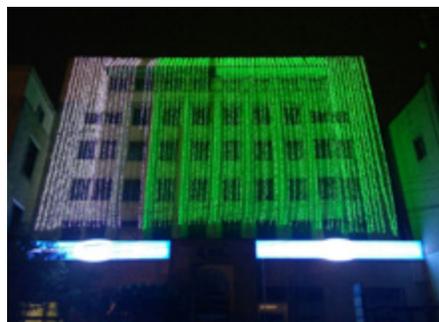
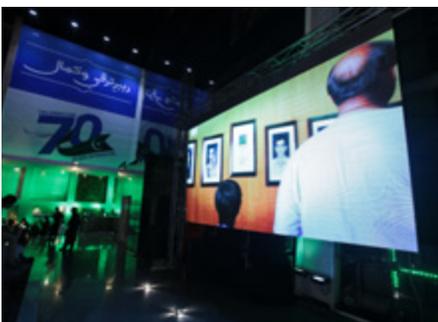
# Youm-e-Azadi Building

## Lighting 2017



As part of UBL's celebrations of Pakistan's 70th Independence Year, special lighting was done on selected UBL branches and offices across Pakistan. Buildings in the cities of Karachi (including the UBL Head Office), Lahore, Islamabad, Faisalabad and Multan, were specially decorated to mark the momentous occasion.

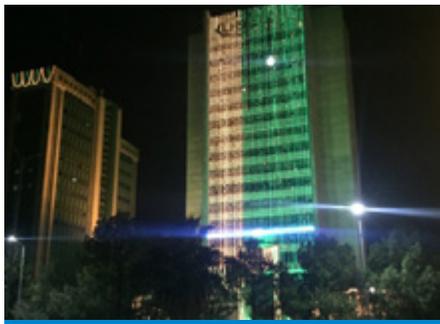
Pictures of the specially decorated UBL branches and offices are given below.



# Youm-e-Azadi Building Lighting 2017



# Youm-e-Azadi Building Lighting 2017



“ Buildings in the cities of Karachi (including the UBL Head Office), Lahore, Islamabad, Faisalabad and Multan, were specially decorated to mark the momentous occasion. ”

# UBL sponsors third consecutive 'Independence Day Cup' Open Golf Championship

As part of UBL's celebration of Pakistan's 70th Independence year, the Bank sponsored its third consecutive 'Independence Day Cup' Open Golf Championship. This four day event entitled 'UBL 9th Independence Day Cup Open Golf Championship 2017' was held at the Defence Authority Country & Golf Club in Karachi. 400 golfers from across Pakistan competed in this event.

The event was preceded by a Press Conference in which Ali Habib, Head Corporate Affairs & Marketing, UBL along with officials of the Tournament briefed media about the Championship. On 10 August 2017, the event started with a ceremonial T-off by Muhammad Ejazuddin, GE – Compliance UBL. The four-day event concluded on 13 August 2017 with a Prize Distribution ceremony where the winners were awarded by Zia Ijaz, GE-Retail Bank UBL and Lieutenant General Shahid Baig Mirza, Corps Commander Karachi.

Selected pictures of the Championship are given below.

Press Conference – UBL represented by Ali Habib, Head-Corporate Affairs & Marketing



# UBL sponsors third consecutive 'Independence Day Cup' Open Golf Championship

Ceremonial T-off – UBL represented by Muhammad Ejazuddin, GE-Compliance



# UBL sponsors third consecutive 'Independence Day Cup' Open Golf Championship

Closing Ceremony – UBL represented by Zia Ijaz, GE-Retail Bank



Branding at the Event



# UBL sponsors third consecutive 'Independence Day Cup' Open Golf Championship



“ This four day event entitled ‘UBL 9th Independence Day Cup Open Golf Championship 2017’ was held at the Defence Authority Country & Golf Club in Karachi. 400 golfers from across Pakistan competed in this event. ”

# UBL celebrates Jashn-e-Azadi with general public at leading malls

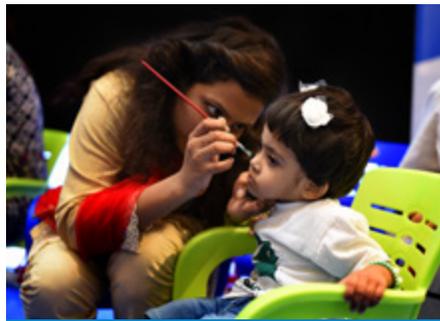
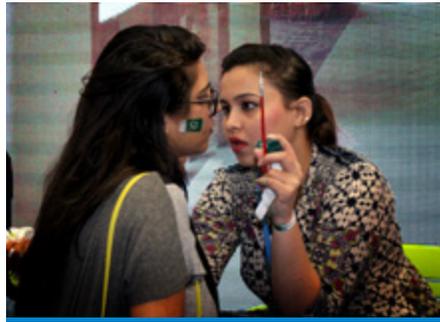
To celebrate Pakistan's 70 years of Independence with the general public, UBL held a two-day fun filled activity at two leading malls of Pakistan. Held on 13 and 14 August 2017 at the Ocean Mall in Karachi and the Fortress Mall in Lahore, the event was attended by hordes of families who thoroughly enjoyed themselves. The UBL stalls at these events had Giant Screens which played the UBL 'Rahbar-e-Taraqqi-o-Kamal' patriotic song. With lucky draws, an event to mark the countdown to the Independence Day and loads of gifts and prizes, the events were appreciated by all who attended.

Pictures of the mall events are given below.

## Karachi - Ocean Mall



# UBL celebrates Jashn-e-Azadi with general public at leading malls



# UBL celebrates Jashn-e-Azadi with general public at leading malls



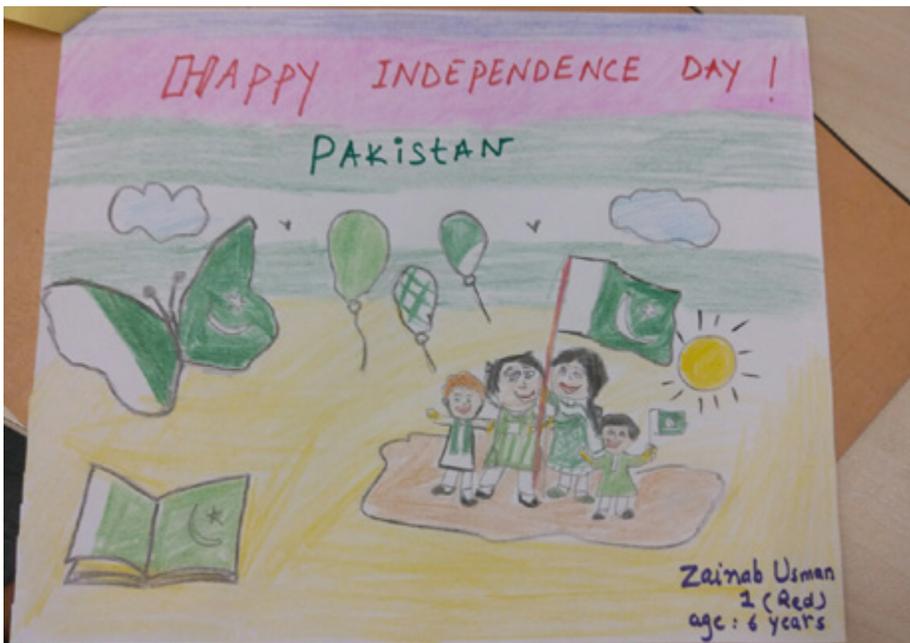
## Lahore - Fortress Mall



# UBL celebrates Jashn-e-Azadi with general public at leading malls



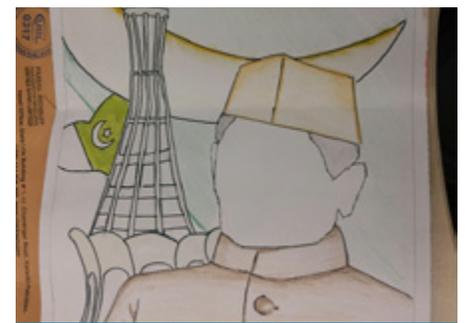
# UBL holds 'Azadi Art Competition' for Children of UBL employees



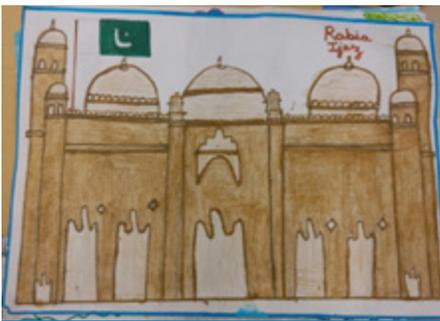
As part of celebrating Pakistan's 70 years of Independence with the Bank's employees, UBL held a bank-wide 'Azadi Art Competition'. Open to children (up to the age of 18) of all UBL employees, this contest asked participants to draw a picture of what Pakistan means to them and send it for the competition. Entries from all across the country were received. Winners of the competition will be announced near the end of August 2017.



Some of the entries sent for the competition are shown below.



# UBL holds 'Azadi Art Competition' for Children of UBL employees



# UBL holds 'Azadi Selfie Competition'

## for UBL employees



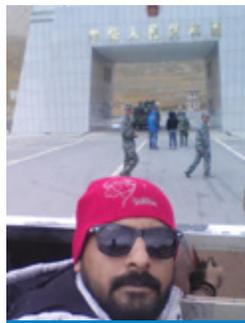
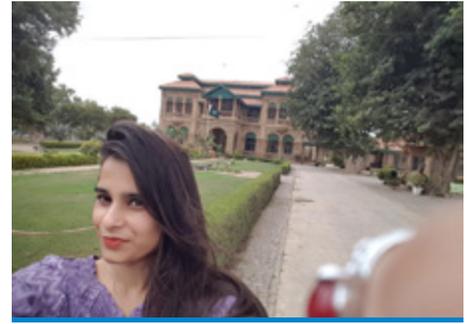
To celebrate the momentous occasion of Pakistan's 70 years of Independence with the Bank's employees, UBL held a bank-wide 'Azadi Selfie Competition'. Open to all UBL employees, this contest asked participants to take a selfie with an icon that to them, represents Pakistan and send it for the competition. Entries from all across the country were received. Winners of the competition will be announced near the end of August 2017.



Some of the many entries received for the competition, are shown below.



# UBL holds 'Azadi Selfie Competition' for UBL employees



“ UBL held a bank-wide 'Azadi Selfie Competition'. Open to all UBL employees, this contest asked participants to take a selfie with an icon that to them, represents Pakistan and send it for the competition. ”

## Azadi Giveaways for UBL Employees



As UBL's celebrations of the Youm-e-Azadi commenced, special gifts commemorating this momentous event were sent to the Bank's employees all across the Bank. Employee giveaways in the form of Lapel Flags and Flag colored Bangles were dispatched to all UBL staff both in and out of Pakistan.

A specially designed e-Card to wish 'Happy Independence Day' was also sent to employees across the Bank to mark this special occasion.



“Employee giveaways in the form of Lapel Flags and Flag colored Bangles were dispatched to all UBL staff both in and out of Pakistan.”

# UBL concludes interschool arts competition with 'I AM KARACHI'

## competition with 'I AM KARACHI'



As part of its support to the arts, UBL in collaboration with 'I AM KARACHI' (IAK), sponsored an inter-school art competition, in which more than 70 schools across Karachi (including schools for differently abled children) participated. Winners of this competition will have their artworks painted on selected walls in the city.

I AM KARACHI is a platform committed to reclaiming public spaces and promoting peace and harmony among the communities and citizens of Karachi. Through their efforts in arts, culture, sports and dialogue, they promote socio-cultural activities and campaigns as vehicles for peace.

This three month long activity concluded on 14 August 2017 with a fun-filled event held at the Atrium Mall in Karachi. At this event UBL representatives introduced the UBL Patriotic Song. An art competition for children present at the mall was also held and prizes to the winners were given out. The event concluded with a cake cutting ceremony.

# UBL concludes interschool arts competition with 'I AM KARACHI'

