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प्रेसविज्ञप्ति/ Press Release

**Bank of Baroda launches #AapkeSapnoKaSathi –
A youth-centric home and car loan campaign aimed at millennials**

In a rising interest rate environment, the Bank is offering best-in-class home loan rates at 6.5% p.a.* and car loan rates at 7% p.a.* in a limited period offer

Mumbai, March 11, 2021: Bank of Baroda (Bank), one of India's leading public sector banks, has launched the #AapkeSapnoKaSathi campaign – a youth-centric home loan and car loan campaign targeted at millennials that highlights the Bank's attractive interest rates in an engaging interplay between a young decision maker and her/his parent.

Bank of Baroda offers one of the most competitive [home loans](#) and [car loan](#) rates in the industry starting at 6.5% p.a.* and 7.00% p.a.* respectively. With interest rates set to rise, this is an opportune time for people to take advantage of the low rates and book their favourite home or car. The limited period offer ends on March 31st 2022.

The #AapkeSapnoKaSathi home and car loan television campaign features young, talented actors Revathi Pillai and Mayur More (lead actors of the popular series *Kota Factory*) along with veteran actors Rajeev Mehta [from the TV series *Khichdi*] and Shruti Panwar [from the TV series *Sasural Genda Phool*]. The ads convey the rising aspirations of today's youth with a trusted partner like Bank of Baroda by their side.

Similarly, the OOH ads of the campaign feature the Bank's long-time brand endorser and youth icon, Olympian PV Sindhu.

Shri. Rakesh Sharma, Dy. General Manager, Head - Marketing & Branding, Bank of Baroda said, "The youth today are looking for a financial partner that not only enables them to fulfil their dreams and achieve their financial goals, but also enables them to bank independently in a hassle-free manner. A partner that has served generations of their loved ones. This is the best time to buy a home or car of one's dreams and Bank of Baroda's amazingly low rates can transform that dream into reality."

The #AapkeSapnoKaSathi home and car loan TVCs are running in a multi-lingual format - Hindi, Gujarati and Kannada, besides English.

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

* 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 140 million through over 46,000 touchpoints spread across 19 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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