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प्रेसविज्ञप्ति/ Press Release

Bank of Baroda Celebrates Azadi Ka Amrit Mahotsav – Iconic Week

Commemorates 75 years of Independence with a range of activities in 75 branches across India

Mumbai, June 9, 2022: Bank of Baroda (Bank), one of India’s leading public sector banks, today announced that the Bank celebrated the ‘Azadi Ka Amrit Mahotsav – Iconic Week’, in coordination with the Department of Financial Services, Ministry of Finance. To commemorate 75 years of India’s Independence, the Bank organised a series of outreach programmes across 75 identified branches in the country.

The Azadi Ka Amrit Mahotsav – Iconic Week celebrations opened with the Prime Minister’s address at Vigyan Bhawan, New Delhi. Bank of Baroda made arrangements in various cities for the live telecast of the address for employees, customers and the general public.

During the Iconic Week, the Bank conducted various outreach activities across 75 branches focused around educating customers on digital banking as well as increasing awareness on cyber frauds and how to bank safely. To promote financial inclusion, the Bank also organised extensive district level credit outreach programmes across the SLBC states i.e. Rajasthan, Uttar Pradesh and Gujarat informing customers about the various credit facilities available, enrolling beneficiaries in different government schemes, handing over of sanction letters to beneficiaries etc.

Speaking on the occasion, **Shri. Sanjiv Chadha, Managing Director & CEO, Bank of Baroda** said, “India stands at an enviable position today as one of the fastest-growing economies in the world. The country has seen remarkable progress over the past 75 years. As we look ahead, Azadi Ka Amrit Mahotsav is an initiative that not only celebrates what the country has achieved thus far, it also helps us in shaping the India of tomorrow. A strong financial sector is needed for a strong India and Bank of Baroda is excited to continue to play an important role in the growth story of the country.”

On the occasion, the Bank also planted 10,000 saplings across the country.

About Bank of Baroda

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial banks in India. At 63.97% stake, it is majorly owned by the Government of India. The Bank serves its global customer base of over 150 million through over 46,000 touchpoints spread across 17 countries in five continents. Through its state-of-the-art digital banking platforms, it provides all banking products and services in a seamless and hassle-free manner. The recently launched bob World mobile app provides customers with a saving, investing, borrowing, and shopping experience, all under one single app. The app also serves non-customers by enabling account opening through video KYC. The Bank's vision matches its diverse clientele base and instills a sense of trust and security. It is moving well in that direction and bob World is a testimony of its roadmap towards Digital Transformation.

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