

Bank Of Baroda, Max Bupa Health Insurance Join Hands With Feeding India To Launch Swasthaneev, A Fight Against Hunger

Pledge to provide 112,000 meals to the underprivileged across 100 cities

Kolkata, 7 August, 2019: Bank of Baroda, India's second largest public sector bank, and Max Bupa Health Insurance - one of India's leading standalone health insurance players have jointly pledged to feed 112,000 meals to the underprivileged citizens, within a span of two months. The initiative is aimed to contribute to the nation's fight against hunger and enable the underprivileged citizens to lead healthier lives.

Bank of Baroda and Max Bupa Health Insurance have partnered with Feeding India, a not-for-profit organization, to launch the 'SwasthaNeev' initiative to cover various hunger points, across 100 cities.

The SwasthaNeev initiative was launched by Mr. Vikramaditya Singh Khichi, Executive Director, Bank of Baroda and Mr. Ashish Mehrotra, MD & CEO, Max Bupa Health Insurance, who pledged to serve as 'Hunger Heroes' and motivate their teams to actively contribute towards the cause.

Speaking on 'SwasthaNeev' **Mr. Vikramaditya Singh Khichi, Executive Director, Bank of Baroda**, said, "Almost 50% of deaths under 5 years of age occurs due to malnutrition and this cause of getting together with Max Bupa and Feeding India is an initiative taken for the long journey together. I request all Bank of Baroda colleagues to take this initiative seriously so that the pledge to provide meals to 112,000 meals can be achieved together."

Mr. Ashish Mehrotra, MD & CEO, Max Bupa Health Insurance said, "The SwasthaNeev initiative enunciates Max Bupa's deep commitment to its purpose of enabling more and more Indians lead healthier, more successful lives. Two daily meals is the most basic need of a human being to lead a healthy life and there are over 190 million people who go hungry every day in India. It is disheartening to see that despite tremendous industrial and economic growth in recent years, we still have many people with no access to food and nutrition.

Alongside, food wastage is a major concern in our country, given that about 14.8% of the country's population is undernourished, as per the Food and Agriculture Organization (FOA). This precarious situation calls for a robust and systematic approach that will help these people get adequate food and nourishment and lead a healthier life. Through the 'SwasthaNeev' initiative, we along with our partner Bank of Baroda will contribute towards helping the needy meet their basic need of daily nutrition and in turn contribute towards improving the health of the nation."

Feeding India volunteers will distribute fresh nutritious meals through food recovery vans, to the underprivileged and needy people, including children.

About Bank of Baroda:

Bank of Baroda ("The Bank") established on July 20, 1908 is a State-owned banking and financial services organization, headquartered in Vadodara (earlier known as Baroda) in Gujarat, India.

Bank of Baroda is India's third largest bank with a strong domestic presence supported by self- service channels. Bank's distribution network includes 9,500+ branches, 13,400+ ATMs and 1,200+ self-service e-lobbies. The Bank has a significant international presence with a network of 100 branches/offices of subsidiaries, spanning 21 countries. The Bank has wholly owned subsidiaries including BOB Financial Solutions Limited (erstwhile BOB Cards Ltd.), BOB Capital Markets and BOB Asset Management Co. Ltd. Bank of Baroda also has joint venture for life insurance viz. India First Life Insurance . The Bank owns 98.57% in The Nainital Bank. The Bank has also sponsored three Regional Rural Banks namely Baroda Uttar Pradesh Gramin Bank, Baroda Rajasthan Gramin Bank and Baroda Gujarat Gramin Bank.

For more information, visit www.bankofbaroda.in



About Max Bupa Health Insurance Company

Max Bupa, a standalone health insurance player in India, is a 51:49 joint venture between Max India Limited, a multi-business corporate in the business of life and care and the Bupa Group, a leading international healthcare company with a legacy of providing specialized healthcare services for over 70 years. Focusing primarily on the Business to Customer segment, the company is an innovation expert with many breakthrough innovations to its credit, including its recently launched digitally enabled comprehensive wellness cum health insurance product GoActive. It markets its policies through a balanced distribution mix of over 26,500 Agents, 11 Bancassurance & Alliance Partners and through online sales. Max Bupa operates in the high potential retail health insurance space which is expected to grow to INR 630 billion by 2025, growing at a CAGR of 22%.

For more information, visit <https://www.maxbupa.com/>

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