

PNB Housing Finance's new campaign '*Kuch apna karo, apne hisaab se jiyo*' celebrates the essence of personal independence in home ownership

PNB Housing Finance today unveiled its latest brand campaign, '*Kuch apna karo, apne hisaab se jiyo*', which celebrates the essence of owning a home and enjoying the freedom of choice associated with it. The campaign suggests perceiving home loan instalments as an investment towards a brighter future, to nurture one's dreams and passions.

Home ownership is an emotional journey for individuals - beyond the physical walls of the house, it reflects their sense of liberation and serves as a launch pad for personal aspirations. The campaign video features a young, modern couple exploring the idea of buying a new home so that the wife can unlock their entrepreneurial aspirations, thereby embarking on a journey towards a brighter future.

Link: [Own Your Home, Build Your Future](#)

PNB Housing Finance MD & CEO, Girish Kousgi, commented, "*Owning a home represents new-found freedom and seeks to motivate individuals to take charge of their passion without experiencing the burden of financial liabilities in life. Millennials and young adults are more cognizant of becoming home-owners early in life and unleashing their true potential. Our new brand campaign encourages them to enjoy this fulfilling journey and perceive it as an investment for a better tomorrow. PNB Housing Finance recognizes the profound significance of home ownership and aims to fulfil this dream for millions of individuals across the country.*"

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

PNB Housing Finance is one of the leading housing finance companies in India and offers attractive features like extended 30-year repayment tenure, loans up to 90% of property value, easy application process, doorstep service, and timely disbursement of loans, among others. Further, its digital onboarding platform ACE facilitates a seamless journey for customers, right from KYC and verifications to disbursements and loan account management.

About PNB Housing Finance

PNB Housing Finance Limited (PNB Housing) is a registered housing finance company with the National Housing Bank (NHB). It was incorporated under the Companies Act, 1956 and commenced its operations on November 11, 1988. PNB Housing is promoted by Punjab National Bank (PNB). The Company came out with a public issue of equity shares in November 2016. Its equity shares are listed on the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) with effect from 7th November 2016. With over three decades of specialised experience in housing finance, PNB Housing has a robust network of branches spread across the country which help its customers avail financial services (loans and deposits) seamlessly. PNB Housing provides housing loans to individuals and corporate bodies for the purchase, construction, repair and upgradation of houses. It also provides loans for commercial space, loans against property and loans for purchase of residential plots.

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