



BCC: BOBNOWW: 114/114

01.11.2022

LETTER TO ALL ZONAL/REGIONAL AUTHORITIES

Madam/Dear Sir,

Re: Revised Organization Structure of Zonal Offices and Regional Offices.

Digital transformation in the Indian banking sector has revolutionized day-to-day banking for customers. Our bank has ambitious growth plans in the digital space and aspires to be a market leader. To achieve and sustain our ambitious growth plans, our Bank has embarked upon a digital transformation journey and is continuously striving to put in place the best in class digital products and services in tandem with the digital space dynamics. In our pursuit to accelerate the digital drive, we have also placed a proper structure right down to the branch level so as to have a proper framework and achieve our goals seamlessly.

Under the current organization structure of Zonal Office as communicated vide our letter no. BCC:ED: 113/ dated 24.12.2021, the Zonal Digital Manager has been attached with NDGMs for all reporting and business purposes. It has also been envisaged that the number of ZDM(S) will be corresponding to the number of NDGM (S) in each Zone.

In continuation of the above and in order to keep pace with the evolving digital banking scenario, it has now been decided to introduce a new position of “**Zonal Merchant Manager**” at ZO. Simultaneously it is also necessitated to re-look at the roles and responsibilities of certain positions at RO in accordance with current day's requirement and therefore it has been decided to:-

- a) Change the nomenclature of ECM (Digital Channel) to Regional Digital Manager (RDM)
- b) Institutional CASA and POS to be segregated and Institutional CASA role to be clubbed with Government business position , and
- c) The current position of Institutional CASA and POS to be replaced with a new role of Regional Merchant Manager which will take care of the POS and other merchant business activities.

The above new positions of ZMM and RMM will be exclusively looking after the bob World Merchant acquisition business (IPG & pay point, UPI QR and Point of Sales). We are sure that this clear bifurcation and re-alignment of job roles at ZO and RO will not only ensure focused attention and drive of various business agenda, but also it will help realize the bank's digital growth agenda to compete and thrive in the competitive digital market space.

All Zonal Heads/Regional Heads are advised to ensure identification of suitable officer/s in Zonal/Regional Offices (preferably in the Grade/Scale of II/III/IV) who are agile, dynamic, and tech-savvy with hands on experience in digital products and channels along with a flair in digital marketing. The Zonal Merchant Managers shall report to the respective NDGMs in the Zones while the Regional Merchant Managers shall report to the respective Deputy Regional Managers of the Regions.

प्रॉजेक्ट मैनेज्मेंट ऑफिस, बॉबनोड, बड़ौदा कॉर्पोरेट सेन्टर, सी - 26, जी- ब्लॉक, बांद्रा कुर्ला कॉम्प्लेक्स, बांद्रा (पू), मुंबई 400051, भारत.

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We advise that Zonal/ Regional Merchant Managers should be identified from amongst the existing staff strength of the Zone/Region. Additional requirement if any, may be met from the list of officers identified under redeployment/reformatting as being discussed by BOBNOWW team with each Zones.

The existing and the revised structure of Zonal Office and Regional Office are enclosed as Annexure "A1", "A2" and "B1", "B2" respectively.

KRAs will be tracked through our HR utility GEMS portal being run by SPARSH vertical and shall be allotted centrally by SPARSH team. Simultaneously, the position function for the above new positions will also be created in HR Connect. Should there be any requirement of any further modification / addition/ deletion of products to the considered for evaluation as a part of the performance of ZDM/RDM and Zonal Merchant Manager / Regional Digital Manager or any clarification other than organizational structural Issues, the same will be clarified by the Digital Vertical, BCC.

These Digital resources shall be provided with digital certifications and training sessions on regular basis to help them improve their skill set and contribute to business growth.

We therefore, request you to accord top priority to the above task and complete this exercise by 07.11.2022, positively.

Zones are requested to send the consolidated list of the identified and deployed officers of their Zones under ZDM/ZMM or RDM/RMM (Name, EC No., and Scale) to Digital Vertical with a copy to BOBNOWW by 9th Nov.2022.

It is also observed that in many zones, the credit and Planning Departments are being asked to report to DZH, however, since the DZHs are not directly looking after Business and credit portfolios, this creates a conflict situation between their role and the NDGM role. Hence, the credit and planning function was given the reporting only to the Zonal Head. If the Zonal Head does want to delegate these functions also, at most, this can be delegated to be reporting to the NDGM (or the senior most NDGM in case of multiple NDGMs) but not to the DZH in any case.

Yours faithfully,

Sanjeev Dobhal
(Chief General Manager)
Subsidiaries& JVs, BOBNOWW & Special projects

Encl.- As above