JS Investments Unveils Lahore's First Digital Wealth Centre

Lahore, [26th December, 2024] – JS Investments, Pakistan's premier asset management company, proudly announces the launch of **Lahore's first Digital Wealth Centre**, marking a transformative step in the country's wealth management sector.

Following the resounding success of its debut Wealth Centre in Karachi, the new facility in DHA Phase 6, Lahore, combines cutting-edge digital innovation with personalized financial advisory services.

The **Digital Wealth Centre** is designed to empower clients with seamless, self-service financial tools and expert guidance. Visitors will experience an advanced, user-friendly ecosystem where they can explore JS Investments' diverse product suite through interactive screens, access advisory support via QR codes, and engage with **goal-based and risk-based investment planning** tools in the state-of-the-art Spark Room.
In addition, JS Investments introduces a ground-breaking **digital account opening solution** tailored for **Separately Managed Account (SMA)** clients. This unified process streamlines the opening of bank, brokerage, and investment accounts through a **one-window solution**, enhancing convenience and ensuring an integrated financial journey for clients.

Speaking at the launch, **Iffat Mankani, CEO of JS Investments**, emphasized the company's commitment to redefining wealth management in Pakistan:
"The launch of Lahore's first Digital Wealth Centre reflects our vision to make wealth management accessible, innovative, and client-centric. We aim to empower individuals to achieve their financial aspirations through personalized, tech-driven solutions that bring efficiency and confidence to their investment journeys."

The Wealth Centre bridges the gap between **traditional advisory services** and modern digital tools, catering to both seasoned investors and individuals new to financial planning. With a focus on inclusivity and technological ease, it offers:

- **Digital Account Opening** for seamless onboarding.
- **Interactive Product Displays** for an intuitive exploration of mutual funds, pension schemes, and SMAs.
- **Professional Advisory Services** to tailor investment solutions.

JS Investments warmly invites prospective clients, media, and industry partners to experience the future of wealth management at the new **Digital Wealth Centre** in Lahore.

About JS Investments

Founded in 1995, **JS Investments Limited (JSIL)** is Pakistan's oldest private-sector asset management company. A pioneer in the financial industry, JSIL was established in partnership with INVESCO PLC and the International Finance Corporation (IFC). As a subsidiary of **JS Bank**, one of Pakistan's fastest-growing banks, JSIL is a trusted provider of innovative financial solutions, offering **Mutual Funds**, **Voluntary Pension Schemes (VPS)**, and **Separately Managed Accounts (SMAs)** tailored to the diverse needs of individual and institutional investors.

JS Investments is licensed by the **Securities and Exchange Commission of Pakistan (SECP)** to operate as an Asset Management Company, Investment Advisor, REIT Manager, and Private Equity & Venture Capital Fund Manager. Additionally, JSIL serves as a Pension Fund Manager under the VPS Rules, is a proud member of the **Mutual Funds Association of Pakistan (MUFAP)**, and is listed on the **Pakistan Stock Exchange Limited (PSX)**.

Contact Information

For more details on the Digital Wealth Centre and JS Investments' financial solutions, please visit **https://jsil.com/** or contact our helpline at **0800-00887**.

Disclaimer: Investments in mutual funds and pension funds are subject to market risks. Past performance is not indicative of future results. Please refer to the Offering Document to understand the investment policies and risks involved.

Use of the name and logo of (bank/sponsor) as given above does not mean that it is responsible for the liabilities/obligations of (asset management company) or any investment scheme managed by it.