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प्रेसविज्ञप्ति /Press Release

Bank of Baroda launches two Premium Debit Cards with Visa bob World Opulence (Metal Edition) and bob World Sapphire Cards

Mumbai, November 1, 2022: Bank of Baroda (Bank), one of India's leading banks, and Visa, the global leader in digital payments, today announced the launch of two new premium Debit Cards for Bank of Baroda customers – **bob World Opulence - a super-premium Visa Infinite Debit Card (Metal Edition)** and **bob World Sapphire - a Visa Signature Debit Card**. The two debit card variants come packed with a best-in-class and powerful rewards proposition exclusively designed for the Bank's High Networth Individual (HNI) customer segment. The bob World Sapphire card will come in two sub variants – bob World Sapphire (Male) and bob World Sapphire (Female), offering customised privileges to customers. **Ms PV Sindhu**, India's badminton icon and Bank of Baroda's brand endorser, unveiled the cards at the launch event.

Keeping in mind the tastes and preferences of its HNI customers, the Bank is offering customers a truly world-class shopping and lifestyle experience with a range of luxury brands. In addition, to add extra value, the Bank has gone a step further with the Signature card providing bespoke offers for its male and female customers.



Ms PV Sindhu launches the bob World Opulence (Metal Edition) and bob World Sapphire Debit Cards along with Mr. Akhil Handa, CDO, Bank of Baroda (second from left); Mr. Man Mohan Gupta, GM - Hyderabad Zone, BOB (extreme left) and Mr. Sudhanshu Kumar Singh, GM - Digital Group, BOB (extreme right)



Shri Joydeep Dutta Roy, Executive Director, Bank of Baroda said, "As our customers' requirements, preferences and aspirations evolve, so have our offerings. We are adding two premium debit card offerings to our portfolio and are pleased to enter into a collaboration with Visa for the launch of two high-end variants for our high networth customers. Our customers have clear expectations and are looking for a differentiated and rewarding experience. The **bob World Opulence - Visa Infinite (Metal Edition)** and **bob World Sapphire - Visa Signature** range of debit cards promise to deliver that and more."



Shri Akhil Handa, Chief Digital Officer, Bank of Baroda said, “The bob World Opulence - Infinite (Metal Edition) debit card is truly a status symbol, offering a world of lavish privileges and benefits combined with a distinctive card design. The bob World Sapphire card offers a signature experience with a Him and Her concept. We are delighted to launch these two new debit card variants, which our customers will truly value.”

Shri Sandeep Ghosh, Group Country Manager India & South Asia, Visa said, “Consumers today seek customised payment products that cater to their aspirations. We are delighted to partner with Bank of Baroda to launch premium debit cards for affluent customers on the Visa Infinite and Signature platforms. Designed for users whose buying preferences and aspirations are rapidly evolving, these cards provide convenience, security and seamless ease of use across digital payment channels. The differentiated proposition allows premium users to get the best of a compelling debit card tailored for their needs”

Existing customers can apply for a bob World Opulence - Visa Infinite (Metal Edition) debit card or bob World Sapphire - Visa Signature debit card through any branch or the bob World mobile banking app. New customers can also apply for either of the debit cards by opening a Bank of Baroda savings account and then selecting their preferred card.

Features & Benefits of the bob World Opulence - Visa Infinite (Metal Edition) Debit Card

- **Complimentary Airport Pickup and Drop Service**
- **Unlimited International Airport Lounge Visits**
- **Unlimited Domestic Airport Lounge Access**
- **Complimentary Club Marriott Membership for a year**
- **Golf Programme:** Complimentary sessions at select Golf courses
- **Health and Wellness benefits** - Discounts/Vouchers/Memberships on select brands
- **Complimentary dining benefits and curated experiences at select hotels**
- **Offers from Premium Brands:** such as Satya Paul, Truefitt & Hill, Brooks Brothers and House of Masaba
- Room upgrades, late checkouts, complimentary benefits at select hotels, which are a part of the Visa Luxury Hotel Collection
- **Joining Fee:** Rs 9,500/- (for the first year)
- **Annual Fee:** Rs 9,500/- (from the 2nd year onwards)

Features & Benefits of the bob World Sapphire - Visa Signature Debit Card

- **Complimentary Airport Pickup and Drop Service**
- **Domestic Airport Lounge Access**
- **Offers from Premium Brands:** such as Satya Paul, Truefitt & Hill and House of Masaba
- Room upgrades, late checkouts, complimentary benefits at select hotels, which are a part of the Visa Luxury Hotel Collection
- Rs. 750/- welcome voucher from the Lifestyle brand
- **Benefits exclusively for women:** Offers on brands such as Label Ritu Kumar, Kalki Fashion and Sonata



- **Benefits exclusively for men:** Offers on brands such as Rare Rabbit, Raymond and Arvind Fashions (Includes premium brands such as US Polo Association, Tommy Hilfiger, Calvin Klein, Aeropostale, Arrow etc)
- **Joining Fee:** Rs 750/- (for the first year)
- **Annual Fee:** Rs 750/- (from the 2nd year onwards)

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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About Visa

Visa (NYSE: V) is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions, and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable, and secure payments network, enabling individuals, businesses, and economies to thrive. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement. Learn more at Visa.com.

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