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प्रेसविज्ञप्ति /Media Release

Bank of Baroda launches the #bobWorld Campaign featuring PV Sindhu, K Srikanth and Late Satish Kaushik

Available in 13 languages, Customers can Save, Invest, Borrow, Shop & Pay anywhere and anytime using the #bobWorld app

Mumbai, June 23, 2023: Bank of Baroda (Bank), one of India's leading public sector banks, announced the release of its latest [#bobWorld advertising campaign](#), which stars the Late Satish Kaushik playing the role of a frustrated director. In the commercial, he is shown shooting an ad film with badminton stars, PV Sindhu and K Srikanth. The two then go on to annoy the director by repeatedly interrupting him as he is giving them their lines and compare it to the Bank's bob World mobile banking app and the wealth of advantages the app offers such as the ease with which it is to open a digital savings account, apply for loans digitally, invest, pay bills & recharge etc.

Shri V G Senthilkumar, Deputy General Manager - Marketing & Branding, Bank of Baroda said, "bobWorld gives its 30 million customers a simple, seamless and feature-rich user experience to execute over 300 services round-the-clock at their convenience without having to take the trouble of visiting the branch. From opening a B3 Digital Only Savings Account, to applying for instant digital loans, investing, paying bills, recharge and shopping, bob World is truly a one stop destination for all our customers' banking, financial and lifestyle needs. To add to that, the app is available in 13 languages, giving our customers the flexibility to transact with the Bank in their preferred language."

"We were also privileged to work with late Shri Satish Kaushik, a brilliant actor, producer and our favourite "frustrated director". His legacy will continue to live in our hearts forever," added Shri Senthilkumar.

The 60-second campaign is developed by M/s Auburn Digital Solution Pvt. Ltd. It will be played on social media and across theatres in India.

Watch the video here: [YouTube](#) / [Instagram](#) / [Twitter](#) / [Facebook](#)

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 over 150 million through over 70,000 touch points spread across 17 countries in five continents. Through its state-of-the-art digital banking platforms, it provides all banking products and services in a seamless and hassle-free manner. The Bank's bob World mobile app provides customers with a saving, investing, borrowing, and shopping experience, all under one single app. The app also serves non-customers by enabling account opening through video KYC. The Bank's vision matches its diverse clientele base and instills a sense of trust and security. It is moving well in that direction and bob World is a testimony of its roadmap towards Digital Transformation.

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