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प्रेस विज्ञप्ति/ Press Release

Bank of Baroda celebrates the grand success of Green Ride - Ek Pehal Swachh Hawa ki Aur' with fitness icon Milind Soman

Delhi, December 13, 2021: Bank of Baroda celebrates the grand success of the 'Green Ride - Ek Pehal Swachh Hawa ki Aur' initiative with super-model and fitness enthusiast, Milind Soman. Under this initiative, Milind Soman accomplished 1400 km journey from Mumbai to Delhi via Gujarat, Rajasthan and Haryana on a bicycle and on an eco-friendly electric car.

On his way to Delhi, Milind Soman visited Bank of Baroda's branches in Godhra, Vadodara, Udaipur and Jaipur, and interacted with the Bank's employees and customers. Milind also shared his experience of using 'bob World' app for his traveling and shopping needs and making his virtual banking experience hassle free.

The 56-year-old supermodel promoted significance of cleaner and healthier air for all living being by educating his fans about the importance of sustainable living and use of energy-efficient transportation. While visiting Bank of Baroda branches, Milind Soman planted saplings with the Bank's executives.

On the occasion, Ms. Sammita Sachdev, Zonal Head, New Delhi, Bank of Baroda said, "The grand success of the Green Ride initiative with Mr. Milind is proof that people want to take steps for healthy environment. Bank of Baroda is committed to reduce the impact of climate change risks and consciously work towards sustainable development of its banking operations. Only sustainable economic development can maintain the quality of environment and social ecosystems. To take our commitment one step forward, having partnered with a youth icon helped us to connect with the younger generation who is our future."

Speaking at the celebration Milind Soman said, "Delighted, Grateful & Exhilarated! This sums up my journey on cycle from Mumbai to Delhi. The Green Ride was an effort to explore and promote healthier modes of transportation. I hope I was able to create some more awareness about how we are polluting the air we breathe, and efforts we all can make to reduce this pollution! Every small step that we take, like opting for a car pool, planting a tree, choosing to cycle rather than take a car, quitting smoking and so many other small ways, plays a huge role in making our environment healthier for us and all life on the planet. Will continue to champion for this cause and other important ones through more such initiatives in the future."

About Bank of Baroda:

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial Bank in India. At 63.97% stake it's majorly owned by Govt of India. Bank serves



its global customer base of over 140 Mn through over 46,000 touchpoints spread across 19 countries in 5 continent. Through Its state of the art digital banking platforms it provides all the banking products and services in a seamless and hassle-free way. Recently launched bob World mobile app provides customers with saving, investing, borrowing and shopping experience, all under one single app. The app also serves non customers by enabling account opening through video KYC. Bringing about a vision that matches the diverse clientele base and to instill a sense of the trust and security has been the paramount factor for Bank of Baroda. Its moving well in that direction and bob World has been a testimony for its roadmap towards Digital Transformation.

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