



Press Release

PNB Housing Finance eyes repositioning with a massive multimedia brand campaign launch

The high-intensity campaign is aimed at consolidating its brand image and position itself as a Contemporary New Age Housing Finance Company

New Delhi, 6 January, 2016: PNB Housing Finance Limited, the 5th largest housing finance company in India, will launch a multi-media, multi-city and high intensity brand campaign starting 7th January, 2016.

The campaign aspires to present the fresh face of brand to its customers after undergoing an extensive transformation journey since the last few years. Now that the transformation phase is over, the company is all set to delight customers with a much more efficient service delivery model and aims to reposition itself as a new age contemporary housing finance company.

Speaking on the occasion **Mr. Shaji Varghese, Business Head and GM, PNB Housing Finance Limited** said, "In the socio-economic backdrop of the Indian society, the decision to purchase a house is a carefully constructed emotional decision.

This makes it even more imperative for the home loan provider to make the right connect with the customer. Besides being trustworthy and transparent, it is important that the financial institution providing the home loan brings in ease and convenience to the customer throughout the loan journey. With this campaign, we want to drive a single point message: **door to your own home opens easier with PNB Housing."**

Speaking on the occasion **Mr. Amitabha Lahiri, CEO, Mash** said, "A good consumer insight is often like a hidden treasure lying in some unopened closet. The communicator has to unearth this insight to create a true clutter breaker. And more often than not, a good insight when

Campaign Details

Creative agency: MASH Advertising – A Percept Hakuholdo Group Company

Cities covered: Bengaluru, New Delhi, Mumbai, Ahmedabad, Kolkata, Hyderabad, Chennai, Lucknow, Pune etc.

Multimedia spread: TV, Print, Digital, Outdoor and Radio

Spokesperson from Creative Agency: Mr. Amitabha Lahiri, CEO, MASH

revealed looks strikingly simple. Our task was therefore clearly defined. We simply opened that closet & brought out that hitherto undiscovered insight. That Mother Nature has made NO provision for rented accommodation. Again it looks simple but hugely impactful.”

The multimedia campaign includes an array of innovative creatives across all mediums of Radio, TV, Print, OOH and Digital. The campaign has been designed in a way that appeals to the mass audience and establishes PNB Housing as a new generation company. This is the first time the company has catered to a 360 degree campaign influenced by a concept based on out-of-the-box imagination with an emotional touch and a pertinent messaging.

Campaign Concept:

PNB Housing believes that every human being has the right to own a home. Taking cue from this, the campaign takes the viewer through a visual extravaganza of exotic birds and animals in their unique dwelling spaces. The TVC, that will be the first to be launched, draws a parallel between the animals and the human beings that animals make their own homes but human beings tend to live in rented homes although it is not an option in the natural world. The TVC further embarks the message that the dream of owning a home becomes easier with PNB Housing as it is hassle free with incredible customer service, easy online access, doorstep services and a host of other conveniences. The TVC is backed by a very powerful content and drives home a single point message that everyone dreams of a home and with customized loan solutions, PNB Housing will open the doors to your dream home.

The multi-media campaign will focus on all major cities across the country along with region specific activities, installations, etc.

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

For media queries, please contact:

Isha Srivastava

Isha.srivastava@pnbhousing.com

011-23736857 (319)