

Press Note

PNB Housing Finance lights up home ownership dreams with its latest festive campaign #DiwaliApneGharShiftingWali

November 07, 2023: Diwali - the Festival of Lights - is a special occasion, when people come together to celebrate joyous moments with their near and dear ones. It marks the beginning of new journeys and milestones that illuminate our lives with happiness and positivity for the future. To capture the essence of festivities and spirit of abundance, PNB Housing Finance, one of India's leading housing finance companies, launched its new brand campaign #DiwaliApneGharShiftingWali.

The campaign portrays the quintessential feeling of home-coming, seasoned with humour and light-hearted conversations among a group of office colleagues, who typically need to travel to their hometowns to spend the festival with their loved ones. However, in a turn of events, one of them quips with the fact that he is moving to his 'own home' this Diwali, leaving the others stunned. The brand film aptly captures the emotions of joy, pride and fulfilment one feels on becoming a home owner, where PNB Housing Finance is a constant companion in helping them achieve this major milestone in life.

Mr. Girish Kousgi, MD & CEO, PNB Housing Finance, commented on the campaign, *"Diwali is an auspicious time when people consider making significant investments for a brighter future. Home buying is one such decision, and at PNB Housing Finance, we aim to make this journey simpler and more rewarding for our customers. Our new campaign #DiwaliApneGharShiftingWali intends to celebrate the festive spirit with added warmth and happiness of moving to your own home, thus beginning a new chapter of life filled with hope, prosperity and abundance. We feel privileged to be part of such momentous occasions and milestones of our valued customers, and will continue to light up their lives by fulfilling their home ownership dreams in future."*

Watch the campaign video here: <https://www.youtube.com/watch?v=nD9q9zzDe7M>

The campaign has been extended across digital platforms, including YouTube, Facebook and LinkedIn, enabling a wider engagement with audiences.

PNB Housing Finance recently inaugurated its 100th Roshni branch, and first-ever all-women branch to strengthen its commitment to gender diversity and enhance the accessibility of its products & services for a wider spectrum of customers.

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