

## Media Release

# PNB Housing Finance Limited launches new multi-media campaign to create awareness about its Fixed Deposit Schemes

*Highlights key features of the Company's Fixed Deposit Schemes*

**New Delhi, November 27, 2019:** PNB Housing Finance Limited has launched a new multi-media, multi-city brand campaign to create awareness about benefits of its Fixed Deposit Schemes with offers on rates of interest backed with differentiated product features which may appeal to people of different ages, including senior citizens and parents of young children. The FD Schemes offer an auto renewal feature, multiple pay-out options and additional interest for senior citizens.

Rolled out across print, outdoor and digital platforms, series of advertisements showcase key attributes of the Company's FD Scheme which are offered at a rate of interest of up to 8.45% for a tenor of 60-71 months on a minimum deposit of ₹ 10,000. The Company has rolled out FD Schemes which offer a premium or additional benefit of 0.25% in interest rate to senior citizens.

Speaking about the campaign, Mr. Shaji Varghese, the Executive Director, Business Development, said – “We believe fixed deposits should be an important component of the investment portfolio of an individual. The ₹ 20,000 crore fixed deposit programme of the Company has a credit rating of CRISIL FAAA/Negative and the ₹ 18,500 crore fixed deposit programme with a tenor of 12 months to 120 months has a credit rating of CARE AA+/Stable. Fixed deposits by our Company are offered at varied rates of interest, customized product features coupled with a customer centric delivery model that comprises of both physical branch network and technology enabled non-branch platforms such as website, mobile app etc. with self-servicing capabilities. We encourage customers to choose fixed deposits as an option which we believe may facilitate control over returns and may help them save for future.”

The advertisements have been conceptualized by the creative agency DDB Mudra Private Limited while DDB Mudramax will function as the media agency. The OOH is done by The Max. The campaign will run in Delhi NCR, Jaipur, Kolkata Chennai, Bangalore, Hyderabad, Pune, Mumbai and Ahmedabad.

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