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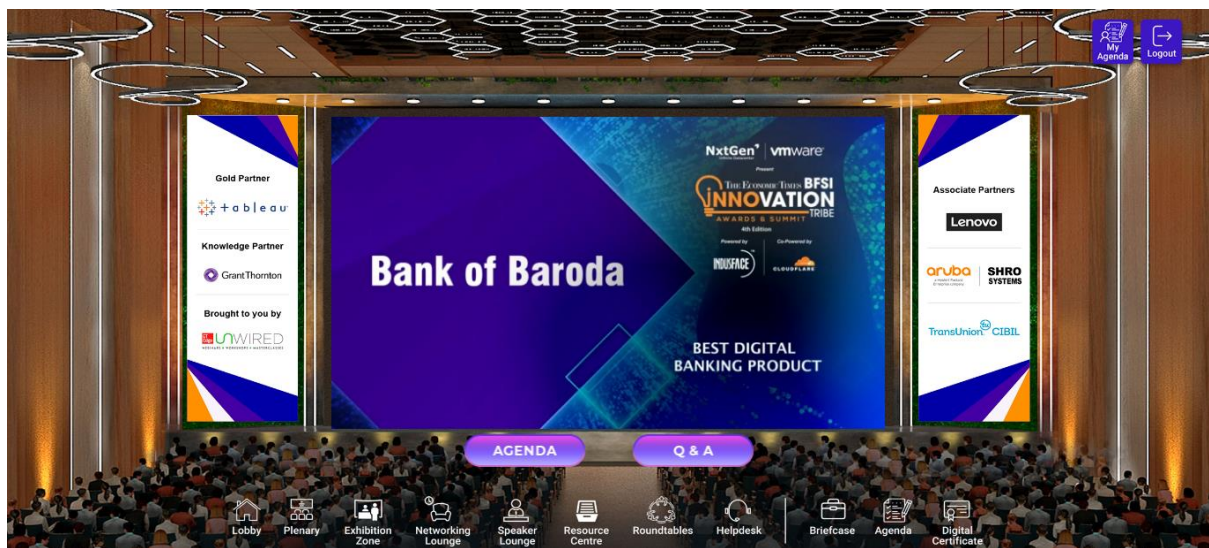
स्थान/Place: Mumbai

तारीख/Date: 01.10.2021

प्रेसविज्ञप्ति/ Press Release

**Bank of Baroda recognized with Economic Times BFSI Innovation Tribe Award for Best Digital Banking Product (bob World)**

**Mumbai, 01-10-2021:** Bank of Baroda, has been awarded with The 4<sup>th</sup> Edition Economic Times BFSI Innovation Tribe Award for Best Digital Banking Product (bob World). The event was organized, through a virtual ceremony, by the Economic Times, Mumbai on 9<sup>th</sup> September 2021, for “**Best Digital Banking Product for the bob World app**”.



Digital economy can help improve economic and social outcomes, and be a force for innovation and productivity growth. Bank of Baroda aims to digitize its products and services to offer customer’s comfort, convenience and safety of transacting from home. In this endeavour bank has launched a digital banking ecosystem **bob World**, a sub-brand for all the digital products and services of the Bank. Under this umbrella, bob World mobile application offers a wide gamut of banking products and services. This truly all-in-one application has over 220+ services to provide a seamless 360° experience for our customers. With this product bank wants to offer a one stop solution to customers across the length and breadth of the country to access not only financial services but all other lifestyle requirements.

Since the launch on 23<sup>rd</sup> August '21, the bob World app has over 1.3 Crore active users. On the award, Shri Akhil Handa, Chief Digital Officer, Bank of Baroda said, “Bank of Baroda is thankful to the Jury of the Economic Times for choosing bob World as the Best Digital Banking Product. The award is a testament to the fact that our customers are delighted by the all-in-

one proposition. The bob World application has been thoughtfully crafted to serve our diverse customer base in a delightful way.”

### **About Bank of Baroda:**

Bank of Baroda (“The Bank”) established on 20th July 1908 is a State-owned banking and financial services organisation, headquartered in Vadodara (earlier known as Baroda) in Gujarat, India.

Bank of Baroda is India’s leading public sector bank with a strong domestic presence supported by self- service channels. The Bank’s distribution network includes 8,300+ branches, 11,600+ ATMs, Cash Recyclers supported by self-service channels and over 23,000 Business Correspondents. The Bank has a significant international presence with a network of 96 branches/offices of subsidiaries, spanning 19 countries. The Bank has wholly owned subsidiaries including BOB Financial Solutions Limited (erstwhile BOB Cards Ltd.), BOB Capital Markets and Baroda Asset Management India Ltd. Bank of Baroda also has joint ventures for life insurance viz. IndiaFirst Life Insurance Company Limited and India Infradebt Ltd., engaged in infrastructure financing. The Bank owns 98.57% in The Nainital Bank. The Bank has also sponsored three Regional Rural Banks namely Baroda Uttar Pradesh Gramin Bank, Baroda Rajasthan Gramin Bank and Baroda Gujarat Gramin Bank.

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