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PNB Inks Partnership With Sony Entertainment Television As The ‘Official Banking Partner’ For Kaun Banega Crorepati - Gyan Ka Rajat Mahotsav

New Delhi, 22 January 2025: Punjab National Bank (PNB), nation’s leading public sector bank, has announced its collaboration with Sony Entertainment Television for its iconic quiz show, *Kaun Banega Crorepati* (KBC), as the ‘Official Banking Partner’ for its Gyan Ka Rajat Mahotsav.

This strategic partnership reflects PNB’s efforts to advancing financial inclusion by empowering citizens with secure, convenient, and transparent banking solutions. As the ‘Official Banking Partner’, PNB also aims to leverage the widespread reach, immense popularity, and emotional connection of *Kaun Banega Crorepati* to engage with millions of Indians and showcase their comprehensive range of banking products and services and digital solutions like the PNB ONE App.

Speaking about the partnership, **Shri Sanjay Varshneya, CGM – Corporate Communications at PNB**, said, “We are delighted to be the official banking partner of *Kaun Banega Crorepati - Gyan Ka Rajat Mahotsav*, a show that inspires and resonates with millions of Indians and celebrates the power of knowledge. This collaboration aligns perfectly with PNB’s mission to empower individuals and communities through innovative and accessible banking solutions. It also reinforces the Bank’s vision of becoming the preferred banking partner by building strong emotional connections with viewers. We look forward to this exciting journey with KBC as we continue to drive financial awareness and inclusion across the nation.”

PNB remains steadfast in its efforts to enhance customer experiences and contribute significantly to India’s financial ecosystem. As part of the collaboration, PNB will feature prominently during the show, including exclusive on-air branding, special segments, and customer-focused initiatives. The Bank has also got comprehensive branding rights, including the presentation of branded cheques to winners and interactive assets on KBC Play Along. Digital money transfers through PNB One App along with brand mention will also be narrated by Shri Amitabh Bachchan towards the end of game play, wherein the contestant wins the final amount. The Bank will also launch a series of digital campaigns and on-ground activations to amplify its messaging on financial literacy and inclusion.

Kaun Banega Crorepati, hosted by legendary Shri Amitabh Bachchan, has been a household name for years, inspiring millions of viewers with its engaging format and life-changing stories. Watch the show on Sony Entertainment Television, airing every Monday to Friday at 9 PM.
