

प्रेसविज्ञप्ति /Media Release

## Bank of Baroda Inaugurates a Phygital Branch at Chanda Nagar in Hyderabad

**Hyderabad, 14<sup>th</sup> Aug, 2024:** Bank of Baroda, one of India's leading public sector banks, inaugurated a phygital branch at Chanda Nagar in Hyderabad. The phygital branch will redefine the customer experience by seamlessly integrating self-service and assisted service models to meet the diverse requirements of customers. This is the Bank's second phygital branch to be launched in the country.

Shri Sanjay Vinayak Mudaliar, Executive Director, Bank of Baroda inaugurated the phygital branch. Shri Ritesh Kumar, General Manager & Zonal Head, Hyderabad Zone, senior bank executives and staff members of the Zone & Region along with valued customers were also present during the inauguration.

On the occasion, **Shri Sanjay Vinayak Mudaliar, Executive Director, Bank of Baroda** said, "We are pleased to launch Bank of Baroda's first phygital branch in Hyderabad elevating customer experience. A phygital branch gives our customers the freedom to complete their banking transactions at any time of the day in a non-intrusive manner. At the same time, it is backed by the familiarity and comfort of a physical branch for customers that require assistance."

The Bank is targeting to launch 7 such phygital branches as a pilot project across the country. The phygital branches merge the familiarity of brick-and-mortar establishments with the efficiency of cutting-edge technology. The Bank opened its first phygital branch at Horniman Circle in Mumbai on 20<sup>th</sup> July, 2024, on the occasion of the Bank's 117<sup>th</sup> Foundation Day.

### 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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