



Circle Office : INDORE
MARKETING SECTION

MKTG/EDU

15.07.2008

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To all Branches of
Indore Circle.

**TIE UP FOR EDUCATION LOAN UNDER
"VIDYALAKSHYAPURTI" SCHEME.**

Our bank is putting emphasis on the Education Loan, as vast potential is available in this segment which is yet to be exploited and lending under this segment benefit us in various ways, such as :

- Service to the society.
- Help us in improving the age profile of our clientele.
- Provide an opportunity to tap the business of other family members.
- Improve overall recovery position, as recovery percentage of this segment is better.

In view of the above, we have tied-up for education loan to the students of "**Proton Business School**" in terms of PNB Vidyalakshyapurti scheme, an MOU has been signed between our Bank and Proton Business School.

Branches may entertain the proposal of education loan of students' availing/availed admission in Proton Business School, Indore, on priority and on case-to-case basis, as per the bank's extant guidelines.


Asstt. General Manager

 