

MAY 20, 2011

Press Release

NIT'S Promotional KIOSK in PSO Head Office Karachi

Karachi: (P.R)

In pursuance of its sales promotion objectives to reach to maximum retail investors, NIT has embarked upon BTL activities of setting up promotional kiosks in different corporate offices and commercial malls.

In this connection a kiosk will be set up exclusively in the Head Office of the Pakistan's largest oil marketing company, PSO from 23th to 24th May, 2011 from 8AM to 5PM. NIT'S marketing executives will introduce to the employees of Pakistan State Oil about different NIT'S funds and their financial benefits along with the tax rebates, applicable to different funds. Promotional material of NIT products will also be distributed among more than 900 employees of PSO along with presentations.

Earlier NIT has organized kiosks in different corporate offices and shopping malls at Karachi, Lahore and Islamabad to introduce and familiarize potential investors with NIT'S products and their benefits.
