

HBL, in Partnership with Mastercard, Launches Business Debit Cards to Empower Pakistan's SMEs

28 August 2025, Karachi: HBL has joined hands with Mastercard in launching its Business Debit Card designed exclusively for SMEs - sole proprietors and entrepreneurs. Two card variants have been launched, Classic and World Business Debit Card. This initiative marks a major stride in the Bank's commitment to enable Pakistan's businesses with innovative financial solutions and accelerating the shift towards a cashless Pakistan economy.

With over 5 million SMEs contributing nearly 40% to the national GDP and employing one-third of the country's workforce, the need for sustained investment into the SME sector is essential for Pakistan's economic prosperity. HBL has played a leading role in enabling this segment by becoming the first bank to surpass PKR 100 billion in SME lending. HBL also remains the pioneer of non-collateralized lending and ensuring increased access of credit to SMEs. The Bank remains committed in empowering SMEs with financing solutions and contributing directly to Pakistan's GDP.

The Business Debit Card is a payment solution which ensures that SMEs can manage their day-to-day transactions, in a more seamless and convenient manner. HBL remains the largest issuer of debit cards in Pakistan, and the launch of the business debit card represents its commitment to financial inclusion and a digitized ecosystem across all customer segments.

The launch event, held at HBL Tower, Karachi, on 27 August 2025, was attended by Muhammad Nassir Salim, President & CEO - HBL, Aamir Kureshi, Head, Products, Transactional Services & Solution Delivery - HBL, and J.K. Khalil, Division President, East Arabia - Mastercard, along with senior leaders from both institutions.



Speaking at the launch **Muhammad Nassir Salim, President & CEO – HBL**, said:
“The Government of Pakistan and the State Bank continue to emphasize SME growth as a driver of economic stability, innovation, and employment. HBL stands aligned with this vision. By equipping SMEs, sole proprietors, and entrepreneurs with the means to transact securely

and seamlessly, HBL is supporting the national agenda of enabling businesses to grow, formalize, and contribute to Pakistan's economic progress."

J.K. Khalil, Division President, East Arabia, Mastercard, said:
"Small businesses are the backbone of Pakistan's economy, and Mastercard and HBL share a commitment to empowering them to grow and thrive. Our latest collaboration aligns with our drive to expand our presence across key business segments in the country while accelerating the adoption of digital transactions. The initiative reinforces our dedication to driving financial inclusion and supports SBP's vision to digitize SMEs and strengthen economic resilience."

Aamir Kureshi, Head, Products, Transactional Services & Solution Delivery - HBL, said:
"HBL remains committed to SME lending, given its criticality to Pakistan's economic progress. Today's launch of the Business Debit Card represents a natural stride forward extending our support from financing into payment solutions, with fast, convenient and secure transactions leading the drive to a more digitized customer behavior. This initiative reflects our vision of enabling every business to unlock its potential and thrive in a digital-first economy."

HBL and Mastercard have been partners since 2013, working together to introduce innovative payment solutions in Pakistan. With this launch, both institutions reaffirm their commitment to advancing financial inclusion and enabling businesses to transition confidently towards a cashless future.