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**Press Release for immediate distribution**

## **Harmanpreet Kaur is New Brand Ambassador of Punjab National Bank**

*~ Partnership marks a strategic milestone in PNB's brand transformation journey ~*



*New Delhi, 1 December 2025: Punjab National Bank (PNB), India's leading public sector bank, today has signed Indian Women Cricket Captain and World Cup Champion Harmanpreet Kaur, as the Bank's first-ever female brand ambassador. This landmark association marks a strategic milestone in PNB's brand transformation journey.*

*The announcement took place in a vibrant ceremony under the overarching theme 'Banking On Champions' at the Bank's Corporate Office, where Chief Guest was Shri M. Nagaraju Secretary, (FS), Ms. Harmanpreet Kaur (Captain of Indian Women's Cricket team, World Cup Champion, and Arjuna Awardee), PNB's senior leadership, including Shri Ashok Chandra (PNB MD&CEO), PNB Executive Directors - Shri M. Paramasivam, Shri Bibhu Prasad Mahapatra, Shri D. Surendran, and Shri Amit*

Kumar Srivastava, CVO Shri Raghavendra Kumar, along with Chief General Managers, General Managers, and employees of the Bank.

Harmanpreet Kaur' was presented with a framed PNB jersey bearing her name and number, along with a custom-engraved PNB bat.

Marking her first official act as brand ambassador, Indian Women Cricket Captain and World Cup Champion Harmanpreet Kaur, along with Shri M. Nagaraju, Secretary, (FS), and PNB MD&CEO Ashok Chandra unveiled four financial products of the Bank – PNB RuPay Metal Credit Card Luxura, PNB One 2.0, Digi Surya Ghar, and onboarding of PNB on the IIBX Portal, reinforcing PNB's commitment to innovation, digital-first services, and customer-centric solutions.

Speaking on the occasion, Shri M. Nagaraju, Secretary, (FS), said: "Harmanpreet Kaur has made India proud by making the women cricket team win for the first time and inspired millions of young aspirants. As for PNB, they have been doing tremendous job, especially the MSME campaign and launching of this metal credit card has added a product for elite group." He also expressed his pleasure on PNB being onboarded on IIBX for gold bullion online trading.

Indian Women Cricket Captain and World Cup Champion Harmanpreet Kaur said: "It feels truly surreal. I have been banking with PNB since I was 18, and my first account was at the PNB Moga branch. To stand here today as the Bank's brand ambassador is an honour. PNB has supported generations of Indians in realising their financial aspirations, and its commitment to empowering people, especially women and young talent, deeply resonates with me. I look forward to working together to inspire many more champions across India. I'm also happy to be the first customer of PNB Metal Credit Card Luxura."

Shri Ashok Chandra, MD&CEO, PNB, said: "We are delighted to welcome Indian Cricket Captain and World Cup Winner Harmanpreet Kaur to the PNB Parivaar. It is the first time in PNB history that we are having a woman as a brand ambassador. Her leadership, resilience, and unwavering pursuit of excellence mirror the ethos of our Bank. We are also delighted to introduce Luxura, our first-ever metal credit

card for elite customers that is designed to deliver unmatched experiences and set a new benchmark in the present market.”

Redefining opulence, PNB's RuPay Metal Credit Card "Luxura", a premium credit card is designed to offer customers seeking exclusive privileges and superior value. The card features a comprehensive rewards programme, including 40,000 welcome reward points (worth ₹10,000) on spends of ₹50,000 within 90 days and 10,000 milestone reward points on annual spends of ₹5 lakh. The card also offers hotel privileges such as 2+1 complimentary night at ITC Hotels and dining benefits like 1+1 set menu at selected ITC restaurants. Cardholders with HotelLux Elite Plus Membership can avail various benefits with member hotel chains including Hyatt, Marriott, Four Seasons, Hilton, Accor, etc.

PNB also launched PNB One 2.0 (the revamped version of its flagship mobile app) and Digi Surya Ghar (a fully digital initiative for financing rooftop solar power systems). PNB has also been onboarded on the International Bullion Exchange (IIBX).

The ceremony also featured an engaging rapid-fire conversation, tree plantation and cultural performances. As part of the celebrations, PNB also invited 10 young female cricketers who were handed Harmanpreet-autographed PNB-branded cricket kits, encouraging the young athletes to pursue their sporting dreams with confidence. The vote of thanks was given by PNB ED Shri. Bibhu P. Mahapatra.

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