

Tuesday January 12, 2016

## EFU Life and BMA Capital Enter into Alliance



*Mr. Taher G. Sachak, CEO & MD EFU Life and Mr. Nadir Rahman, CEO BMA Capital signing the agreement for promoting the EFU Life financial planning products to BMA customers.*

**Karachi, Pakistan 12 January 2016:** – EFU Life Assurance Ltd and BMA Capital entered into a strategic alliance to promote EFU Life financial planning products to BMA customers. An agreement was signed recently in Karachi between the two organizations.

Speaking on the occasion, Mr. Taher G. Sachak, CEO & MD EFU Life said “We are delighted to partner with BMA Capital and are pleased to offer our high value financial planning solutions to their customers. BMA is a trusted name in the investment advisory services industry and we are confident that inclusion of our products in their menu will add significant value to the customers’ overall financial planning universe.”

Mr Nadir Rahman, CEO BMA Capital, echoing Mr. Sachak's sentiments, added "Financial planning and financial inclusion remain underserved in Pakistan. At BMA, we strive to provide diverse investment options to the customer base at large. We are extremely pleased to work with EFU Life, one of the oldest and most respected names in the business.



**ABOUT BMA CAPITAL MANAGEMENT LIMITED:** BMA Capital, is a Corporate Member of the Karachi Stock Exchange and is one of the leading securities brokerage, asset management & investment banking firms in Pakistan, established since 1992. The principal activities of BMA Capital include all aspects of the capital markets covering Equities, Fixed Income, Treasury (Money Markets & Foreign Exchange), Commodities, Asset Management, Corporate Finance & Advisory, Research, Investment Advisory and Financial Products distribution. We have successfully managed and completed transactions in excess of USD 12 Billion including some of the most pioneering and landmark transactions in the history of Pakistan. These include the US\$ 813 million GDR Offering of 10% stake in OGDCL on the London Stock Exchange in 2007, advising UAE's Etisalat on their successful acquisition of a 26% strategic stake in Pakistan Telecommunications Company Limited (PTCL) for US\$ 2.6 billion in 2005, the largest M&A transaction and foreign direct investment in Pakistan, advising the GOP on its US\$ 1.58 billion disinvestment of a 26% strategic stake in Kot Addu Thermal Power Plant (KAPCO) in 1996 and advising the GOP on the US\$ 898 million GDR issue of PTCL on the Luxembourg Stock Exchange in 1996. BMA Capital is the recipient of many awards & recognitions including the Best Investment Bank in 2010 by Euromoney, FT's The Banker "Deal of The Year" for Asia Pacific in 2009 & 2010 (2nd Prize), Asia Money Brokers Poll 2009 (Rank 3rd), Hedge Funds World Middle East 2009 nomination for "Best Hedge Fund Manager" to name a few. This is supported by a very strong and independent research capability, which is quoted regularly in both local and international media.