



Media Release

PNB Housing Finance Limited strengthens foothold in South India

Inaugurates 3rd office in Kerala to tap customer base in high potential Tier II and III regions

Thrissur, 25 June, 2016: Country's 5th largest housing finance company by loan portfolio (as per IMaCs Report), PNB Housing Finance has inaugurated 3rd office in Kerala today. The move is in line with the company's plans to tap high-potential Tier II and III cities in South Indian market and to garner a larger pie of the business from south region fueling its business expansion.

The 3rd branch of the state has been inaugurated in Thrissur, which also makes it 1st branch of the city. Located at 2nd Floor Ambilikala Tower, South Amman Kovil Street, Kottapuram, Near Railway over Bridge, the office was inaugurated by Mr. Shaji Varghese, General Manager and Business Head of PNB Housing. The celebration was graced by promoters of many reputed Real Estate Companies from across the region and various business partners of the company.

Speaking on the occasion, **Mr. Shaji Varghese said**, *"Business expansion is an important element for PNB Housing to carry on the growth momentum and it is essential that we stand closer to where our target customer base is. There are enormous opportunities available in South India and we have aptly honed our efforts to make this region operationally robust which are now giving rich dividends. To continue with our commitment to support inclusive growth, we plan to strengthen the network and expand in high potential Tier II and III markets across India. This shall also be our way of partnering in government's Housing for All by 2022 mission and empower the lower and middle income groups."*

Mr. Varghese further explains that at PNB Housing, the primary objective of each member is to meet customer expectations, strengthen customer relationships and foster customer delight. The organization's wide focus on ensuring highest level of service competency is fuelled by their ambition to be the most admired housing finance company in the country. On choosing Thrissur as a market, he said, *"Thrissur is the fourth largest city & the third largest urban agglomeration in Kerala. The city has served as an incubator for many entrepreneurs and is a major financial and commercial hub of Kerala. This is an inspiring city and we would be keen to offer people of Thrissur our services which are based on solidity and trust."*

As of March 31, 2016, the company operated 47 branches across the northern, western and southern regions in India.



About PNB Housing Finance Limited

PNB Housing is the 5th largest housing finance company of the country by loan portfolio as per the IMAcs Report. A subsidiary of Punjab National Bank, 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. As per IMAcs report, 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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