

Date	Headline	Publication	Edition	Page	Source
Aug 12, 2024	PNB launches special debit card for visually impaired customers – Know features, benefits	The Financial Express	<a href="#">Read</a>	NA	Bureau

## PNB launches special debit card for visually impaired customers – Know features, benefits

PNB ANTAH DRISHTI Braille Debit Card is easily distinguishable due to its contrasting colours which makes it easier for the visually impaired customers to read the card details.

Written by [PF Desk](#)

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PNB launches a new debit card specifically designed for visually impaired customers

Leading public sector bank Punjab National Bank (PNB) has launched a new debit card specifically designed for visually impaired customers. This contactless NCMC (National Common Mobility Card) Debit Card, called the PNB ANTAH DRISHTI Braille Debit Card, is available on RuPay network.

The introduction of the PNB ANTAH DRISHTI Braille Debit Card reflects the bank's commitment to inclusivity and financial accessibility. This initiative also aims to enhance financial independence and convenience for visually impaired individuals, empowering them to manage their finances with greater ease and confidence.

Date	Headline	Publication	Edition	Page	Source
Aug 13, 2024	PNB launches Braille Debit Card for visually impaired	Free Press Journal	<a href="#">2 Editions</a>	14	Bureau

## PNB launches Braille Debit Card for visually impaired



State-owned Punjab National Bank has launched the PNB ANTAH DRISHTI Braille Debit Card, designed for visually impaired customers.

This contactless National Common Mobility Card (NCMC) debit card is available on RuPay network, PNB said in a statement. The introduction of the new braille debit card reflects the bank's commitment to inclusivity and financial accessibility, it said. This initiative also aims to enhance financial independence and convenience for visually impaired individuals, empowering them to manage their finances with greater ease and confidence, it said.

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Aug 13, 2024	PNB launches PNB ANTAH DRISHTI Braille Debit Card for Visually Impaired Customers	Business Diary	<a href="#">Hyderabad</a>	1	Bureau

## PNB launches PNB ANTAH DRISHTI Braille Debit Card for Visually Impaired Customers

New Delhi, Aug 12: Punjab National Bank (PNB), the nation's leading public sector bank, has launched the PNB ANTAH DRISHTI Braille Debit Card, a new debit card specifically designed for visually impaired customers. This contactless NCMC (National Common Mobility Card) Debit Card is available on RuPay network. The introduction of the PNB ANTAH DRISHTI Braille Debit Card reflects the bank's commitment to inclusivity and financial accessibility. This initiative also aims to enhance financial independence and convenience for visually impaired individuals, empowering them to manage their finances with greater ease and confidence.

**Innovatively designed, this new debit card features:**

- \* Raised Braille Dots (PNB in Braille) - The brand name "PNB" is prominently embossed on this debit card, making it easy for visually impaired customers to differentiate between PNB and other Banks' Cards. Additionally, the welcome letter that accompanies the debit card will



also be in Braille dots.

- \* Rounded Notch – This debit card has a rounded notch on the opposite side of the chip. This facilitates the card holder to know about the direction of the card while dipping the same in ATM / POS.

- \* Glossy Spot UV lamination effect – This debit card has a glossy spot UV lamination effect with raised texture on the Bank's logo and silk screen rough spot

- UV on the contactless symbol. This helps visually impaired customers to locate the bank's logo easily and read the card's contactless symbol, making it easy for them to use the debit card.

- \* Contrasting colours – This debit card is easily distinguishable due to its contrasting colours which makes it easier for the visually impaired customers to read the card details.

Date	Headline	Publication	Edition	Page	Source
Aug 13, 2024	PNB Launches PNB ANTAH DRISHTI Braille Debit Card for Visually Impaired Customers	Daily Jammu Jottings	<a href="#">Jammu</a>	8	Bureau

# PNB Launches PNB ANTAH DRISHTI Braille Debit Card for Visually Impaired Customers

Jammu, August 12, 2024: Punjab National Bank (PNB), the nation's leading public sector bank, has launched the PNB ANTAH DRISHTI (Antah Drishti) Braille Debit Card, a new debit card specifically designed for visually impaired customers. This contactless NCMC (National Common Mobility Card) Debit Card is available on RuPay network. The introduction of the PNB ANTAH DRISHTI Braille Debit Card reflects the bank's commitment to inclusivity and financial accessibility. This initiative also aims to enhance financial independence and convenience for visually impaired individuals, empowering them to manage their finances with greater



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Braille dots. Rounded Notch - This debit card has a rounded notch on the opposite side of the chip. This facilitates the card holder to know about the direction of the card while dipping the same in ATM / POS. Glossy Spot UV lamination effect - This debit card has a glossy spot UV lamination effect with raised texture on the Bank's logo and silk screen rough spot UV on the contactless symbol. This helps visually impaired customers to locate the bank's logo easily and read the card's contactless symbol, making it easy for them to use the debit card. Contrasting colours - This debit card is easily distinguishable due to its contrasting colours which makes it easier for the visually impaired customers to read the card details.