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प्रेसविज्ञप्ति /Press Release

Bank of Baroda launches the bob World Kisan app – a One Stop Solution for Farmers

Features encompass Loans & Investments, Mandi services, Agri advisory and Value-added services

Partnered with six agri companies to provide a diverse set of services to farmers

Both Existing & New to Bank customers can access the platform

Mumbai, November 24, 2022: Bank of Baroda (Bank), one of India's leading public sector banks, today launched the '**bob World Kisan**' app – a one-stop solution for farmers for all their agricultural needs. bob World Kisan is a holistic platform that helps in digitising the agro-economic journey by offering new-age solutions related to agri-financing, insurance & investments; mandi services such as monitoring of crop prices; agri advisory services like weather forecasting, monitoring crop health and other value-added services including buying of agricultural inputs & hiring of equipment, using tech to increase productivity etc. All these services are available to both existing customers & non-customers alike.

The Bank has also partnered with six agri companies such as AgriBegri, AgroStar, BigHaat, Poorti, EM3 and Skymet to provide a diverse set of services to farmers within the app itself. Moreover, the app is available in three languages at present i.e. English, Hindi, and Gujarati – making it accessible to a wider base of farmers.

Shri Joydeep Dutta Roy, Executive Director, Bank of Baroda said, "As one of the country's leading public sector banks, we have a deep and enduring relationship with the Indian agriculture community. Bank of Baroda's vision is to support Indian farmers right through their "Sow to Sell" journey. bob World Kisan is a state-of-the-art and an all-inclusive platform that will provide a wide range of services to our *annadatas*, helping them maximise their yields and income."

Shri Akhil Handa, Chief Digital Officer, Bank of Baroda said, "The bob World mobile banking app that was launched last year transformed the banking experience for millions of our customers. With the launch of the bob World Kisan app, our promise is to do the same for our farmers. It is one integrated app with a simple & intuitive design, providing a range of banking and agri services at the user's fingertips – digitising the entire experience."

bob World Kisan's features fall into four categories:

- **Finance**
 - Instant loans and renewals
 - Insurance
 - Investments

- **Mandi**
 - Monitor crop prices
 - Monitor prices at nearby mandis
 - Monitor the maximum and minimum prices of crops in the selected mandis
 - Option to add multiple crops/multiple mandis and compare

- **Weather**
 - Weather forecasting
 - Monitor soil moisture and crop health

- **Value-added Services**
 - Buy agri inputs such as seeds, fertilizers, and insecticides & hiring of equipment
 - Use of technology to improve productivity and profitability

The launch of the 'bob World Kisan' app takes place in the midst of the 'Baroda Kisan Pakhwada' – the annual farmer engagement programme organised by Bank of Baroda that is now in its 5th year. The aim of Baroda Kisan Pakhwada is to boost engagement with the Indian farming community and create awareness about various agri products, schemes & delivery channels offered by Bank of Baroda and initiatives taken by the Government for the benefit of farmers.

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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