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प्रेसविज्ञप्ति/ Press Release

## Bank of Baroda offers facility to receive details on banking transactions in customer's preferred language

*Bank of Baroda's special initiative on International Mother Language Day*

Pune, 18<sup>th</sup> February, 2022: Bank of Baroda (Bank), one of India's leading public sector banks, is celebrating a three-day SMS Login Day at its branches on the occasion of International Mother Language Day which falls on 21<sup>st</sup> February to promote the Bank's facility of making banking transactions-related information available to customers in their preferred language.

Customers will be able to receive text messages/ SMSes in their preferred language by opting for this facility provided by the Bank. To avail this facility, customers have to send an SMS *LANG <space> HIN* to 8422009988 from their mobile number registered with the Bank to receive messages in Hindi. Customers can replace HIN for other languages as follows - TAM (Tamil), KAN (Kannada), ASM (Assamese), BEN (Bangla), GUJ (Gujarati), MAL (Malayalam), MAR (Marathi), ORI (Oriya), PAN (Punjabi), TEL (Telugu), URD (Urdu).

To promote this initiative amongst its customers, Bank of Baroda is organising SMS Login Day across the country on 18th, 19th and 21st February, 2022. At present, Bank of Baroda offers this SMS facility to its customers in 12 Indian languages in addition to English.

This initiative of the Bank not only aims to make banking services simple and transparent for customers but also helps in preventing frauds by keeping customers informed about the banking transactions in their account(s).

### 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 140 million through over 46,000 touchpoints spread across 19 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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