

## CONTENTS

Banking Excellence Reaching New Heights  
Page-3MCB Tower – Advertising Campaign  
Page-4

## Inauguration of MCB Tower

Prime Minister Mr. Shaukat Aziz cutting the ribbon to formally inaugurate MCB Tower.



Prime Minister Shaukat Aziz performed the formal inauguration of MCB Tower, the tallest building in Pakistan, on January 3, 2005. The tower with 29 levels and 3 basements is now the Principal Office of the Bank. The Prime Minister also visited a few of its floors. Dr. Ishrat-ul-Ibad Khan, Governor Sindh; Dr. Arbab Ghulam Rahim, Chief Minister Sindh; Dr. Ishrat Hussain, Governor State Bank of Pakistan; Dr. Salman Shah, Advisor to PM on Finance, heads of banks and leading organizations were also present on the occasion.

Appreciating the construction of MCB Tower, the Prime Minister said that the new building of MCB was a great addition to Pakistan's skyline. He further stated, "This is a real manifestation of a rising Pakistan. A manifestation of how things are changing and a manifestation of what we can expect of the future."

► Contd... on page 2

## President's Eid Message



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Dear colleagues,

I wish you all and your families a very Happy Eid and Season's Greetings. May this Eid and the New Year bring you everlasting happiness, prosperity and good health.

Eid-ul-Azha not only reminds us of the great sacrifice but also serves as a reminder to remain dedicated and committed. Similarly, the New Year brings with it new challenges and opportunities and solicits new vigor and enthusiasm to deal with them.

I pray that this Eid and the Year 2005 will revitalize our resolve to create new benchmarks in our lives and elevate ourselves to new heights of professionalism and excellence. Alhamdulillah we have started this year with the inauguration of MCB Tower, a landmark achievement, and I am confident that we have the ability to achieve many more milestones in the future.

With best wishes,

Mohammad Aftab Manzoor



## Banking Excellence Reaching New Heights

### A Vision of the Future

The modern, urbane architecture and intelligent design of MCB Tower aptly reflects MCB's pioneering role in the banking arena and is a true manifestation of the cutting edge and innovative banking solutions offered by the Bank.

### Setting Ever-Higher Standards

Towering at 116 meters, with 29 levels and 3 basements, MCB Tower is the tallest building in Pakistan. It is a sound representation of MCB's leadership position in the banking sector, testified by four 'Best Bank in Pakistan' Euromoney Awards in five years.



### Strong Foundations

MCB Tower is a manifestation of MCB's strong foundations with over 50 years of banking excellence and represents our commitment to always stay ahead.

### Understanding at all Levels

From individual customers to corporate & commercial clients, MCB's flexible solutions reach out to a diversified audience - reflected in all levels of MCB Tower.



### Highlights of the Tower

- Specialised Secant Piling Works to protect adjacent buildings during construction of the 3 basement levels & foundation.
- One of the most integrated safety and security features with 24x7 surveillance systems including smart card access to prevent unauthorised entry at any level.
- The Bank produces its own power by a 1.2 MW Gas Turbine backed-up by two separate diesel generating sets. The heat recovery systems ensure that the heat produced thus is used to operate the chillers for the Central Air-conditioning System, thereby achieving an unprecedented level of power/energy consumption.
- State-of-the-art Fire/Smoke Detection Alarm and Sprinkled Suppression System backed up by a Central Fire Fighting System.
- Rooftop garden and gymnasium with unparalleled view of the city skyline.
- Double insulated glazing to reduce heat loss by up to 30% and reduce noise levels significantly. The glass used is specially tempered to increase its strength by 5 times, thus eliminating the risk of damage.
- 6 high-speed Elevators with a unique Call System which identifies, allocates and assigns each passenger to a particular elevator to optimise their wait and travel time.
- Construction of the Helipad for helicopter access and egress in case of fire.
- From furniture design to signages, MCB Tower has been designed with meticulous attention to detail.

3 | SPECIAL EDITION 2005

### ► Contd... from page 1 Inauguration of MCB Tower



▲ Prime Minister Shaukat Aziz offering dua along with other dignitaries in front of the inauguration plaque.

He said the building was clearly a historic project for Pakistan and an icon of growth and development in the country. Talking of rising prices of real estate especially commercial land, he suggested that builders should go vertical for office and residential blocks to justify the investment in the land.

He also said that MCB is a symbol of successful privatization. It is more efficient and profitable after its ownership was transferred to the private sector.

Mohammad Aftab Manzoor, President & CE MCB in his welcoming address said that MCB Tower is the testimony of commitment to invest in the future of the nation. It is equipped to handle future demands.

Referring to MCB, the President said that the Bank has been focusing on improving service standards, investing in our people and maintaining leadership in technology by offering products and services required by our customers. Recently Moody's, one of the most credible international rating agency, has rated MCB as the highest rated Pakistani bank.

Mr. Sarmad Amin, the Project Director of MCB Tower gave a brief presentation about the salient aspects and technical details of the Tower. Mian Umer Mansha, Director MCB thanked the distinguished guests for gracing the occasion.



▲ The respected audience intently watching the proceedings.



▲ Prime Minister Shaukat Aziz delivering his speech.



▲ Prime Minister Shaukat Aziz being presented memento of his visit.



▲ Prime Minister Shaukat Aziz signing the visitors' book.



▲ Prime Minister Shaukat Aziz visiting the corporate floor of the MCB Tower along with other distinguished guests.



▲ A historic group photograph taken on the occasion of Prime Minister Shaukat Aziz's visit. (From Left) Mohammad Aftab Manzoor, President & CE MCB; Mr. Mohammad Arshad, Director MCB; Mr. Shahzad Saleem, Director MCB; Mr. Tariq Rafi, Director MCB; Dr. Ishrat-ul-Ibad Khan, Governor Sindh; Prime Minister Shaukat Aziz; Mian Mohammad Mansha, Chairman MCB; Dr. Arbab Ghulam Rahim, Chief Minister Sindh; Mr. S.M. Munir, Vice Chairman MCB; Mian Umer Mansha, Director MCB; Dr. Ishrat Hussain, Governor State Bank of Pakistan; Mr. Sarmad Amin, Director MCB and Mian Raza Mansha, Advisor MCB.



2 | SPECIAL EDITION 2005

## MCB Tower – Advertising Campaign

### A Landmark of Strength



### The Tallest Building in Pakistan



### Banking Excellence Reaching New Heights



## MCB Tower

## A Landmark of Strength

The Tallest Building in Pakistan

The advertising campaign of MCB Tower's inauguration had two-pronged objective. One was to formally announce the inauguration of MCB Tower and second was to reinforce our corporate image as a modern and progressive Bank. Since the privatization of other major banks in the last couple of years, these banks have been promoting their corporate brand and enhancing their image, therefore we also needed to make our presence felt and pierce the customers' minds through an impressive media campaign.

MCB Tower provided us with this opportunity and we, Alhamdulillah, have been successful in making an impression. Hype was created throughout the city in particular and across the country in general to achieve the aforementioned objectives.

The campaign revolved around the theme lines of "MCB Tower - A Landmark of Strength" and "Banking Excellence reaching new heights".

Following were the main components of the Ad campaign:

**Press Ads:** Full-page ads were published in the leading English and Urdu newspapers with Front Page teasers in most of them.

**TVC:** An animated television commercial was run in PTV's headline news break at 9 p.m. for 15 days to convey the messages to the masses.

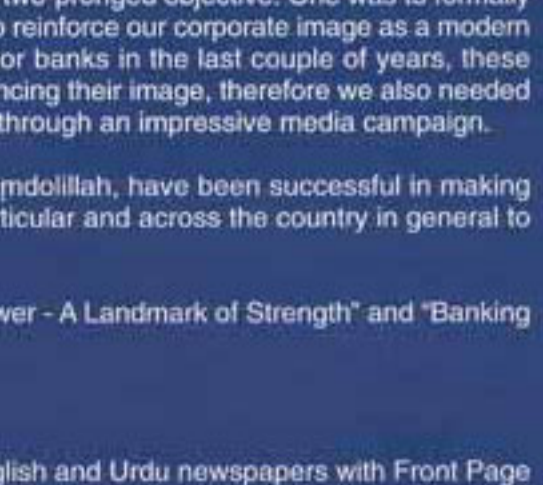
**Radio Spots:** Three different radio spots were developed, two in Urdu and one in English, to communicate our message. These spots were aired during peak drive time on FM 89, FM 100 and FM 107.

**Roadside Banners / Streamers:** These banners with three different messages were displayed across major roads and streets of the city besides selected branches located on the main roads.

**Outdoor Sites:** Messages were displayed on the spectaculars not only in Karachi but also in Lahore and Islamabad.

**Leaflet:** A leaflet was printed to provide some details of different aspects of MCB Tower and its association with different aspects of the Bank.

If this was not enough, the media coverage of the event itself made it even more unforgettable. Report about the inauguration ceremony of MCB Tower was the top news story of almost every television channel and newspaper. Media not only covered the salient points of the Prime Minister's speech but also highlighted different aspects of the Tower.



4 | SPECIAL EDITION 2005