

Bank of Baroda celebrates India's 77th Independence Day with multiple initiatives

- Organises Partition Horrors Remembrance Day exhibitions at 70 locations across the country

- Participates in the Har Ghar Tiranga campaign

- Takes the PanchPran pledge as a part of the Meri Maati Mera Desh campaign

Mumbai, August 16, 2023: Bank of Baroda (Bank), one of India's leading public sector banks, celebrated India's 77th Independence Day with a range of initiatives nationwide.

Shri Debadatta Chand, Managing Director & CEO, Bank of Baroda said, "As we celebrate India's 77th Independence Day, Bank of Baroda reaffirms its commitment to the nation. The Bank has been a steadfast partner, supporting the country's economic, social and Digital India agenda. We take immense pride in India's transformative journey and look forward to continuing to contribute to the nation's progress."

On Independence Day, the Bank organised a flag hoisting ceremony at its Corporate Office in Mumbai, and its offices across the country, which saw the enthusiastic and widespread participation by employees. Further, the Bank and its employees actively endorsed the *Har Ghar Tiranga* campaign under which citizens are encouraged to hoist the *Tiranga* at their homes and offices to invoke the feeling of patriotism.

In the run-up to Independence Day, the Bank marked 14th August as "*Partition Horrors Remembrance Day*", by setting up exhibitions at 70 key locations pan-India. The exhibition narrates the story of India's Partition and acknowledges the suffering and pain experienced by citizens during the partition. The Bank invited prominent local dignitaries to inaugurate the exhibitions.

As a part of the *Meri Maati Mera Desh* initiative, Bank of Baroda employees wholeheartedly took the *PanchPran* pledge along with handfuls of soil – demonstrating their loyalty, dedication and respect to the nation.

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 ~165 million through over 70,000 touch points 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 Bank's 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.

- Visit us at www.bankofbaroda.in
- Facebook <https://www.facebook.com/bankofbaroda/>
- Twitter <https://twitter.com/bankofbaroda>
- Instagram <https://www.instagram.com/officialbankofbaroda/>
- YouTube <https://www.youtube.com/channel/UCdf14FHPLt7omkE9CmyrVHA>
- LinkedIn <https://www.linkedin.com/company/bankofbaroda/>

For media queries, please contact:

Bank of Baroda contact: Phiroza Choksi | +91 9820363681 | corp.pr@bankofbaroda.com
Perfect Relations - Sneha Joshi | +91 9833004482 | Sneha.Joshi@dentsu.com