



बैंक ऑफ बड़ौदा **Bank of Baroda**

वेबसाइट: www.bankofbaroda.com

ईमेल - corp.pr@bankofbaroda.com

टेलीफोन नं. 022 6759 2590

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प्रेस विज्ञप्ति/ Press Release

Bank of Baroda launches a one-of-its-kind Digital Campaign #BeTheChamp

- To celebrate 'National Children's Day' and 'World Children's Day'
- Dedicated microsite—<https://www.bethechamp.in>—for children to participate in various contests

Mumbai, 26th November 2018: Bank of Baroda, one of the country's trusted public sector banks, has announced the launch of a unique digital campaign **#BeTheChamp**. The fortnight-long campaign that commenced on November 14 and concludes on November 30, has been launched keeping in mind twin occasions—**National Children's Day (November 14) and World Children's Day (November 20)**

The campaign invites parents and schools to encourage children up to 18 years of age to participate in a digital talent hunt by uploading photos/videos/images/audios showcasing their best activities and talents such as dance, music, arts, writing and others. The promotional campaign would lead the audience towards a microsite —<https://www.bethechamp.in>; to participate in exciting contests and quizzes. All participants will be provided a digital certificate by Bank of Baroda to value their capabilities and encourage such creative activities.

Airing his thoughts on the occasion, Mr. O.K Kaul, General Manager and Head of Marketing, Corporate Communication and Wealth Management Services, Bank of Baroda, said, "We are pleased to launch this one-of-its-kind digital campaign for children and the response that we have received thus far is indicative of our faith in the thought behind it. At Bank of Baroda, we firmly believe that every child is creative in his or her own way and it is the collective responsibility of our society to provide them with as many platforms as possible to showcase the same. We are hopeful that **#BeTheChamp** provides them with one such avenue."

Listed below are the activities along with the platforms through which children can participate:

Activity	Description	Channel
Digital Talent Hunt	Children can participate by uploading videos/ images/ audios/ pdfs etc. to showcase any talent like Dance, Music, Arts, Writing and others	https://www.bethechamp.in
Quiz	Short quiz for kids on topics related to safe banking etc.	https://www.bethechamp.in

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Shailendra Singh
Dy. General Manager
(Marketing & WMS)

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कार्पोरेट जन संपर्क विभाग जी ,26 -सी ,बड़ौदा कार्पोरेट सेंटर , - ब्लॉक, 051 400 - मुंबई कॉम्प्लेक्स □बान्द्रा ,

CORP.PR Department, Baroda Corporate Centre, C- 26,G-Block,Bandra Kurla Complex,Mumbai- 400 051