

PNB Housing Finance and Aadhar Housing Finance Expand Presence in North East India, Advancing Financial Inclusion

Guwahati, 17th April 2025: PNB Housing Finance Ltd. and Aadhar Housing Finance Ltd. announced their foray into the North East region of the country with the inauguration of their first-ever branch in Guwahati, Assam. This expansion marks a significant milestone in advancing affordable housing solutions, aligned with the government’s mission of ‘Housing for All’ and driving financial inclusion through the *Pradhan Mantri Awas Yojana* (PMAY) agenda.

With a commitment to fostering home ownership in the underserved North East region, PNB Housing Finance and Aadhar Housing Finance will offer tailored, innovative affordable housing finance solutions as part of a strategic push to bridge the mortgage finance gap in the region. The expansion will not only facilitate access to housing finance, but also boost real estate demand and support regional development.

Mr. Girish Kousgi, MD & CEO, PNB Housing Finance, said, *“The North East region – armed with a wealth of culture and resources – presents immense opportunities for growth and development. We are thrilled to expand our presence in this region, beginning with Guwahati, and further widening our distribution footprint with 10 more branches across the North East. Our comprehensive affordable housing product ‘Roshni’ aims to make a meaningful difference in the lives of people here, ensuring that families can thrive in safe and sustainable environments. We are aligned with the government’s PMAY agenda, and are committed to help aspiring home owners achieve their dreams.”*

(Quote from Mr. Rishi Anand)

Mr. Sanjay Shukla, MD, National Housing Board, said, *“The distinct geographic challenges and developing infrastructure in the North East region presents both opportunities and responsibilities. Real estate and housing finance are complementary sectors which are not only pivotal for the sustainable development of this region, but also catalysts for unlocking its true potential. By widening their presence in this region, both PNB Housing and Aadhar Housing will significantly contribute in driving last-mile financial inclusion, thus empowering the local economy manifold.”*

According to the National Housing Bank, North East states accounted for only 0.93% of the total individual housing loans as of September 2024¹. PNB Housing Finance and Aadhar Housing Finance are determined to boost the availability of affordable home loans for both salaried and self-employed individuals – a testament to their sustained commitment towards creating a strong foundation for economic development in these regions.

¹ <https://economictimes.indiatimes.com/industry/banking/finance/housing-loan-penetration-in-eastern-india-lags-nhb-report-highlights-regional-disparities/articleshow/119007459.cms?from=mdr>

About PNB Housing Finance Limited

PNB Housing Finance Limited (NSE: PNBHOUSING, BSE: 540173) is promoted by Punjab National Bank and is a registered Housing Finance Company with National Housing Bank (NHB). The Company was listed on the Indian stock exchanges on 7th November 2016. The Company's asset base primarily comprises retail loans and corporate loans. The retail business focusses on organized mass housing segment financing for the acquisition or construction of houses. In addition, it provides loans against properties and loans for the purchase and construction of non-residential premises. PNB Housing Finance is a deposit-taking Housing Finance Company.

About Aadhar Housing Finance Limited

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