

प्रेसविज्ञप्ति /Press Release

Bank of Baroda launches co-branded RuPay Platinum Debit Card in Tamil Nadu exclusively for Pudhumai Penn Scheme accountholders

Chennai, 16th March, 2023: Bank of Baroda (Bank), one of India's leading public sector banks, today announced the launch of a special co-branded RuPay Platinum Debit Card in tie-up with the Government of Tamil Nadu, especially for the account holders of the Pudhumai Penn Scheme. Shri T. Udhayachandran IAS, Principal Secretary to the Government of Tamil Nadu, launched the card in the presence of Mr. A. Saravanakumar, General Manager & Zonal Head - Chennai, Bank of Baroda, and other officials of the Bank.



Bank of Baroda has specially customised the co-branded Platinum Debit Card that has been approved by the Government of Tamil Nadu and will be offered to all eligible Bank account holders in Tamil Nadu under the Pudhumai Penn Scheme. The Bank of Baroda RuPay Platinum Debit Card offers personal accident insurance coverage up to Rs 2 lakh per annum. Further, the joining fees and the annual fees for the first year have been waived off. Some of the other value-added features of the Debit Card include attractive offers on popular shopping brands, apparel, food, travel etc.

The Pudhumai Penn Scheme by the Government of Tamil Nadu aims to enhance the enrolment ratio of girls from government schools to Higher Educational Institutions. Through this scheme, financial assistance of Rs. 1000/month will be provided to the girls till the completion of their Undergraduate Degree/Diploma/ITI, or any other recognised course. The incentive amount under this scheme is disbursed directly into the student's bank account. The scheme acts as a tool to empower women, especially benefiting weaker sections of society.

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.

- 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: Phiroza Choksi | +91 9820363681 | corp.pr@bankofbaroda.com

Perfect Relations: Rabe Daniel | +91 9500055980 | rabe.daniel@dentsu.com