

CHAPTER II GENERAL DESCRIPTION OF THE COMPANY

2.1 UBL BANK PROFILE

2.1.1 UBL History:

UBL (United Bank Limited) was founded on November 7, 1959, in Pakistan with a vision of progress, excellence, and innovation in banking. The inauguration of UBL's inaugural branch at I.I. Chundrigar in Karachi marked the initiation of a service-oriented culture and financial excellence. Within six months of its opening, UBL expanded its branch network to major cities in Pakistan, including Karachi, Dacca, Lahore, Lyallpur, Chittagong, and Narayanganj.

In 1963, UBL became the first Pakistani bank to establish an overseas branch on William Street in London, UK, reflecting its commitment to customer service beyond ordinary boundaries. UBL implemented several initiatives, including the introduction of the initial savings scheme tailored for schoolchildren in 1960 and the establishment of Pakistan's first Staff College for employees in 1964, promoting growth and trust among customers.

UBL embraced technological advancements by introducing computer banking in 1967 and In 1971, UBL expanded its presence by launching three online branches in Karachi. By 1978, UBL had established a dedicated economic department and successfully acquired two international banks, and expanded its presence to four continents. During the 1970s, UBL maintained its commitment to innovation by introducing UNICARD, Pakistan's pioneering credit card and launching Pak Rupees traveler cheques in 1971.

UBL pioneered Islamic banking in Pakistan and introduced e-banking facilities at Hajj, demonstrating its commitment to diverse banking services. In the 1990s, the Pakistani government initiated the privatization of UBL, leading to collaboration between Bestway and Al Ayaan, resulting in the bank's privatization in 2002. Currently, UBL is a member of a globally renowned financial services conglomerate, embodying a vision of revitalized excellence and a renewed dedication to its customers.

2.1.2 About UBL

UBL stands as a leading force in Pakistan's banking and financial services sector. With a customer base surpassing 4 million, UBL maintains an extensive network comprising over 1,400 branches, 37,000 Omni Agents, and 1,400 ATMs—the largest in the country. Moreover, UBL's influence extends beyond national boundaries, spanning four continents. Renowned for its innovative practices, UBL has pioneered branchless banking through the acclaimed UBL Omni platform. This platform enables customers worldwide to access UBL's comprehensive banking services effortlessly via their state-of-the-art Internet Banking platform, available around the clock. UBL's unwavering commitment to excellence is duly acknowledged through esteemed recognitions, including the distinguished title of Pakistan's 'Best Bank for Corporate Finance & Capital Market Development' at the Pakistan Banking Awards in 2017.

2.2 UBL Bank Vision, Mission and Core Values

2.2.1 Vision

“To be a world class bank dedicated to excellence, and to surpass the highest expectations of our customers and all other stakeholders”

2.2.2 Mission

- Be the undisputed leader in financial services for our customers
- Most innovative and fastest growing bank in targeted businesses
- Continue to diversify across chosen geographies
- Achieve operational excellence with the highest level of compliance
- Consistently create leaders through inspired human capital
- Contribute positively to the communities we operate in

2.2.3 Core Values

- Customer first
- Honesty of purpose
- Teamwork
- Excellence
- Meritocracy

2.3 UBL Bank Logo



2.4 Board of Directors

1. His Highness Sheikh Nahayan mabarak Al Nahayan (Chairman)
2. Sir Mohammad Anwar Pervez , Obe, Hpk (Deputy Chairman)
3. Mr. Atif R. Bokhari (President& Ceo)

- | | |
|-----------------------------------|------------|
| 4. Mr. Omar Ziad Jaafar Al Askari | (Director) |
| 5. Mr. Zameer Mohammad Choudry | (Director) |
| 6. Mr. Seerat Asghar | (Director) |
| 7. Mr. Mohammad Sami Saeed | (Director) |
| 8. Mr. Amin Uddin | (Director) |
| 9. Mr. Arsahd Ahmed Mir | (Director) |

Audit Committee:

- | | |
|--------------------------------|-------------|
| 1. Mr. Zameer Mohammad Choudry | (Chairman) |
| 2. Mr. Mohammad Sami Saeed | (Member) |
| 3. Mr. Amin Uddin | (Member) |
| 4. Mr. Aqeel Ahmed Nasir | (Secretary) |

Acting Chief Financial Officer:

Mr. Aqeel Ahmed Nasir

Auditors:

1. M/s Ernst & Young Ford Rhodes Sidat Hyder (Chartered Accountants)
2. M/s BDO Ebrahim & Co. (Chartered Accountants)

Legal Advisors:

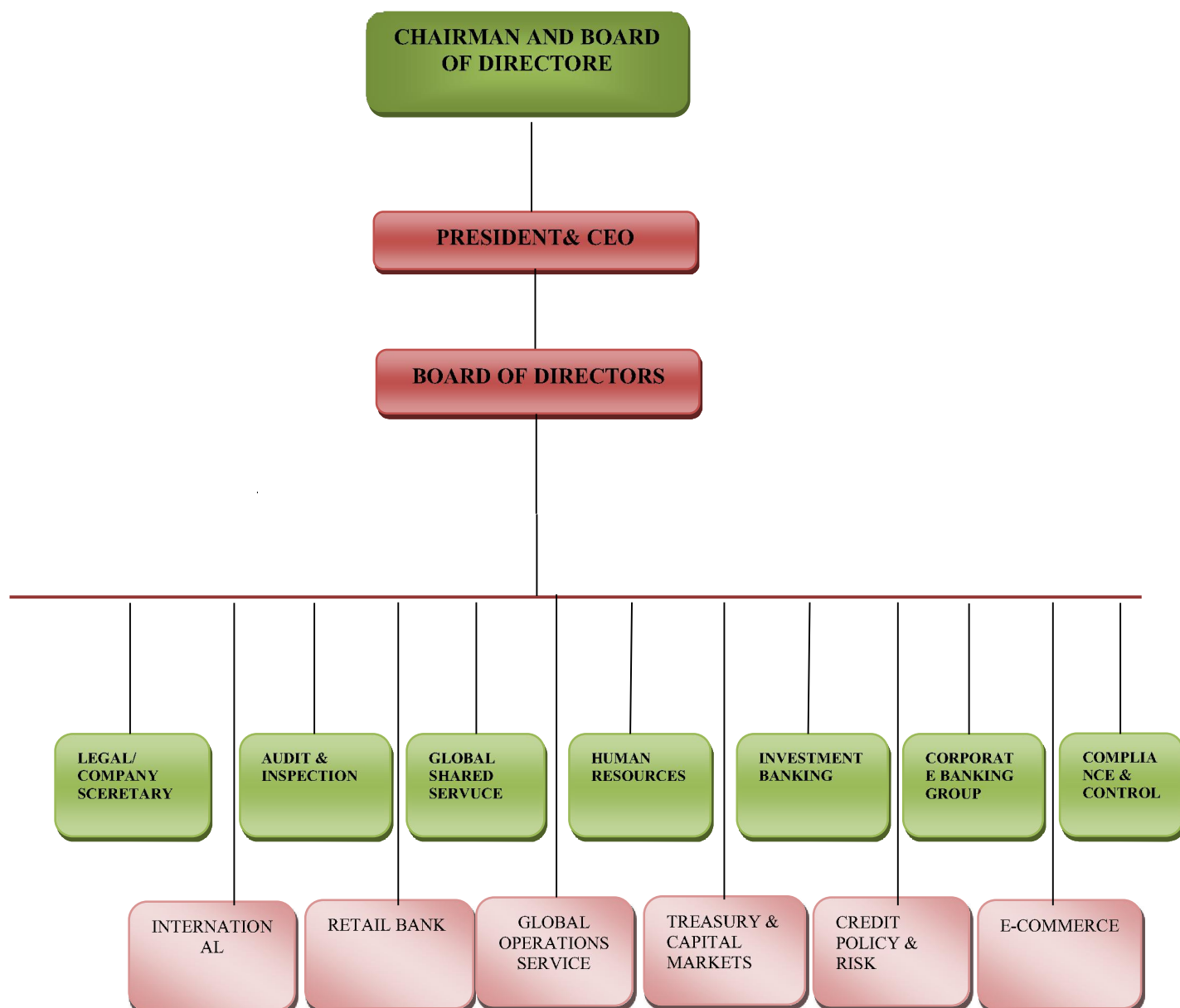
M/s Mehmood Abdul Ghani & Co (Advocate)

2.5 Business Volume

UBL volume of investments, total deposits, assets, advances, profits before and after tax for the last 5 years are as under:

Table 2.1 Business Volume

	2018	2019	2020	2021	2022
Total Assets	358,056,146	435,889,697	546,795,871	620,240,530	640,449,529
Investments	61,558,826	65,735,128	114,026,273	115,057,090	137,734,578
Deposits	296,499,113	343,804,830	412,138,405	492,267,898	503,831,672
Advances	210,152,629	254,670,492	308,271,290	378,293,973	362,079,596
Profit Before Tax	9,708,666	14,499,782	13,796,269	14,052,051	14,392,181
Profit After Tax	6,168,262	9,666,878	9,237,015	8,445,251	9,487,952
Eps (Rs/Share)	11.73	14.72	11.09	8.26	8.56

2.6 Organizational Hierarchy Chart

2.7 Number of Employees:

The total numbers of employees in UBL Bank Chakwal City Main Branch are as given:

Table 2.2 Number of Employees at UBL Bank Chakwal City Main Branch

Designation	No. of Employees
Branch Manager	1
Relationship Manager	7
Operations Manager	1
Credit Manager	3
Treasury Manager	1
HR Manager	1
Marketing Manager	1
IT Manager	1
Customer Service Manager	1
Product Manager	3
Compliance Officer	1
Risk Manager	1
Audit Manager	1
Legal Advisor	1
Guards	4
Teller/Cashiers	10
Customer Service Representative	10
Operations Staff	5
Support Staff	5
IT Support Specialists	3
Administrative Assistants	4
Data Entry Operators	3
Custodial Staff	2

2.8 Description of Respondents

In this study, respondents were the employees of UBL Bank Chakwal City Main Branch. Sample size of this study was 70 employees. Data was obtained from the questionnaire that was distributed and processed by the researcher.

2.8.1 Description of Respondents by Age

Table 2.3 Description of Respondents by Age

No.	Age	No. of Employees	Percentage
1.	<25 years	2	2.9
2.	25-30 years	31	44.3
3.	31-35 years	16	22.9
4.	36-40 years	10	14.3
5.	>40 years	11	15.7
	Total	70	100.0

Based on the respondent data, it can be seen that the largest age group among employees at UBL Bank Chakwal City Main Branch was between 25-30 years old, with a total of 31 respondents, representing 44.3% of the sample. 16 respondents (22.9%) were aged between 31-35 years old, while 10 respondents (14.3%) were aged between 36-40 years old. 11 respondents (15.7%) were over 40 years old, and only 2.9% (n=2) were below 25 years old.

2.8.2 Description of Respondents by Gender

Table 2.4 Description of Respondents by Gender

No.	Gender	No. of Employees	Percentage
1.	Male	55	78.6
2.	Female	15	21.4
	Total	70	100.0

From the information presented in Table 2.4, it is apparent that the majority of respondents in the study were male. Specifically, there were 55 male respondents, accounting for 78.6% of the sample, while there were only 15 female respondents, accounting for 21.4% of the sample.

2.8.3 Description of Respondents based on Working Experience

Table 2.5 Description of Respondents by Working Experience

No.	Working Experience	No. of Employees	Percentage
1.	2-5 years	35	50.0
2.	6-10 years	24	34.3
3.	11-15 years	6	8.6
4.	>15 years	5	7.1
	Total	70	100.0

The respondent data based on working experience at UBL Bank Chakwal City Main Branch shows that the majority of employees have working experience of 2-5 years, with a total of 35 people (50.0%). 24 people (34.3%) have working experience of 6-10 years, while 6 people (8.6%) have been working for 11-15 years. 5 people (7.1%) have working experience for more than 15 years. Therefore, it can be concluded that the majority of employees at UBL Bank Chakwal City Main Branch have working experience of 2-5 years.