



**Press Release for immediate distribution**

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

**New Delhi, 24 February 2026:** 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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