

Date	Headline	Publication	Edition	Page	Source
Feb 28, 2026	PNB launches DLMS to strengthen hyperlocal digital presence	Hindustan Times	<a href="#">3Editions</a>	21	Bureau

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## **PNB launches DLMS to strengthen hyperlocal digital presence**

Punjab National Bank (PNB) launched its Digital Location Management Solution (DLMS). Through dedicated microsites for every branch, ATM, and BNA, accessible through 'https://locate.pnb.bank.in', DLMS ensures accurate, verified, and uniform location information across various digital publishers such as Google, Google Maps, DuckDuckGo, Brave, Ecosia and Waze.

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Date	Headline	Publication	Edition	Page	Source
Feb 25, 2026	Punjab National Bank Launches Digital Location Management Solution (DLMS) to Strengthen Hyperlocal Digital Presence	Orissa Today	<a href="#">Bhubaneswar</a>	6	Bureau

## Punjab National Bank Launches Digital Location Management Solution (DLMS) to Strengthen Hyperlocal Digital Presence

New Delhi, (TNB): Punjab National Bank (PNB), one of India's leading public sector bank, has launched its Digital Location Management Solution (DLMS), a centralized hyperlocal solution designed to enhance the Bank's digital visibility and seamlessly connect customers from online searches to physical branches, ATMs and BNAs.

Through dedicated microsites for every branch, ATM and BNA, accessible through <https://locate.pnb.bank.in>, DLMS ensures accurate,

verified and uniform location information across various digital publishers such as Google, Google Maps, DuckDuckGo, Brave, Ecosia and Waze as well as AI-driven platforms and derivatives such as ChatGPT, Gemini and Perplexity etc. Individual branch, ATM and BNA's microsite is integrated with the respective Google Business Profile (GBP). Each microsite serves as an authentic source for branch, ATM and BNAs details including but not limited to address, contact information, IFSC, business hours, directions and

ongoing offers & schemes. To enhance accessibility and regional outreach, the microsites are available in eight languages enabling customers across India to access banking information in their preferred language.

With integrated QR-based review mechanisms and structured location data management, DLMS is set to strengthen customer engagement, improve online discoverability and reinforce PNB's commitment to a seamless phygital banking experience

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Feb 27, 2026	Punjab National Bank launches DLMS	Northeast Times	<a href="#">Guwahati</a>	2	Bureau

# Punjab National Bank launches DLMS

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