

PNB Housing Finance Encourages Customers to Unlock Dreams Through its Latest Campaign on Loans Against Property

PNB Housing Finance, one of India's leading housing finance companies, unveiled a new campaign to create awareness for its Loan Against Property offerings. The campaign highlights how customers can 'unlock their dreams' by using their property as a collateral to secure a quick loan for meeting their immediate expense requirements.

The new product campaign consists of a series of three digital films describing an array of scenarios which customers may face in their financial journey, and how a LAP can make them feel empowered and confident of achieving their goals. Each film follows the journey of an individual's financial requirements and how the answer to each one is 'home':

Business Expansion – A son discusses the future of the family business with his father, who becomes slightly worried about the need for instant cash. PNB Housing steps in with a Loan Against Property, alleviating his worries and enabling the expansion.

Dream Wedding – A daughter introduces her partner to her father and shares her wish to marry him. The father feels the pressure of financing the wedding, but PNB Housing steps in with a Loan Against Property, turning the dream wedding into a reality.

Higher Education – A son tells his father about his acceptance into a foreign institute for further studies. Initially stressed about the financial requirement, the father finds relief when PNB Housing offers a Loan Against Property to support his son's educational aspirations.

Click links to see the digital films:

<https://www.youtube.com/watch?v=gNLSi6OAVnI>
<https://www.youtube.com/watch?v=ek4xTpaCUF8>
<https://www.youtube.com/watch?v=pyEdqodeevA>

A Loan Against Property (LAP) is a secured loan where customers can use their residential or commercial property as a collateral to obtain funds for fulfilling important life goals such as business expansion, higher education, child's wedding, etc. PNB Housing Finance is a trusted brand which enables the home ownership dreams of millions of Indians by offering a range of financial solutions such as loan against property, home loans, etc.
