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### प्रेसविज्ञप्ति /Press Release

## Bank of Baroda to Plant a Tree for every Auto and Home Loan disbursed

- *First-of-a-kind programme aims to plant seven lakh fruit bearing trees on behalf of its customers over a period of three years*
- *Two fold objective: Contribute towards a greener and more sustainable planet and provide livelihood to small farmers*

**Mumbai, July 26, 2022:** Bank of Baroda (Bank), one of India's leading public sector banks, today launched the 'Plant A Tree' programme as it celebrates its 115th Foundation Day. In a unique and first-of-its-kind initiative, the Bank will plant a fruit bearing tree on behalf of its customers for every Auto Loan or Home Loan disbursed over the next three years. The programme will help in preserving the environment while also augmenting the income of small farmers. The Bank expects to plant seven lakh trees over a three year period.

For this Environmental, Social, and Governance (ESG) initiative, Bank of Baroda has joined hands with the SankalpTaru Foundation, an NGO that is focused on 'Planting trees for the people, by the people'.

Implementing this project under the "Rural Livelihood" initiative, SankalpTaru Foundation will identify the farmers' land, obtain their consent and plant fruit bearing tree saplings free of cost for the farmers on their land, execute the plantation activities and look after the saplings for one year, including replantation if required.

**Shri Vikramaditya Singh Khichi, Executive Director, Bank of Baroda** said, "In today's world, with increasing urbanisation, more cars on the road and more homes being built is inescapable and inevitable. We have to be mindful of its harmful impact on the environment. Bank of Baroda's unique Tree Plantation movement will help us contribute to a greener tomorrow, while also supplementing the income of our small farmers. As a socially responsible organisation, Bank of Baroda actively supports the key causes of environmental preservation, enriching biodiversity and conserving nature. The Bank's 'Plant A Tree' programme truly ticks all the boxes – for our planet, our farmers and our customers."

On disbursement of the auto/ home loan, customers will be provided with a green Tree Plantation certificate that has the complete details of the tree planted on their behalf. Each tree will also be geo-tagged and secured by using block chain technology to avoid duplication. Customers can track their planted tree online with its exact geo location and also view a picture of the sapling planted in their name. They are also welcome to personally visit the tree physically anytime following the geo location coordinates.



### **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 touch points 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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