

MAY 24, 2011

Press Release

NIT'S Promotional KIOSK at PSO Head Office Ends Successfully

Karachi: (P.R)

National Investment Trust's promotional kiosk, organized at PSO (Head Office) Karachi to introduce different NIT funds and their benefits including tax rebates, has been ended successfully.

For two consecutive days, NIT's marketing executives interacted with PSO employees and briefed them on NIT products and responded to their queries. NIT funds leaflets, and tax slabs sheets were also distributed among PSO staff. PSO has a good Employees base of more than 900, serving in the head office. A very useful data base has been collected from this BTL activity for follow-ups.

It is NIT's continues endeavor to setup kiosks services in corporate offices and shopping malls to educate potential retail customers on NIT products and tax rebates available to NIT unit purchasers. NIT's next kiosk will be organized at Aga Khan University's Hospital Health Mela, 2011 on 29th May, 2011.
