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PNB Launches Pan-India Campaign to Revive Dormant Accounts

~ The Bank's nationwide campaign aims to reactivate inoperative accounts, enhance customer experience and boost CASA growth ~

New Delhi, 16 December 2024: Punjab National Bank (PNB), nation's leading public sector bank, has launched a nationwide campaign to reactivate inoperative accounts, including Pradhan Mantri Jan Dhan Yojana (PMJDY) accounts.

This campaign, running until 24 December 2024, highlights the Bank's continued efforts in raising awareness about the importance of maintaining active accounts, encouraging customers to reactivate their inoperative savings and current accounts, promoting regular transactions, and preventing accounts from becoming dormant. This campaign also forms part of PNB's strategic efforts to enhance customer engagement and experience, reinforce financial inclusion across the nation, and strengthen its Current Account and Savings Account (CASA) deposit base.

The Bank has rolled out multiple measures to facilitate account reactivation, with representatives actively reaching out to customers through various communication channels. To further enhance convenience and ensure a seamless process, the Bank has enabled account reactivation at non-home branches through biometric authentication. For more details, customers can visit their nearest branch or login to the official website www.pnbindia.in.

Dormant or inoperative account refers to an account in which no customer induced transaction has been done for more than two years. To reactivate such accounts, customers are required to resubmit their updated KYC documents.
