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# Bank of Baroda bets on super app

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Mumbai: Bank of Baroda will position its new digital platform bob World as the main bank and all banking channels will be an adjunct to the primary platform. The public sector lender is adopting a strategy similar to SBI, which is working to integrate all services on its Yono platform.

Bank of Baroda MD & CEO Sanjiv Chadha told TOI that post-pandemic, the bank has seen a surge in digital transactions and twice the number of branch visits are happening on the app. “So rather than being an adjunct to the bank, it will be the bank and the other parts of the lender will become an adjunct. The thought was to enable everything that can be done in the branch within the app,” said Chadha.

“The way the app (bob World) is positioned, you can save, borrow, invest and pay. All four capabilities are in the app and are being scaled up every day. In addition to regular transactions, we are having things like airline ticket booking and comparison shopping across merchants to bring the cheapest proposition to the customers,” said Chadha. The bank plans to extend use of the app from retail to businesses as well.

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For the financial inclusion and to reach out to people who do not have digital access, the bank is also doubling the number of business correspondents to 50,000.

“It’s a matter of great pride for us that while we have a 6-7% share in banking. Our share in Jan Dhan Yojana is 15%. We have a

very aggressive programme for increasing our business correspondent and increase their number from two for every branch to five BCs for every bank branch that we have,” said Chadha. The bank will however not be increasing its headcount as it has realised some efficiencies following the amalgamation of Vijaya Bank and Dena Bank, which will enable the lender to redeploy staff.