

**For Immediate Release**

## **“Live Life on Your Own Terms” with PNB Housing Finance's latest campaign *Offers special interest rates for a limited period***

**National, September 18, 2023:** PNB Housing Finance, one of India’s leading housing finance companies, announced the launch of its latest campaign – *Zindagi jiyein apne sharto par* (Live life on your own terms). The campaign is an interesting take being a master of one’s choices, and emphasizes on the freedom that comes with living in your ‘own’ home. The Company recently announced its festive special home loan interest rates, encouraging individuals to fulfil their home ownership dreams.

Setting the right tone as the festive season starts, PNB Housing Finance aims to remind individuals of the joy that comes with celebrating special occasions and festivals in one’s own home. The campaign was launched digitally first, followed by a nation-wide print campaign in 6 languages – Hindi, Marathi, Gujarati, Tamil, Telugu and Kannada.

**Mr. Girish Kousgi, Managing Director and CEO, PNB Housing Finance,** said, *“The real estate sector is poised for tremendous growth, witnessing positive sentiment among aspiring home buyers. By offering competitive interest rates on home loans, we aim to leverage the market opportunities and provide customer-centric, affordable housing finance solutions to one and all. Our latest campaign ‘Zindagi jiyein apne sharto par’ reflects our commitment to make home ownership more accessible to customers across the length and breadth of the country.”*

Watch the campaign video here: [www.youtube.com/watch?v=InJwxEGTGlw](http://www.youtube.com/watch?v=InJwxEGTGlw)

PNB Housing Finance offers attractive features like extended 30-year repayment tenure, loans up to 90% of property value, easy application process, doorstep service, and timely disbursement of loans, among others. Further, its digital onboarding platform ACE facilitates a seamless journey for customers, right from KYC and verifications to disbursements and loan account management.

### **About PNB Housing Finance**

PNB Housing Finance Limited (PNB Housing) is a registered housing finance company with National Housing Bank (NHB). It was incorporated under the Companies Act, 1956 and commenced its operations on November 11, 1988. PNB Housing is promoted by Punjab National Bank (PNB). The Company came out with a public issue of equity shares in November 2016. Its equity shares are listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) with effect from 7th November 2016. With over three decades of specialised experience in housing finance, PNB Housing has a robust network of branches spread across the country which help its customers avail financial services (loans and deposits) seamlessly. PNB Housing provides housing loans to individuals and corporate bodies for purchase, construction, repair and upgradation of houses. It also provides loans for commercial space, loan against property and loan for purchase of residential plots.

### **For more information, please contact:**

**PNB Housing Finance Limited**

Media

Bhavya Taneja

Phone: +91 11 66030500, + 91 89296 08392

Email: [bhavya.taneja@pnbhousing.com](mailto:bhavya.taneja@pnbhousing.com)

Website: [www.pnbhousing.com](http://www.pnbhousing.com)

Regd. Office: 9th Floor, Antriksh Bhavan, 22 Kasturba Gandhi Marg, New Delhi – 110 001 Phone: 011 – 23736857, E-mail: [loans@pnbhfl.com](mailto:loans@pnbhfl.com), Website: [www.pnbhfl.com](http://www.pnbhfl.com) CIN: L65922DL1988PLC033856