

November 21, 2011

Press Release

NIT'S Promotional KIOSK at Aga Khan Health Mela Ends Successfully

Karachi: (P.R)

National Investment Trust's promotional kiosk, setup at Aga Khan Health Mela Karachi, to introduce different NIT funds and their benefits including tax rebates, has been ended successfully.

NIT's marketing executives interacted with visitors of NIT kiosk to briefed them on NIT products and responded to their queries. NIT funds leaflets, and tax slabs sheets were also distributed among the visitors along with giveaways.

A very useful database has been collected from this BTL activity for follow-ups by NIT marketing teams. It is NIT's continues endeavor to setup kiosks services in corporate offices, shopping malls and organized public gatherings to educate potential retail customers on NIT products and tax rebates available to NIT unit purchasers.
