

For Immediate Release

PNB Housing Finance Expands its Footprint in Hyderabad with the Inauguration of a New Branch

- ***To offer innovative financial solutions, including home loans, loans against property and fixed deposits***
- ***Flexible repayment options with lower EMIs and tenures of up to 30 years***

Hyderabad, 1st December 2023: PNB Housing Finance, one of India's leading housing finance companies, today inaugurated its new Prime branch in Gachibowli, Hyderabad, to offer financial products and services to aspiring home owners. This strategic expansion reflects the Company's commitment to serve its growing customer base and enhance accessibility to comprehensive housing finance solutions. The branch was inaugurated by Mr. Dilip Vaitheeswaran, Chief Sales Officer - Retail, along with other senior officials from the Company.

The real estate industry has witnessed a notable shift in the decision-making patterns of potential homebuyers, especially the younger generation, which has become increasingly proactive and efficient when it comes to buying a house. This shift necessitates a strategic approach to capture the attention of this target audience early in their decision-making process. PNB Housing Finance has focused offerings in two key segments - prime and affordable housing, and caters to both the salaried and self-employed segment of consumers with its varied and innovative offerings of financial solutions, including home loans, loans against property and fixed deposits.

Mr. Girish Kousgi, MD & CEO, PNB Housing Finance, said, *"As a housing finance company that is committed to meeting the evolving needs of our customers, we strive to offer innovative home loan solutions, backed by personalized services and robust digital capabilities, to a wide set of customers. With Hyderabad emerging as a thriving tech capital in India, there is a growing need for housing facilities to match the rapidly developing infrastructure in the city. Our new branch augments our strategy of establishing a phygital presence where we leverage our tech capabilities across our wide network of branches & fulfilment centres, thus enabling individuals to achieve their home ownership dreams."*

The Company offers customer-centric benefits, innovative tech solutions and unique services such as seamless application process through its digital onboarding platform ACE, flexible loan tenure, high loan-to-value ratio, competitive interest rates and easy financing options, backed by a trusted brand with close to four decades of experience. It has a strong distribution network of close to 110 branches to cater to the Prime segment, along with 100 branches dedicated to the affordable housing segment.

PNB Housing Finance is aligned with the government's vision of 'Housing for All', and aims to accelerate growth by leveraging its expertise in the retail segment. The Company's retail disbursement stood at INR 7,832 crore for the financial year ended 30th September 2023. It also plans to open additional branches under the 'Prime' retail loans offering, taking the total number of Prime branches to 138 by the end of this financial year.

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 07 November 2016. The Company's asset base comprises retail loans and corporate loans. The retail business focuses on organized mass housing segment financing for the acquisition or construction of houses. In addition, it also provides loans against properties and loans for the purchase & construction of non-residential premises. Corporate loans are mainly to developers for the construction of residential/commercial properties, corporate term loans and lease rental discounting. PNB Housing Finance is a deposit-taking Housing Finance Company.

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