

Company: PASHA Bank, Baku, Azerbaijan
Company Description: PASHA Bank is one of Azerbaijan's leading corporate banks. Established in 2007, we offer all major financial services, including investment banking, trade financing and asset management to a range of clients, from large corporates to small and medium enterprises. The Bank particularly works closely with companies operating in the non-oil sectors of the economy.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Banking - Large
Nomination Title: PASHA Bank



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 198 words used.

Founded in 2007, PASHA Bank is one of Azerbaijan’s leading financial institutions, specializing in corporate, commercial, and SME banking. The bank has played a vital role in the country’s economic diversification, providing financial solutions to key industries such as telecommunications, agriculture, transportation, and construction.

PASHA Bank has consistently demonstrated strong financial performance, reinforcing its market leadership. In 2024, the bank’s credit portfolio grew by 16.5% to 3.3 billion AZN, while SME lending increased by 19%, showcasing its commitment to supporting businesses. With a net profit of 210.5 million AZN and a Return on Equity (ROE) of 24.2%, PASHA Bank continues to set industry benchmarks.

Beyond financial success, PASHA Bank is a pioneer in sustainable banking and digital transformation. It has invested 10 million AZN in green energy projects and launched innovative digital banking solutions, including AI-driven financial tools and mobile banking services for SMEs. The bank also facilitated Azerbaijan’s first syndicated loan deal, contributing to the country’s credit rating upgrade.

With a vision to become the most customer-centric bank in Azerbaijan by 2026, PASHA Bank remains at the forefront of financial innovation, sustainability, and economic growth, ensuring long-term success for its clients and stakeholders.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 219 words used.

Since the beginning of 2024, PASHA Bank has achieved remarkable milestones in financial growth, digital transformation, and sustainable banking. The bank reinforced its market leadership with a **16.5% expansion in its credit portfolio**, reaching **3.3 billion AZN**, and a **19% increase in SME lending**, demonstrating its commitment to supporting Azerbaijan’s non-oil economy. With a **net profit of 210.5 million AZN** and a **Return on Equity (ROE) of 24.2%**, PASHA Bank has solidified its financial strength.

PASHA Bank also played a pivotal role in **Azerbaijan’s first syndicated loan deal**, driving foreign investments and contributing to the country’s **Fitch Ratings upgrade from “BB+” to “BBB-”**. The bank continues to foster financial inclusion through **e-commerce, financial literacy programs, and cashless economy initiatives**.

In sustainability, PASHA Bank has invested **10 million AZN in green energy projects**, including financing **50 CNG and electric buses** to reduce CO₂ emissions. Its ESG-aligned investment strategies further support businesses in adopting sustainable practices.

On the digital front, PASHA Bank launched **a Business Online Banking package, an AI-powered Counterparty Check tool, and a Cash Management system**. These innovations have enhanced customer experience, increased transparency, and streamlined business operations.

With a clear vision for **customer-centric leadership by 2026**, PASHA Bank remains at the forefront of financial innovation, ensuring long-term economic resilience and sustainable growth for Azerbaijan.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 229 words used.

PASHA Bank’s achievements in 2024 stand out due to their scale, impact, and alignment with Azerbaijan’s economic transformation. The **16.5% growth in the credit portfolio and 19% increase in SME lending** exceed the industry average, solidifying PASHA Bank’s leadership in financing non-oil sectors. Its **Return on Equity (ROE) of 24.2%**, a 6% increase from Q3 2024, demonstrates superior profitability compared to many regional banks.

The **first-ever syndicated loan deal in Azerbaijan**, spearheaded by PASHA Bank, is a landmark achievement that strengthened investor confidence and contributed to **Azerbaijan’s Fitch credit rating upgrade from “BB+” to “BBB-”**. This initiative places PASHA Bank ahead of competitors in driving foreign direct investment into the non-oil sector.

In sustainability, PASHA Bank’s **10 million AZN investment in green energy** and financing of **50 CNG and electric buses** set a benchmark for ESG-driven banking. Unlike many local competitors, PASHA Bank actively integrates ESG principles into its lending and investment strategies, positioning itself as a regional leader in sustainable finance.

Additionally, PASHA Bank’s **digital transformation efforts**, including AI-driven risk assessment tools and an enhanced online banking platform, have redefined customer experience. These innovations surpass industry standards, making PASHA Bank one of the most digitally advanced banks in Azerbaijan.

By achieving these milestones, PASHA Bank has outperformed its past financial performance and cemented its role as a key driver of Azerbaijan’s economic diversification and sustainable development.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 201 words used.

The supporting materials included in this nomination provide concrete evidence of PASHA Bank’s significant achievements in 2024. **Financial reports and audited statements** verify the bank’s **16.5% credit portfolio growth, 19% SME lending increase, and 24.2% Return on Equity (ROE)**, demonstrating financial strength and market leadership.

Documents related to **Azerbaijan’s first syndicated loan deal** and **Fitch Ratings’ upgrade from “BB+” to “BBB-”** substantiate PASHA Bank’s role in fostering global investment and strengthening the financial sector’s reputation.

Reports on **green finance initiatives**, including the **10 million AZN investment in renewable energy projects** and **co-financing of 50 CNG and electric buses**, confirm the bank’s leadership in sustainability. ESG reports further detail PASHA Bank’s alignment with international best practices.

Additionally, **customer testimonials, user data from the Business Online Banking platform, and case studies** support PASHA Bank’s commitment to digital transformation and customer service enhancements. Screenshots and data on the **AI-powered Counterparty Check tool and Cash Management solution** illustrate their impact on businesses.

Awards and **recognition from Standard & Poor’s and other global rating agencies** validate PASHA Bank’s strong financial foundation and credibility in the industry.

These attachments collectively reinforce PASHA Bank’s pivotal contributions to Azerbaijan's economic diversification, financial sector development, and sustainability leadership.

Attachments/Videos/Links:

[PASHA Bank](#)

[REDACTED FOR PUBLICATION]