



## Market

The banking sector is the most robust arm of the Indian economy, injecting sanity and controls that ensure that the wheels of trade and commerce keep turning. This huge industry discharges an extremely complex function, transacting hundreds of thousands of crore of business each day. In a complicated web that criss-crosses banks and branch offices across the world the Indian banking sector has emerged as

and rising incomes as the norms, the scope for growth in retail banking is stupendous.

## Achievements

As a public sector bank, the Bank of Baroda has maintained a fine balance between its commitment to nation-building and its commercial interests – fulfilling both with great distinction.

The bank has taken several strategic initiatives to emerge as a leader in the public sector banking space in India, deploying the most modern technology and pursuing global best practices to give its customers a world-class banking

## History

Bank of Baroda was the brainchild of Maharaja Sayajirao Gaekwad, under whose patronage the bank was incorporated on 20th July 1908 with a paid-up capital of Rs. 10 lacs (now US\$ 20,800).

The bank survived the disastrous years between 1913 and 1917 – when as many as 87 banks failed – mainly due to its financial integrity and an abiding responsibility it feels toward its client's hard earned money. These principles have become the guiding *mantra* of the bank in the 101 years of its existence and have helped steer the bank safely through various financial upheavals.

In 1953 Bank of Baroda became one of the first Indian banks to open an office abroad, when it set up a branch in Kenya followed by an office in London four years later. It has since extended its footprint to 25 countries which it

**NO MORE BANK HOLIDAYS.**

Internet Banking Any branch Banking Phone Banking

**WHY BE IN LINE WHEN YOU CAN BE ONLINE?**

Internet Banking Any branch Banking Phone Banking

**SEND MONEY IN SECONDS.**

Internet Banking Any branch Banking Phone Banking

a powerful symbol of free enterprise. Bank of Baroda (BOB), India's third largest nationalised bank is a prime example of this at work.

In the 2008/09 financial year ended 31st March, the bank had earned the faith of 36 million global depositors. Its 2950 branch offices in India and 74 business operations in 25 countries, manned by more than 36,000 employees, had generated business of Rs. 336,383 crore (US\$ 70.10 billion). This comprised deposits of Rs. 192,397 crore (US\$ 40.10 billion) and advances of Rs. 143,986 crore (US\$ 30 billion). To underline this huge financial muscle the bank posted a growth of 55.20% in net profit while maintaining an adequacy ratio of 14.05%.

Despite strong numbers being posted over the last ten years, the banking industry in India still has vast ground to cover. The retail loans segment, for instance, accounts for just 7% of the gross domestic product (GDP) – a picture much at variance with South Korea's 55% and an average 35% posted by the wider Asian region. But with nearly 70% of India's population under 35 years of age and rapid urbanisation

recognition in the process.

Bank of Baroda has been ranked 14th among the top service brands in the Brand Equity Most Trusted Brands 2009 of The Economic Times. It has also featured among the Top 500 Global Financial Brands 2009. Recently the bank won the award for the Leading Public Sector Bank in the Global Business Development category at the Dun & Bradstreet Banking Awards 2009 and received the Midas Award, New York for Marketing Effectiveness.

It has been a regular recipient of the Association of Business Communicators of India (ABCI) awards in various categories of business communication, winning the Silver in the Corporate Film and Quarterly Economic Review categories. It also won the Bronze for its bilingual house magazine in 2008/09.

experience. It has also proved its resilience during one of the most challenging times for the world economy and gained world wide

serves through 74 branch offices.

The bank was nationalised in July 1969. This set in motion a new phase in its growth. While commerce continued to be its objective, the bank was now also called upon to help in the development of rural markets. With its multi service agency model for urban micro-credit, Bank of Baroda has, today, redefined social banking and has emerged as a leading lender to this community.

The mid-1980s marked the beginning of a shift to a buyers' market. The bank responded by diversifying into areas of merchant banking, housing finance, credit cards and mutual funds. Overseas operations were revamped and structural changes intensified in various

**18 IS A FUNNY AGE. YOU ARE TOO OLD TO ASK FOR MONEY. AND TOO YOUNG TO EARN IT.**

**BARODA NEXT**  
STATE-OF-THE-ART. STRAIGHT FROM THE HEART.  
Toll Free No.: 1-800-22-4447 | www.bankofbaroda.com

**EDUCATION LOAN FOR HIGHER STUDIES.**  
Your father will still be there for you. But there comes a time in life, when you need to stand on your own feet. Taste sweet independence. Spread your wings. And what good is **BARODANE**, if it can't be that ground beneath your feet?

geographies to cater to second generation NRIs.

The bank's bond issue and IPO in 1995 and 1996 received enthusiastic market response, reflecting its strong fundamentals.

Alive to the growing complexities of an intensely competitive marketplace and the mounting expectations of customers, the bank has now ventured beyond brick and mortar delivery channels into ATMs and the Omni BOB range of anytime, anywhere electronic channels of online and telephone banking.

## Product

Product innovation has enabled Bank of Baroda to exceed customer expectations. It was, for instance, amongst the first public sector banks to integrate technology in its operations. Today, of course, the bank offers a wide range of value products to its retail, corporate and rural customers.

Large- and mid-sized corporate clients are serviced by dedicated Corporate Financial Services (CFS) branches located at all the major financial centres of the country and manned by a team of relationship managers, product specialists and credit officers. Each client has a single point contact so that all their banking requirements can be serviced quickly and efficiently.

In its international operations, Bank of Baroda offers cross currency and interest rate swaps, foreign currency loans as well as a wide array of specialised products and services.

Realising the emerging needs of the small and medium enterprises (SME) sector, the bank has created the Baroda SME Gold Card. This initiative ensures hassle-free, on-the-spot assistance to the borrower in case of a pressing need. The Baroda SME Loan Pack is another popular product. It offers a comprehensive package of term loans and working capital loans to small and medium enterprises.

Bank of Baroda's online education and home loan service gives applicants an in-principle decision within 48 hours. Another niche channel is the Gen Next branch which offers today's youth and tomorrow's decision-makers specific



structure allows customers to avail several facilities including internet access to their accounts, fund transfer, payment of utility bills and taxes and booking rail tickets, amongst others.

As a socially responsible entity, Bank of Baroda finances the agricultural sector at reduced rates of interest through its customised products. Sixteen Baroda *Swarajgar Vikas Sansthan*s provide free training to unemployed rural youth for skill development and then provide finance so they can merge into the country's mainstream. Baroda *Gramin Paramarsha Kendras* across 52 strategic locations in the country provide credit

consulting and promote financial literacy among rural masses.

In a first for the public sector banking industry, Bank of Baroda extended its working hours across 350 branch offices. These offices now operate from 0800 hours to 2000 hours while eight branches have been equipped to offer 24-hour service.

To enhance the overall banking experience of its high net worth clients the Bank has set up Baroda Gold Lounges at thirteen select branches.

In the auto finance space, Bank of Baroda has executed

agreements with Maruti Suzuki, Tata Motors, Hyundai, Honda SIEL and Mahindra & Mahindra to provide loan finance to their clients.

## Promotion

The re-branding of the bank signalled Bank of Baroda's readiness to adopt new business paradigms of a global world. The signing on of cricketer Rahul Dravid, widely known as 'The Wall', resonated with the bank's own reputation of being a reliable and consistent player. Rahul's assertion in the TV commercial that *Sab Kuch Badal Raha Hai ... Hamara Bank Bhi* (Everything is changing ... so also is our bank) underscored Bank of Baroda's determination to reinvent itself as a gen-next product.



products and facilities making banking a refreshingly delightful experience for this segment.

## Recent Developments

Success is a moving target and Bank of Baroda is ever on its toes to stay one step ahead of competition. It is currently implementing an IT-enabled business strategy that will put in place a series of initiatives geared to deliver convenience banking. Baroda Connect is the Bank's internet banking portal. Its multi-level



servicing various needs. The one-on-one training imparted to customers on the use of ATMs and internet banking was a huge success.

## Brand Values

The bank's re-branding symbolised by its new logo is much more than a cosmetic change. The rays of the new Baroda Sun logo form a double B representing the initials of the Bank of Baroda. The five rays stand for the bank's presence across the five continents. As the sun is recognised to be the single most powerful source of light so also Bank of Baroda seeks to be an enabling force for its stakeholders – customers, investors, business partners and employees – to realise their goals and aspirations.

For Bank of Baroda, it has been a long and eventful journey that commenced more than one hundred years ago. Through this period, the bank has shown itself to be a responsible corporate citizen and an institution concerned with the growth and development of the country.

As India powers its way into the 21st century Bank of Baroda sees itself as an important catalyst – for both industry and the common man.

[www.bankofbaroda.com](http://www.bankofbaroda.com)

## Things you didn't know about Bank of Baroda

- At independence, Bank of Baroda had 48 branch offices and found a place amongst India's top five banks
- The Dungarpur district, in Rajasthan has been adopted by Bank of Baroda for total integrated development and 100% financial inclusion
- 90,000 self help groups (SHGs) have been provided more than Rs. 600 crore (US\$ 125 million) in financial assistance so far by Bank of Baroda
- Bank of Baroda has never failed to declare a profit
- Bank of Baroda has the second largest network of overseas branches among Indian banks. Its first overseas office was opened in 1955 in Kenya

Rs. 650 crore (US\$ 135 million) in new savings account deposits.

Bank of Baroda makes extensive use of the print, electronic and outdoor media. It has also launched a number of initiatives making use of evolving audience touch points and exploring new media vehicles. Initiatives like the Customer Education Programme developed in 2008 attempted to bridge the gap between emerging technologies and fearful customers. The effort was to show the ease with which technologies could be tamed and how effective they were in