

स्थान/Place: Mumbai

तारीख/Date: 03.12.2022

प्रेसविज्ञप्ति / Press Release

## Bank of Baroda wins the Bank of the Year (Digital Bank) at ASSOCHAM's 7<sup>th</sup> Technology Excellence Awards

**Mumbai, December 3, 2022:** Bank of Baroda (Bank), one of India's leading public sector banks, has been adjudged the **Bank of the Year (Digital Bank)** at ASSOCHAM's Futuristic Technologies & 7th Technology Excellence Awards.

**Shri Akhil Handa, Chief Digital Officer, Bank of Baroda** said, "This award is a recognition of the digital transformation that the Bank has undergone in recent years and I would like to thank ASSOCHAM for this honour. With bob World at the centre, the major digital transformation efforts at the Bank are focused on new business initiatives, modernisation of the existing stack and collaboration with fintechs in diverse areas."

Launched in 2021, the bob World mobile banking platform is an all-encompassing digital platform that caters to the financial, non-financial, and lifestyle needs of the Bank's customers. As on 30<sup>th</sup> Sept, 2022, bob World has 24.7 million active users, 3.8 million daily active users with 77 lakh daily average transactions (financial and non-financial), and a market share of 12%.

### 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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Shri PK Das, Network DGM, Kolkata Zone, Bank of Baroda (centre) accepts the Award on behalf of the Bank.