



External Communications Department

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SBP formally launches InvestPak portal for investment in government securities

The State Bank of Pakistan (SBP) today formally launched InvestPak, a dedicated web portal and mobile application ecosystem designed to fully digitize the process of investing in Government of Pakistan securities for retail and corporate customers. Alongside the portal, SBP also rolled out a media campaign to raise public awareness and encourage wider retail participation in the sovereign debt market.

The launch ceremony, held at SBP Karachi, was hosted by Governor SBP Mr. Jameel Ahmad and graced by the Honorable Federal Minister for Finance and Revenue, Senator Muhammad Aurangzeb, as Chief Guest. The event brought together senior SBP leadership, presidents of banks, heads of corporates, insurance companies, mutual funds, and distinguished representatives of the banking and financial industry.

Speaking at the occasion, Senator Muhammad Aurangzeb lauded SBP's proactive role in leveraging technology to advance the Prime Minister's vision of a digitally enabled and financially inclusive economy. He added that "InvestPak represents a decisive step toward democratizing investment in Pakistan by giving ordinary citizens especially youth, corporates, and institutions direct digital access to safe sovereign investment opportunities. This is about making participation in the formal financial sector simpler, more inclusive, and more accessible for every segment of society."

While referring its impact on private sector lending, he shared that "As the investor base expands, banks will have greater space to focus on their core responsibility of lending to the private sector and supporting productive economic activity."

In his welcoming address, Governor SBP Mr. Jameel Ahmad said that InvestPak marks "a defining milestone in the evolution of Pakistan's financial landscape," adding that the platform reflects SBP's commitment to promoting inclusive, sustainable, and digital access to financial services under its Strategic Vision 2028. The Governor described InvestPak as "not just a technology platform, but the realization of a long-held vision" to build an inclusive, deep, and efficient government securities market. He said the launch of InvestPak would usher in "a new era of digital access and empowerment for investors across Pakistan."

Referring to the nationwide media campaign, the Governor noted that "technology alone does not change behavior; awareness does." He said SBP intends to make sovereign investments "a household conversation" through coordinated outreach across print, social media, and FM radio.

The Governor reaffirmed that the State Bank of Pakistan would remain steadfast in its commitment to enhancing market efficiency through automation, transparency, and the adoption of international best practices. He urged all stakeholders to embrace InvestPak as a shared national initiative, stating that the platform represents "a new chapter" in building a more inclusive and prosperous economic future for Pakistan.

The platform is expected to benefit individual investors, women investors, small savers, corporates, and other market participants by reducing paperwork, improving transparency, and enabling convenient access to government securities from homes and offices. It also provides a unified interface to manage multiple PKR and IPS accounts across participating financial institutions, improving convenience and portfolio visibility. To support public adoption and address user queries, a dedicated InvestPak call center has been established, along with online support systems built into the web portal and mobile applications.

Access InvestPak: Investors may access the InvestPak portal at investpak.sbp.org.pk. The InvestPak mobile application is also available on [Google Play](#) for Android users and on the [Apple App Store](#) for iPhone and iPad users.
