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प्रेस विज्ञप्ति /Press Release

Bank of Baroda Pioneers Launch of Agri Digital Platform; Signs 6 MoUs

'Baroda Kisan' a one-stop shop for all agricultural requirements

Mumbai, March 25, 2019: Bank of Baroda, one of the country's largest public sector banks, will develop an agri digital platform called '**Baroda Kisan**', envisaged to provide a suite of solutions for all major agricultural requirements.

The development of this first of its kind initiative will be executed by ITCoE of Bank of Baroda in partnership with IBM India. It entails a holistic approach towards solving agricultural plights by means of providing reliable and customized information, inputs for use, convenience of renting farm equipment and market linkage for sale of agri produces.

"Digitization of agri services will have a huge impact on the Indian economy and this collaboration is an effort towards keeping up with the use of technology in the field of agriculture. Farmers are an integral part of India and '**Baroda Kisan**' is a dedicated platform created to ease their requirements," said Mr. P S Jayakumar, MD & CEO, Bank of Baroda.

The companies that have signed the MoUs with Bank of Baroda are:

- Skymet Weather Services Pvt. Ltd.
- Weather Risk Management Services Pvt. Ltd.
- BigHaat
- Agrostar India
- EM3 Agri Services
- Poorti Agri Services Pvt. Ltd.

Mr. B R Patel, General Manager & Head, Rural & Agri Banking and CSR, Bank of Baroda said, "India is witnessing new age technological developments in the agriculture ecosystem and it is imperative to make these available to the farmers in the remotest areas of the country. I thank the MoU partners for having come together on this project that not only aims to help but also ensures an inclusive growth of the farming community."

Narration of the photograph: Bank of Baroda senior management with MoU partners

Sd/-

(Chitra Suresh)

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