

PNB Housing Finance reaffirms its commitment to support homebuyers' aspirations in its new brand anthem

Also encompasses the spirit of diversity, inclusion & empowerment within the organization

PNB Housing Finance has rolled out its first-ever brand anthem, which embodies its commitment of fulfilling the home ownership dreams of customers and delivering seamless experiences to them. The one-of-its-kind anthem captures the power of music and lyrics to instil a sense of community and shared pride among the employees of the organization. It serves as a unifying force which captures the attributes that the Company stands for, and the values that drive it forward.

Mr. Girish Kousgi, MD & CEO of PNB Housing Finance, remarked, "*With People at the core of our value system, we not only aim to make home ownership a reality for our customers, but also strive to provide a cohesive and collaborative work environment for our employees. Our new brand anthem serves as a unifying force that captures who we are, what we stand for and the virtues that drive us forward. It is a testament to the dedication and passion of our entire team towards making home ownership an exciting journey for every Indian.*"

The anthem has been conceptualized, planned and executed entirely by the employees of PNB Housing Finance – be it penning the lyrics to even featuring in the video itself. It illustrates the spirit of collaboration towards a common goal, reflecting the beliefs of unity, inclusivity and empowerment.

Watch the brand anthem here: <https://www.youtube.com/watch?v=rv-bL4TEypw>

