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प्रेस विज्ञप्ति / Press Release

Bank of Baroda wins the Co-branding Rights for Three Metro Stations in Delhi

Delhi Metro Rail Corporation (DMRC) awards the naming rights for Inderlok, South Extension & Rajouri Garden metro stations to Bank of Baroda

Delhi, March 26, 2024: Bank of Baroda (Bank), one of India's leading public sector banks, today announced that it has acquired the exclusive co-branding rights for three Metro Stations in Delhi namely Inderlok, South Extension and Rajouri Garden. Delhi Metro Rail Corporation (DMRC) awarded the naming rights to the Bank for a period of 10 years, beginning from 2024.

Shri Ajay K Khurana, Executive Director, Bank of Baroda along with **Ms Meenakshi Bhog, DGM - PB of Delhi Metro Rail Corporation (DMRC)** inaugurated the new station branding at Inderlok Metro station.

The Delhi Metro is India's largest and busiest metro rail system with daily ridership of more than 60 lakh. Inderlok Metro station is an interchange metro station located on the Red Line (Delhi Metro's first line, which was inaugurated by then Prime Minister Atal Bihari Vajpayee) and Green Line of Delhi Metro. The Union Cabinet has also approved a new corridor of Delhi Metro Phase-IV - from Inderlok station to Indraprastha station.

Speaking on the occasion, **Shri Ajay K Khurana, Executive Director, Bank of Baroda** said, "The Delhi Metro is a crucial lifeline for millions of commuters every day and we are pleased to have won the co-branding rights for three prominent stations. Bank of Baroda's New Delhi Zone is of strategic importance to the Bank and, similar to the Delhi Metro, its operations extend beyond Delhi, encompassing Gurugram, Faridabad, Noida and Ghaziabad as well. Our collaboration with Delhi Metro will go a long way in enhancing the Bank's brand visibility & recall and deepening our engagement with citizens of the National Capital Region (NCR)."

The South Extension Metro station is situated on the Pink Line, while the Rajouri Garden Metro station is an interchange station on the Blue Line and Pink Line of the Delhi Metro.

In addition to the exclusive co-branding rights, the Bank will get a dedicated space for branding, display of products and installation of an ATM/Digital Banking Unit (DBU)/ kiosk to serve customers.

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 ~165 million through over 70,000 touch points spread across 17 countries in five continents and through its various digital banking platforms, which provide all banking products and services in a seamless and hassle-free manner. The Bank's vision matches the aspirations of its diverse clientele base and seeks to instil a sense of trust and security in all their dealings with the Bank.

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