

## For Basanti to Bhuvan

### Bank of Baroda launches the #LoansWithoutDrama Campaign

*Drama-free home and car loan approvals from Bank of Baroda in just 30 minutes*

*The campaign hits the screens during the inaugural Women's IPL, where the Bank is an associate media sponsor*

**Mumbai, March 9, 2023:** Bank of Baroda (Bank), one of India's leading public sector banks, announced the launch of the **#LoansWithoutDrama** advertising campaign that does a humorous take on two popular movie-based characters to communicate the ease with which it is possible to digitally apply for and get approval for a [home loan](#) or [car loan](#) from Bank of Baroda in just 30 minutes\*.

The #LoansWithoutDrama home and car loan campaign zeroes in on the insight that buyers typically love to add a little bit of drama as they speak to their family and friends about a recent purchase. In the process, they tend to slightly exaggerate and tell a dramatic story. The ads end with a twist when it is revealed just how easy it is in fact to get approval for a Bank of Baroda digital loan - in just 30-minutes and without any drama or hassle. The ads also convey the rising aspirations of today's customers with a trusted partner like Bank of Baroda by their side.

Given the high anticipation and the eyeballs expected, the #LoansWithoutDrama home and car loan TVCs are being launched during the inaugural edition of the Women's Premier League (WPL). Bank of Baroda is an associate media sponsor of the WPL. Supporting the WPL is in line with the Bank's philosophy to back emerging Indian sporting talent, particularly women, and build a long-lasting partnership. Incidentally, the Bank's Brand Endorser, Shafali Verma, a young, promising talent, is among the star cricketers playing in the first edition of the WPL.

**Shri V G Senthilkumar, Deputy General Manager, Head - Marketing & Branding, Bank of Baroda** said, "It is generally presumed that applying for a loan is a cumbersome process in which one must go through a long and tedious process to avail the loan. We wanted to break that myth and showcase the simplicity of the Bank of Baroda Car & Home Loan process and do it in an entertaining and eye-catching format to grab the viewers' interest. Customers today are looking for a financial partner that not only empowers them to achieve their dreams and financial goals but also enables them to do it in a quick, seamless and trouble-free manner. And hence, Bank of Baroda's #LoansWithoutDrama is the answer to their financing requirements."

Enjoy the videos here: [Home Loan](#) | [Car Loan](#)

A multilingual and multi-channel campaign, #LoansWithoutDrama will play across television, radio, digital and outdoor platforms in eight languages - Hindi, English, Gujarati, Marathi, Tamil, Telegu, Malayalam and Kannada.



Bank of Baroda has also recently reduced its home loan interest rates by 40 basis points (bps) to 8.50%\* p.a. This special rate is valid for a limited period till 31<sup>st</sup> March 2023. This is one of the lowest and most competitive interest rates in the industry. In addition to reducing its interest rates, the Bank is also offering 100% waiver on processing charges on home loans.

To apply for Bank of Baroda Home Loans, applicants need to follow the below steps:

1. Log in to bob World or visit <https://www.bankofbaroda.in/>
2. Upload documents
3. Get approval within 30 minutes\*
4. Avail attractive rate of interest

Features of Bank of Baroda Car Loans:

1. Completely digital process
2. Pre-approved offers up to Rs 20 Lakh\*
3. No processing or pre-payment charges
4. Avail attractive rate of interest

\*T&C apply

#### 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 46,000 touchpoints 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 recently launched 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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