

**Punjab National Bank conferred with  
'Golden Peacock Business Excellence Award 2014' by Institute of Directors**



**Punjab National Bank** has been adjudged the winner of '**Golden Peacock Business Excellence Award**' for the year 2014. Shri Punit Jain, Deputy General Manager received the award on behalf of the Bank from Shri T. S. Krishnamurthy, Former Chief Election Commissioner on 22<sup>nd</sup> August, 2014.

The eminent jury announced the result in the power packed event held on 22<sup>nd</sup> August'14 at Chennai. A case study on the success story of PNB was presented in the function held on 23<sup>rd</sup> August'14.

Punjab National Bank's glorious journey of more than 120 years reflects that the Bank has not only survived but thrived with excellence in dynamic macro-economic environment. The Bank continuously aligns its business model with changing business environment and industry policy. One such on-going model in its journey of business excellence is 'Organizational Transformation and Business Excellence' programme named as 'PNB Pragati'. Under this, the Bank is focusing on creating transformation across three pillars i.e, HR Transformation; Operating Model Optimization and New Business Opportunity & Alternative Channels. Through this programme, the Bank facilitates its valuable customers with bouquet of service delivery channels right from Self Service Areas to Over-the-counter services. The Bank is also delivering services over increasingly diverse e-channels such as mobile, Internet and call centres to cater to the personalized needs of the customers with ease, safety, and seamlessness of operations.