

Media release

PNB Housing wins Gold at FICCI's Best Animated Frames (BAF) Awards 2018

New Delhi, March 14, 2018: PNB Housing Finance, the fifth largest housing finance company in India, bagged Gold award for its latest animated TV commercial at the Best Animated Frames (BAF) Awards 2018 hosted by the Federation of Indian Chambers of Commerce and Industry (FICCI), in Mumbai on March 5, 2018.

The BAF Awards is aimed at recognising and honouring students and professionals in the field of animation.

The winning PNB Housing campaign, which targeted new-age audiences, comprised three short commercials and was an extension of a campaign launched in January 2016. The animated commercials conveyed a distinct message — the comfort of living in one's own home and how easy it is to own a home through PNB Housing's simple, hassle-free and transparent options.

On receiving the honour, **Shaji Varghese, Executive Director and Business Head, PNB Housing**, said, "With this campaign, we wanted to communicate that it is easy to own a house with PNB Housing Finance. The award is testimony of the campaign's success in communicating the distinct messaging to the target audience. We thank both our creative and production teams who worked relentlessly to create a concept that made us stand apart from others. We also thank FICCI and the jury for felicitating us on such a prestigious platform."

Amitabha Lahiri, CEO, MASH/Percept, the communication partner of PNB Housing Finance, said, "A critical mass of Indians has been brought up with copious dosages of animated stories. Some of our best childhood heroes were animated characters. Two components that play a pivotal role in the success of those animated stories are the quality of characterization and the gripping storyline. And that is precisely the "Success Mantra" of our TVCS as well."

The convention was spectated by many distinguished guests and stalwarts of animation industry.

About PNB Housing Finance Limited

PNB Housing Finance Limited (NSE: PNBHOUSING, BSE: 540173) is promoted by Punjab National Bank and is a registered Housing Finance Company with National Housing Bank (NHB). The Company got listed on the Indian stock exchanges on 7th November, 2016. The Company offer its retail customers "housing and non-housing loans". The Company is also into construction finance loans to real estate developers for residential housing. PNB Housing Finance is a deposit taking Housing Finance Company.

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