



For Immediate Release

PNB Housing Finance enters into strategic partnership with CELEBRUS Aims to strengthen presence in South India

KOCHI, January 25, 2016: In line with the outlined expansion plans of PNB Housing Finance Limited in Southern India, the company has associated with Celebrus Capital Limited as a Business Partner. The association is aimed to tap the key markets of Southern India and allied regions across India where Celebrus has a significant presence.

PNB Housing is India's 5th largest housing finance company by loan assets size and 2nd largest in terms of deposits book. The company is present in various prominent locations pan India covering most of the key markets. In the last quarter of FY16 and the next fiscal FY2017, PNB Housing has extensive plans to penetrate the untapped markets of Southern India and strengthen their operations in the region.

Celebrus Capital is a leading brokerage house belonging to Commodity Online Group that operates a stream of business verticals on market research, technology solutions, equity, commodity and currency trading across India.

Speaking on the occasion, Mr. Shaji Varghese, Business Head, PNB Housing Finance said, "South India is an important region and it has undergone massive development opening avenues for many businesses and industries. With the sentiment reviving and changing dynamics of the Indian economy along with increasing purchase parity of middle income strata, we feel the housing sector will see a substantial growth in the next fiscal. The demand is huge and we should see a high traction in this part of the country as well. We are happy to associate with Celebrus Capital and are aware of their immense reach in the region. We are positive that through this endeavor, we can map our synergies and create a conducive environment for both organizations in the future."

"Our CAGR is more than 50% in last several quarters. In the last quarter of this financial year, we plan to open three branches in South India whereas in FY16-17 we want to penetrate around 15 key markets in this part of the country. In Kerala, we are present with branches in Cochin and Thiruvanthapuram"
Mr. Varghese added.

Mr. George Iype, Managing Director and CEO of Commodity Online Group said: "CELEBRUS is excited to tie up with PNB Housing Finance as a Business Partner. CELEBRUS has a pan-India network of 450 centres, and initially we will offer PNB Housing Finance products in our 250 centres."

Currently PNB Housing Finance operates with 9 branches in South India. In the current fiscal, as of Sept 30, 2015, 24% of the total loan book, that is, around INR 5310 crore of PNB Housing is from South India. As of 31 March, 2015, the loan book from South India was around INR 4068 crore. Out of the total disbursement that PNB Housing did in FY14-15, South India contributed 23%, that is, around INR 2351 crore.

PNB Housing displays high level of ethics, integrity and transparency with a robust delivery model including easy online access, doorstep services and a host of other conveniences that make the experience memorable. PNB Housing also offers fixed rate of interest for variety of term 3, 5 and 10 years to insulate customers from macroeconomic volatility and sudden rate of interest fluctuations. The company also introduced 30 years loan repayment term which allows customers to pay lower EMIs and continue the loan for a longer period.

Mr Giby Mathew, Director, Commodity Online Group and Mr K V V Nathan, Regional Business Head, PNB Housing Finance also attended the Press Conference.

About PNB Housing Finance Limited

PNBHFL is the 5th largest housing finance company of the country. A subsidiary of Punjab National Bank and a partner of Quality Holding Investments (owned by Carlyle group), it continues to set an example in the housing finance sector as one of the most successful housing finance companies under the PPP model. The company works on the Hub and Spoke model and has a strong nationwide presence with hubs and branches at various prominent locations.

The company offers housing loans and fixed deposits to customers. In housing loans segment, the company offers loans for construction, purchase, repair and expansion of houses to individuals and corporate bodies. It also provides loans for commercial space, loan against property and loan for purchase of residential plots. PNB Housing currently is the 2nd largest housing finance company by retail deposits. For more information, please visit us at www.pnbhousing.com

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