



**STATE BANK OF PAKISTAN  
EXTERNAL RELATIONS DEPARTMENT  
I.I.CHUNDRIGAR ROAD  
KARACHI**

No. ERD (Advt.Unit) 10/0604/89-2020

September 23, 2020

Ms. Muriam Inayatullah Khan,  
Assistant Director (EC),  
Ministry of Foreign Affairs,  
Islamabad.

**SBP Focal Person on RDA Marketing Campaign**

Dear Madam,

Reference to your letter No. EC (Misc.)/03/2020 Dated September 11, 2020 on the subject "Launch of Roshan Digital Account Initiative", following is the requisite information in regard to RDA Marketing Campaign:

- i) SBP Focal Person in reference to RDA Marketing Campaign:

**Name: Mr. Akbar Abdul Ali**

**Designation: Senior Joint Director, External Relations Department,**

**Email: akbar.budhwani@sbp.org.pk**

**Phone: +92-21-3245-5947**

**Cell/WhatsApp: +92-300 9252166**

- ii) Guidelines for creating the Roshan Digital Account (RDA):

All the relevant and detailed information about the RDA is available at the following SBP website as well as on website of commercial banks offering RDA facility:

RDA Webpage on SBP website:

<https://www.sbp.org.pk/RDA/index.html>

Bank Alfalah:

<https://www.bankalfalah.com/alfalah-roshan-digital-account-nrp/#eligibility-criteria>

Faysal Bank:

<https://www.faysalbank.com/en/roshan-digital-accounts-for-overseas-pakistanis/>

HBL:

<https://www.hbl.com/ebancroshandigitalaccount>

MCB:

<https://mopss.mcb.com.pk/>

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**Meezan Bank:**

<https://www.meezanbank.com/roshan-digital-account/>

**Samba Bank:**

<https://www.samba.com.pk/samba/banking-detail/roshan-digital-account-opening-facility>

**SCB:**

<https://www.sc.com/pk/save/roshan-digital-account.html>

**UBL:**

<https://ubldigital.com/NRP-Services/Digital-OPS-Account-Opening>

iii) Following Promotional Material for RDA can be accessed from the given links below:

**RDA TVC:**


<https://www.facebook.com/StateBankPakistan/videos/374831900211324/>

**Governor SBP Message on RDA:**

[https://www.youtube.com/watch?v=Wx7yNMYf-M&feature=emb\\_logo](https://www.youtube.com/watch?v=Wx7yNMYf-M&feature=emb_logo)

Some of print collateral for RDA Marketing is under production and will also be shared once completed. We shall appreciate if you could share an email address using which we can share all the existing and future information in digital format.

Regards,



(Rehan Talat)  
Joint Director