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स्थान/Place: Mumbai

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प्रेस विज्ञप्ति /Press Release

Bank of Baroda-Paytm Mall Tie-up for Exclusive Weekend Offers on Credit, Debit Cards

- *All benefits are valid over and above existing promotions on Paytm Mall*
- *No minimum transaction amount required*
- *Discounts on grocery shopping during first two weekends of December*

Mumbai, November 30, 2018: Bank of Baroda today announced a tie-up with Paytm Mall to host exclusive offers on grocery shopping for all Bank of Baroda credit and debit card holders over the first two weekends of December, i.e. 1st – 2nd December and 8th – 9th December.

This tie-up offers an assured cashback of 10% up to a maximum of Rs. 1,000/- to help digital-savvy Bank of Baroda customers meet their grocery requirements using Paytm Mall.

No minimum transaction amount is required for this offer to be availed as long as customers shop at the grocery section of Paytm Mall. This benefit is valid over and above any other existing promotions on the platform.

Commenting on this partnership, Mr.Mukesh Trivedi, Head of Digital Banking, Bank of Baroda said, "We are delighted to partner with Paytm Mall as there are strong synergies among our customer base. Over the years, Paytm Mall has emerged as a significant player in the e-commerce space and has managed to attract substantial market share. We are hopeful that our customers would continue to have an impeccable experience shopping on the app and the cashback offers would only add to the customer delight."

Paytm Mall is fast emerging as the go-to grocery shopping destination for customers across 500+ cities. Customers can choose from over one lakh products from 2000+ brands with the convenience of getting their monthly groceries home-delivered for free. Additionally, customers save more with exclusive offers available on the platform.

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(Chitra Suresh)

Asst. General Manager

(PR & Corp. Comm.)

BCC/CPR/2018/ 492

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