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PNB Hosts Mega MSME Outreach Programme Across India

~ PNB empowers MSMEs with customised financial solutions, instant approvals, and exclusive schemes ~

New Delhi, July 25, 2025: Punjab National Bank (PNB), India's leading public sector bank, has organised **Mega MSME Outreach Programme** across the country at 200+ locations on **July 25**, reinforcing its commitment to empower the MSME sector and boost entrepreneurship at the grassroots level.

PNB's top leadership actively participated in the outreach, with **MD & CEO Shri Ashok Chandra** leading the charge from outreach program at Ludhiana, **Executive Directors** and other Senior Officials from Corporate Office participated in various locations highlighting the bank's commitment for MSMEs and customer-first banking.

Key Highlights of the Mega Outreach Programme:

- **Instant on-spot consultations** with senior bank officials for customised financial solutions.
- **Digital Zone** set up for real-time checking of loan eligibility and issuance of in-principal sanction letters.
- **Instant loan approvals** under select MSME schemes.
- Showcase of **exclusive MSME products** tailored to suit different business needs.
- Engagement with industrial clusters, MSME associations, Chamber of commerce and local business influencers to boost awareness and lead generation.

The outreach events also featured active participation from PNB's various business outlets, ensuring a seamless experience for potential borrowers. Systems equipped with CRM modules were deployed at all venues to capture and track customer data for timely follow-ups and sanctions.

Shri Ashok Chandra, MD & CEO, PNB, said "MSMEs are the backbone of India's economic progress and employment generation. With our Mega Outreach Programme, we aim to ensure that every deserving entrepreneur, trader, and self-employed individual gets timely access to credit, tailored solutions, and expert handholding. We have revamped multiple MSME Products to better align with customer need and suitability."

For more information, visit www.pnbIndia.in.