



Ref: PNBHFL/SE/EQ/FY2025-26/29  
Date: May 31, 2025

The BSE Limited,  
Listing Department,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001  
**Scrip Code:** 540173

The National Stock Exchange of India Limited,  
Listing Department  
“Exchange Plaza”  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400051  
**Symbol:** PNBHOUSING

Dear Sir/Madam,

**Sub: Intimation for inclusion in Senior Management Personnel**

We wish to inform you that Mr. Bhavya Taneja has been designated as Chief Marketing Officer of the Company and categorized as Senior Management Personnel w.e.f. May 31, 2025.

Disclosure of information pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, are enclosed as Annexure A.

The above intimation will also be made available on the website of the Company viz. <https://www.pnbhousing.com/>

This is for your information and records.

Thanking You,

Yours faithfully,

**For PNB Housing Finance Limited**

**Veena G Kamath**  
**Company Secretary**

Encl: As above

Details pertaining to the Change in Designation of Mr. Bhavya Taneja as Chief Marketing Officer of the Company are given below:

Sl.no.	Particulars	Details
1.	Reason for change viz. <del>appointment,</del> <del>re-appointment,</del> <del>resignation,</del> <del>removal,</del> <del>death or otherwise;</del>	Change in designation of National Head- Marketing to Chief Marketing Officer of the Company and further being classified as SMP.
2.	Date of appointment/re-appointment/cessation (as applicable) & term of appointment/re-appointment;	Designated w.e.f. 31 <sup>st</sup> May, 2025.
3.	Brief profile (in case of appointment);	<p>Mr. Bhavya Taneja joined our Company on July 15, 2019. He has played a pivotal role in amplifying the 'PNB Housing' brand, leveraging a comprehensive multimedia approach to enhance brand visibility and stakeholder engagement.</p> <p>A dynamic and results-driven marketing leader with over 16 years of proven expertise, he is responsible for defining the organization's strategic market positioning, overseeing brand management, managing public relations, and executing digital marketing strategies through the outbound contact center.</p> <p>His journey spans leadership roles at top-tier organizations including HSBC India, Kotak Mahindra, and IIFL Wealth &amp; Asset Management, where he has successfully conceptualized and executed integrated campaigns across both domestic and global markets. He holds a certificate program in Digital Marketing &amp; Strategy from IIM Indore, Post-Graduate Diploma in Marketing, and a Bachelor's degree in Commerce.</p> <p>As Chief Marketing Officer, he will lead overall marketing strategy and execution, aiming to further strengthen brand presence and unlock new avenues for growth across all markets.</p>
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not applicable.