



Media Release

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PNB Housing Finance Limited strengthens foothold in South India

Inaugurates Zonal Office and Regional Processing Centre in Bengaluru

Bengaluru, 11th March, 2016: Housing Finance major, PNB Housing Finance Limited, has inaugurated its Zonal Office and Regional Processing Centre in Bengaluru today to tap high-growth cities and regions in South Indian market and to garner a larger pie of the business from these zones fuelling its business expansion.

Located at BTM Layout, which is one of the prime locations, the zonal office was inaugurated by Mr. Sanjaya Gupta, Managing Director of PNB Housing. The celebration was graced by the promoters of many reputed Real Estate Companies from across the region and various business partners of the company.

Speaking on the occasion, **Mr. Sanjaya Gupta said**, *“Business expansion is an important element for PNB Housing to carry on the growth momentum and it is essential that we stand closer to where our target customer base is. There are enormous opportunities available in South India and we have aptly honed our efforts to make this zone operationally robust which are now giving rich dividends. To continue with our commitment to support inclusive growth, we plan to strengthen the network in our existing markets and expand in untapped regions simultaneously. We believe that the key to gain optimum output from diversely spread network is decentralization of operations. Bengaluru Zonal office will cater to this growing demand and will serve as the decision making centre for our branches in South India.”*

Mr. Gupta further explains that at PNB Housing, the primary objective of each member is to meet customer expectations, improve their relationships and foster customer delight. The organization’s wide focus on ensuring highest level of service competency is fuelled by their ambition to be the most admired housing finance company in the country. This zonal office will cater to the entire South Indian market while the regional processing centre will serve the state of Karnataka reaching out to cities like Mysore, Mangalore Malleshwaram etc. This will fasten the process of loan disbursement and make it hassle free, smooth and pleasant for the customers in these regions. The new office will also augment operational efficiencies performing as the nerve centre for the state territory.

PNB Housing currently operates with 4 Regional Offices supported by a network of branches in South India. As of Sept 30, 2015, 29% of their total loan book was contributed from South India amounting to INR 6,222 crore. The company plans to take the total number of branches in South to 14 in the next fiscal by adding 5 more branches.



The company has been registering Y-o-Y growth of over 50% since last many quarters and is now ranked 5th in terms of Loan Assets Size and 2nd in Deposits Book. The company displays high level of ethics, integrity and transparency with a robust delivery model including easy online access, doorstep services and a host of other conveniences that make the experience memorable.

The company enables the people to realize their dream of owning a home by offering customized loan solutions to fit emerging needs of the customers. PNB Housing also offers fixed rate of interest for variety of term 3, 5 and 10 years to insulate customers from macroeconomic volatility and sudden rate of interest fluctuations. The company also introduced 30 years loan repayment term which allows customers to pay lower EMIs and continue the loan for a longer period.

About PNB Housing Finance Limited

PNB Housing is the 5th largest housing finance company of the country. A subsidiary of Punjab National Bank and a partner of Quality Holding Investments (owned by Carlyle group), it continues to set an example in the housing finance sector as one of the most successful housing finance companies under the PPP model. The company works on the Hub and Spoke model and has a strong nationwide presence with hubs and branches at various prominent locations.

The company offers housing loans and fixed deposits to customers. In housing loans segment, the company offers loans for construction, purchase, repair and expansion of houses to individuals and corporate bodies. It also provides loans for commercial space, loan against property and loan for purchase of residential plots. PNB Housing currently is the 2nd largest housing finance company by retail deposits.

For more information, please visit us at www.pnbhousing.com

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