

प्रेस विज्ञप्ति/ Press Release

Bank of Baroda flags-off 'Green Ride - Ek Pehal Swachh Hawa ki Aur' with fitness icon Milind Soman'

Mumbai, December 1, 2021: Bank of Baroda today announced the launch of '**Green Ride - Ek Pehal Swachh Hawa ki Aur**' initiative with super-model and fitness enthusiast, Milind Soman; powered by GAIL India. Under this initiative, Milind Soman will embark on a 10 day long journey by riding a bicycle and driving an eco-friendly electric vehicle mapping through Gujarat, Rajasthan and Haryana before reaching Delhi.

The Green Ride is being organized to spread awareness on importance of cleaner air and encourage people to adopt sustainable modes of transport. The Green Ride will be flagged off from Mumbai on 3rd December and conclude at Delhi on 13th December, 2021. Enroute, he would visit Bank of Baroda branches at Godhra, Baroda, Udaipur and Jaipur.

During his tour Milind Soman would interact with Bank's employees and his fans to educate them about his user experience of bob World app for all his travel booking and shopping needs on-the-go. He would also highlight the importance of sustainable living such as the use of energy efficient transportation to ensure clean air for all living beings.

On this collaboration, Shri. Sanjiv Chadha, MD & CEO, Bank of Baroda said, "Sustainability is key to a strong nation and Bank of Baroda strongly supports the ideologies of a sustainable living and safeguarding the environment. Our association with 'Green Ride - Ek Pehal Swachh Hawa ki Aur' initiative spearheaded by India's most popular fitness enthusiast, Milind Soman, is an effort to promote awareness and call for action among young Indians resulting in broader social impact."

Milind Soman's said, "The GREEN RIDE is an effort to promote healthier modes of transportation. It is an ode to the air that we breathe, every living moment of our lives. It is my attempt to make us all more aware and conscious of the ill-effects of air that is polluted by our own actions. I hope this initiative makes people stop to think each time they pick up their car keys to drive small distances, or switch on gensets during power-failures, or burst crackers at celebrations. We all want progress and development. But not at the cost of depriving future generations of the beautiful world we have known. Let us celebrate our many technological achievements. Let us celebrate progress and development. But let us first celebrate the clean, wonderful air we breathe, and do all we can to preserve it".

A Kaviraj, Executive Director (Marketing – Shipping & international LNG, GAIL) said

"As a responsible corporate, GAIL (India) Ltd continues to play an important role in transitioning India's energy landscape with cleaner fuels like Natural Gas, Renewables, Green hydrogen and other clean energies to strive for a greener and cleaner tomorrow."

Viraj Bahl, Founder & MD- Veeba & Earthmade Organix, said, "At Earthmade Organix, working towards a cleaner and sustainable environment comes naturally to us - an organic way of living. We make an honest attempt to design products that are credible, responsibly sourced and certified organic. Hence, we are proud to associate with a fitness icon like Milind Soman who represents sustainability through his lifestyle and food choices. With the Green Ride, we want to further our cause towards a cleaner living."

Bharat Kalia, Co-Founder, Lifelong Online Retail Pvt. Ltd., said, "Milind continues to inspire everyone! Lifelong Online along with Milind are trying to create a movement that makes fitness mainstream. The



multi-city cycling trail is a seamless fit for the whole movement. Fight lazy is simply about starting in the right direction and pushing yourself to be the fitter you.”

Mr. Rajendra Singh

Managing Director VRS Foods Limited said “Milind’s fuel has been Ghee with khichdi for many years. Paras ghee supports healthy heart, strong bones & muscles which gives him this health & fitness. We are delighted to partner with him on this journey of endurance, strength & stamina.”

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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