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प्रेसविज्ञप्ति /Press Release

Bank of Baroda launches the 3rd Edition of the #SaluteHerShakti Contest to Celebrate Women's Empowerment with brand ambassadors PV Sindhu and Shafali Verma

Mumbai, March 11, 2023: On the occasion of International Women's Day, Bank of Baroda (Bank), one of India's leading public sector banks, today announced the launch of the 3rd edition of the [#SaluteHerShakti](#) contest. The campaign aims to celebrate the extraordinary journeys of ordinary women who have championed gender equality in their personal and professional lives.

The 3rd edition of the #SaluteHerShakti contest builds on the successful campaign run by Bank of Baroda over the past two years and encourages people from all walks of life to participate by sharing inspiring stories of women who have made a significant impact in their lives. The contest invites men and women to participate by sharing stories of women who have transformed the perception of women as the weaker gender, be it at home, work, or society at large.

The contest will run on the Bank's various social media platforms from 10th March, 2023 to 20th March, 2023.

Commenting on the campaign, **Shri Purshotam, Chief General Manager - Retail Liabilities, Marketing & Govt. Business, Bank of Baroda** said "The #SaluteHerShakti Contest 2023 is a celebration of women achievers – women who have triumphed against the odds. We believe that every woman has an inspiring story to share, and we are excited to provide a platform for them to do so. We hope that this contest will not only recognize the contributions of women in society but also inspire others to lead the way and break new ground."

To participate in the contest, interested participants can share their story on the Bank's official Facebook handle (@bankofbaroda), Instagram handle (@officialbankofbaroda), Twitter handle (@bankofbaroda), and LinkedIn page (<https://www.linkedin.com/company/bankofbaroda/>), using the hashtag #SaluteHerShakti in the comments section.

The top 3 winners of the #SaluteHerShakti contest will get the chance to interact with Bank of Baroda's endorsers, P V Sindhu and Shafali Verma and also receive some exciting prizes. Additionally, the Bank will publish the video of the interaction on their social media channels.

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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