

स्थान/Place: Mumbai

तारीख/Date: 18.08.2022

## Bank of Baroda Marks Azadi Ka Amrit Mahotsav - 75 Years of India's Independence - with multiple initiatives

- Bank of Baroda unfurled the National Flag at its branch/office locations

- Distributed flags amongst employees, customers and the less fortunate to support the Har Ghar Tiranga campaign

- Exhibitions were held to acknowledge the pain faced by citizens during Partition

**Mumbai, 18<sup>th</sup> August 2022:** Bank of Baroda (Bank), one of India's leading public sector banks, marked 75 years of India's Independence with a series of initiatives across the country.

On Independence Day, the Bank organised a flag hoisting ceremony at its corporate office in Mumbai and across various branch and office locations that saw the enthusiastic participation from employees.

To spread the spirit of independence, Bank of Baroda also actively supported the *Har Ghar Tiranga* campaign under which citizens were encouraged to hoist the Tiranga at their homes to invoke the feeling of patriotism. The Bank procured over 150,000 national flags – over 90,000 flags were distributed amongst employees and customers at cost, while the Bank also gave 60,000 flags to the needy for free as a CSR initiative.

In the week leading up to 15th August, to commemorate *Partition Horrors Remembrance Day* and bring unity to the nation, Bank of Baroda set up exhibitions across 100 prominent branches pan India under the guidance of the Department of Financial Services and the Ministry of Culture, Government of India. The exhibition narrates the story of India's Partition and acknowledges the pain undergone by citizens during the Partition in 1947. The Bank invited senior citizens, defence personnel and freedom fighters to inaugurate the exhibitions.

Speaking on the occasion, **Shri Sanjiv Chadha, Managing Director & CEO, Bank of Baroda** said, "Celebrating 75 years of India's Independence is a momentous occasion for all Indians. At Bank of Baroda, which celebrated its 115<sup>th</sup> Foundation Day this year, we take pride in being a longstanding partner in India's growth. The country has progressed by leaps and bounds since Independence and today occupies a prominent position on the global stage. Bank of Baroda will continue to extend its full support in the next phase of the country's evolution."

### 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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**For further information, please contact:**

Bank of Baroda: Phiroza Choksi | +91 9820363681 | [corp.pr@bankofbaroda.com](mailto:corp.pr@bankofbaroda.com)

Perfect Relations: Sneha Joshi | +91 9833004482 | [snehaj@perfectrelations.com](mailto:snehaj@perfectrelations.com)