



## Communication Policy of Bank

### 1.0 Purpose

This document sets out the Communication Policy of Bank of Baroda.

The aim of this Policy is to articulate the goals, tools, processes and guiding principles of communication adopted by the Bank to engage its stakeholders about Bank's Corporate Identity, various products and services, customer initiatives, crisis and any issue of relevance to the Bank.

### 2.0 Background

Bank of Baroda started its Banking Operations in 1908. Today, it has a network of over 5300 domestic branches and 106 overseas branches/offices spread across 5 continents, and caters to the financial needs of individuals, professionals, entrepreneurs, traders, MSMEs, Mid-Corporate and Large Corporate clients.

Considering Bank's multinational stature and varied stakeholders, Bank pursues an integrated communication framework to engage its stakeholders, public and market in order to help the Bank realise its overall goals as described in its vision and mission statements.

### 3.0 Goals of Communication Policy

The goals of the Communication Policy of the Bank are

- 3.1 Pursuing strong corporate reputation through high transparency and consistency in communication with stakeholders
- 3.2 Timely communication with stakeholders - with clarity, coherence and credibility.
- 3.3 Disseminating information through the official website of the Bank on real time basis.

### 4.0 Guiding Principles of Communication

From communication perspective, the Bank includes as its stakeholders the Government, Investors, Customers, Employees, Suppliers/Service Providers, Trade Associations, Civil Society Groups, Public and Society, at large.

Bank aims to inform, persuade and/or involve all stakeholders in the activities and growth of the Bank through sustained, consistent and relevant messages using judicious mix of both external and internal communication tools.

The guiding principles of the Communication Policy of Bank of Baroda in the context of its goals are **transparency, comprehensiveness, relevance** and



**timeliness** with a view to make the stakeholders aware about the Bank's various activities, products & services, financial market, regulatory & compliance matters relating to the Bank.

The content of communication in the Bank comprises product information, customer service initiatives of the Bank, issues relating to customer service, market related information and matters relating to regulatory compliance. Communication is primarily focussed on issues of importance to Bank of Baroda, in particular and banking, in general.

Bank endeavours to communicate with its diverse stakeholders preferably in their language, and certainly in Hindi and English.

Bank endeavours to place all relevant information in the public domain so as to discourage individual seeking of information.

## **5.0 Operational Practices**

### **5.1 Spokesperson**

5.1.1 The Managing Director & CEO and all Executive Directors of the Bank are the spokesperson for the Bank.

5.1.2 Additionally, depending upon the issues/events the Managing Director & CEO may authorize any of the Executive Directors / General Managers / Heads of Overseas Territories to speak on behalf of the Bank.

5.1.3 General Manager (Mktg. & WMS) may coordinate with other vertical heads to interface with media / give press releases for product launch, new initiatives, etc. based on published facts, with restrictions on any type of futuristic issues / views.

5.1.4 The Corporate General Managers / Head of verticals may speak on behalf of the Bank on published data about the respective verticals, in response to queries from media (print / electronic) on ongoing projects / campaigns by various media agencies. No comment / observations to be given on futuristic issues / views.

5.1.5 Bank's Zonal / Regional Heads would be speaking only within the scope of published data of their respective Zone / Region. No comments to be made on futuristic issues / views.



## 5.2 Investor Relations

The Bank's Investor Relations (IR) function is guided by a dedicated team primarily comprising the Managing Director & CEO, Executive Director (in-charge of IR) and the Chief Economist.

The team shall interact with Bank Analysts', large domestic institutional investors, rating agencies and other investors with an objective to develop a better understanding of Bank and its strategies and thereby help getting a fair market valuation for Bank's securities and a climate of favourable opinion.

The team shall provide guidance on emerging macroeconomic parameters, banking & regulatory outlook through quarterly presentations. The team shall also quickly provide information on any major change in important policy variables like deposit/lending rates or change in the composition of the Bank's top management or Board of Directors to investors/bank analysts.

The Bank shall conduct Analysts' Meet every quarter post the announcement of its quarterly financial results. Besides making a comprehensive presentation, the Bank's Top Management shall directly interact with Bank Analysts' and address their queries and concerns upfront. During such interaction, the Bank's Top Management may also provide guidance on the Bank's likely future performance in a conservative fashion by appropriately factoring-in risks emanating from domestic & global environment.

The Bank shall also endeavour to provide live webcast of such Analysts' Meetings covering presentations and interactions for the benefit of FIIs. Such webcasts shall be retained on Bank's website for at least a month.

## 5.3 Media/Sponsorship Activities

Bank shall use the following modes of communication to clarify and inform the stakeholders, in general and media, in particular.

- Press release
- Web-site
- Speeches – Notifications
- One-on-One clarifications
- Briefings/interviews by top management
- Interviews with Managing Director & CEO/Executive Directors

Bank shall conduct a Media & Analysts' Meet on the occasion of Bank's quarterly/half-yearly/annual results. Apart from this, Bank may also organize press conference, as per the direction of the Managing Director &



CEO/Executive Directors, to disseminate important information relating to the functioning of the Bank.

Bank shall also project its image through sponsorship of events, charities, charitable works, sponsorship of eminent personalities associated with public causes, etc. to enhance the Bank's image in the wider society.

All Media/Sponsorship Activities/Press Conferences shall be coordinated by the Marketing Function.

#### 5.4 Brand-Guidelines

In order to ensure consistency in visual communication of Bank of Baroda brand, the Bank has set guidelines which broadly cover the following aspects of Bank's visual identity:

- Definition, type and application of Bank of Baroda logo
- Corporate stationery, Bank stationery and forms
- Advertising in print media and Bill boards
- Print applications such as Posters, brochures and leaflets
- Electronic media (internet site, intranet site and presentation formats)
- External fascia signs such as branch/ATM signage
- Interior signage of Branch/ATM – identification signs, direction signs, statutory signs, etc.
- Other applications such as danglers, banners, T-shirts, Caps, etc.

The Brand Guidelines are available on Bank's intranet site <https://intranet.bankofbaroda.co.in> for information of staff members and implementation at all levels.

Bank has an internal policy for the usage of Bank's brand and logo by its domestic subsidiaries, joint ventures and associates.

#### 5.5 Crisis Management and Response Plan for adverse reputation events

- The MD & CEO, being spokesperson of the Bank or any of the Executive Directors or General Managers or Heads of Overseas Territories so authorised by MD & CEO, to clarify and disseminate the true and fair stand of the Bank or any adverse reputation event through Press Conference, Press Releases using any print, electronic or other media vehicle as deemed fit for bringing to the knowledge of all stake holders.
- The General Manager (Marketing & WMS) may speak on behalf of the Bank / issue press releases / media related communications in consultation with the Top Management (MD & CEO / Executive



Directors) and different verticals of the Bank to the extent of published data.

- Bank will also endeavour to immediately disseminate the true, fair and adequate clarification through its own website.
- The respective overseas website's are also to be updated immediately and simultaneously, if required.
- To safe guard against erosion of our Market Capitalization idea- syncratic reason on account of such adverse event, true, fair and adequate clarificatory intimation to be filed with both the stock exchanges, i.e BSE Ltd and National Stock Exchange of India Ltd. by the Company Secretary so as to bring it to the notice of all stakeholders including shareholders. Such intimation would also be required in terms of respective listing agreements signed by our Bank with Stock Exchanges.

## 6.0 Major Communication Tools

### 6.1 Advertising

Bank shall use advertising to promote its products, services and corporate brand values through judicious mix of media vehicles including print, electronic, and web. The Marketing Function shall coordinate the use of this tool for the benefit of the Bank.

### 6.2 Press Release

All press releases such as covering policy announcements such as change in rate of interest; introduction/phasing out of products/services; overseas expansion; launch of national/international campaigns; CSR/Financial Inclusion initiatives, customer service initiatives at national/international level, regulatory/compliance related matters and other information of national/international importance, are centrally issued by the Marketing Department at BCC.

Press releases covering announcements of local issues, campaigns and/or events within the jurisdiction of respective Zones to be issued under authority of the Zonal Head.

### 6.3 Internet

The official web-site of the Bank is [www.bankofbaroda.com](http://www.bankofbaroda.com) . The bank endeavours to make the web-site up-to-date and reader-friendly. The



website is the central platform for all external information that bank produces.

#### 6.4 Intranet

All employees can access Bank's internal documents, relevant guidelines, circulars, and notifications on Bank's intranet <https://intranet.bankofbaroda.co.in>.

The bank endeavours to make the intranet up-to-date and reader-friendly. The intranet is the central platform for all internal information that bank produces.

#### 6.5 Annual Report

The Annual Report provides for an official account of the Bank's activities for a Financial Year. It is comprehensive in nature and serves as a future point of reference for stakeholders.

#### 6.6 Internal News-Letter/Magazine

Bank has in-house magazines / news-letters for internal circulation and communication.

#### 6.7 Social Media

A separate social media policy has been framed and the same has been approved by the Board.

### **7.0 Official Language Policy & implementation**

There is a separate Official Language Policy of the Bank which directs and guides the Bank Officials to implement the mandate given in Official Languages Act 1963. There is separate Department – 'Official Language Department in the Bank whose primary responsibility is to promote the use of Hindi in the Bank.

Bank is taking all efforts and necessary steps to promote the use of Hindi Language for its customers through training of staff, publication of banking related books and staff-magazines, workshops at branches, standardization of staff related formats, etc.

The Official Language Policy of the Bank is available on Bank's intranet site <https://intranet.bankofbaroda.co.in> for information of staff members and implementation at all levels.



## **8.0 Dissemination of Communication Policy**

The Communication Policy will be reviewed every two years and placed before the competent authority for approval. Once approved, the Communication Policy shall be available on Bank's official web-site [www.bankofbaroda.com](http://www.bankofbaroda.com) and Bank's intranet portal.

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**(O. K. Kaul)**  
**General Manager**  
**(Mktg, Corp Comm & WMS)**