

Press Release

PNB Housing Launches New Online Home Loans Campaign

~ Digital focused media campaign highlights benefits of new online home loan platform ~

New Delhi/Mumbai, November 25, 2020: PNB Housing Finance Ltd. (PNBHFL) has announced the launch of a new campaign – Ek laddoo hamaare taraf se bhi kha lena – for its new digital home loan platform where customers can complete all home loan formalities online.

PNBHFL has developed a new-age technology platform that allows customers to fill their home loan applications online, upload documents, complete video-KYC etc. all this sitting in the comfort and safety of their homes.

A creative film based on the ‘EK laddoo hamaare taraf se bhi kha lena’ campaign captures the essence of the company’s convenient and seamless home loan process. The campaign is targeted at aspiring homeowners with the promise of a ‘Safer, Faster and Easier’ home loan application-to-approval service.

PNBHFL Managing Director and CEO **Hardayal Prasad** said, “We put customers at the heart of everything we do. The pandemic has prompted us to design innovative loan application process that prioritizes the safety of our customers and employees and at the same time helps fulfil the dreams of millions of people to buy a home. The campaign showcases the seamless technology interface between PNBHFL and its customers, and the industry-best service options that are offered across home loan segment.”

Hardayal Prasad added, “We have chosen to run the campaign across all digital platforms, which are leading the way in content consumption today and enabling brands to tell compelling stories.”

The ad film has been conceptualised by Daiko FHO.

Link to access the films:

<https://www.youtube.com/watch?v=kluexxQraUM&feature=youtu.be>

Team:

Client: Bhavya Taneja, Raj Guru
Agency: Daiko FHO
Creatives: Shivanand Mohanty, Biraj Banerjee, Ankush Sharma, Gautam Bardhan, Sahib Wason,
Account Management: Tarun Chaudhry, Pran Nath Jan, Mani Misra
Production House: Cellar Door
Executive Producer: Sourav Bangotra
Director: Rishav Rastogi
DOP: Arnold Fernandes

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

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(NHB). The Company got listed on the Indian stock exchanges on 7th November 2016. The Company offer its retail customers “housing and non-housing loans”. The Company is also into construction finance loans to real estate developers for residential housing. PNB Housing Finance is a deposit-taking Housing Finance Company.

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