

RO : BENNOR:DIGITAL:2023

Date: 07/10/2023

CIRCULAR TO ALL BRANCHES OF BENGALURU NORTH REGION

Dear Sir/Madam

Launch of "Lakshya Digital" — campaign from 1st Sep 2023 to 31st Oct 2023, for on-boarding users on various Digital Payment mode and Products by Branches, Regions & Zones.

With the rapidly evolving digital landscape and our bank's commitment to "ACCELERA BE," digital progress, we aspire to achieve significant growth in the Issuance and adoption of digital products through the proposed campaign. The objective of the "LAKSHYA DIGITAL" campaign is to establish an equitable platform for our digital frontrunners, including Branches. Regions to actively participate and contribute to the bank's ongoing digital transformation journey.

WAIVERS FACTOR DURING THE CAMPAIGN IN PLATINUM DEBIT CARD ISSUANCE

For the Platinum Cards issued during the Campaign period, the department has allowed waiver of the card issuance fee of Rs 300/-. The Platinum debit card issuance fee waiver will only be given to the accounts/customers who will get onboarded on the Bank UPI platform i.e. the customer will have to create the Bank of Baroda UPI handle (@barodampay) during the campaign period.

Branch wise Campaign Target was given in the Annexure.

Every Branch has to achieve the below mentioned targets by following all the guidelines.

Yours Faithfully,



कृते बैंक ऑफ बड़ौदा / FOR BANK OF BARODA

आर. भुवनेश्वरी / R. BHUVANESHWARI
उप क्षेत्रीय प्रमुख (मु.प्र.) / Dy. Regional Head (C.M.)
क्षेत्रीय कार्यालय, बंगलूरु उत्तर / R.O. Bengaluru North

(R Bhuvaneshwari)
Deputy Regional Manager (CM)
Bengaluru North Region

LAKSHYA DIGITAL CAMPAIGN TARGET									
ALPHA CODE	BRANCH NAME	Mobile Banking	BB	UPI	INTERNET BANKING (RETAIL)	INTERNET BANKING (CORPORATE)	SAPPHIRE CARDS	PLATINUM DEBIT CARDS	POS
AMARIY	AMARIYOTHI NAGAR, BANGALORE	100	3	400	25	10	5	400	4
VJNBHV	ANNAPOORNESWARI NAGAR	100	3	400	15	10	5	400	4
VJBYAT	BYATARAYANAPURA	250	3	400	30	5	10	400	4
VJCHLA	CHANDRA LAYOUT	100	3	400	20	10	5	400	4
DBCHOL	CHOLA NAGAR BANGALORE	150	3	400	30	5	5	400	4
VJCOX	COX TOWN	250	3	400	30	10	10	400	4
VJDASA	DASANPURA	150	3	400	15	5	5	400	4
VJDAHA	DASARAHALLI	400	3	400	60	10	10	400	4
FRASER	FRASER ROAD	200	3	400	30	10	10	400	4
VJGANG	GANGANAGAR	250	3	400	30	10	10	400	4
VJHBRL	H B R LAYOUT	300	3	400	40	10	10	400	4
VJVJJB	HOSAHALLI, VIJAYANAGAR	350	3	400	50	10	10	400	4
VJJAHA	JALAHALLI	250	3	400	30	10	10	400	4
KRPURM	K P PURAM	400	3	400	60	15	10	400	4
KALBAN	KALYANNAGAR	200	3	400	25	5	10	400	4
KAMBAN	KAMAKSHIPALY	300	3	400	40	10	10	400	4
VJKAST	KASTURINAGAR	100	3	400	30	5	5	400	4
VJKONU	KOTHANUR	200	3	400	40	10	10	400	4
VJMHBA	MADANAYAKANA HALLI	200	3	400	30	5	10	400	4
YESHWA	MARKET YARD, APMC	50	3	400	5	5	5	400	4
VJMOPA	MOODLUPALYA	300	3	400	40	10	10	400	4
VJMSRI	MSRIT, BANGALORE	400	3	400	100	5	10	400	4
VJMYHA	MYLANAHALLI	150	3	400	30	5	5	400	4
DBNAGA	NAGARBHAVI, BANGLORE	100	3	400	20	5	5	400	4
DBNHAI	NAGASHETTYHALLI	100	3	400	40	5	5	400	4
NEWBEL	NEW BEL ROAD	100	3	400	20	5	5	400	4
ORCHAR	PALACE ORCHA	150	3	400	20	5	5	400	4
VJPAOR	PALACE ORCHARDS	100	3	400	20	5	5	400	4
VJPEEN	PEENYA 2ND STAGE	400	3	400	60	15	10	400	4
PEENYA	PEENYA INDUSTRIAL AREA	150	3	400	20	15	5	400	4
RTNAGA	R T NAGAR	150	3	400	20	5	5	400	4
VJRTNA	R T NAGAR, BANGALORE	150	3	400	60	5	5	400	4
VJRNA	RAMAMURTHY NAGAR-BANGLORE	200	3	400	50	10	10	400	4
VJRMPR	RAMPURA	100	3	400	25	5	5	400	4
SAHAKA	SAHAKARNAGAR	150	3	400	30	5	5	400	4
VJSNGR	SANJAYNAGAR	150	3	400	30	5	5	400	4
VJSANK	SANKEY ROAD	100	3	400	20	5	5	400	4
VJSUKK	SUNKADAKATTE-BANGALORE	200	3	400	30	5	10	400	4
APMCYA	TUMKUR ROAD	150	3	400	20	5	5	400	4
VJVSAM	V S BRANCH, DOLLORS COLNY, BANGA	100	3	400	10	5	5	400	4
VJVDNG	VIDYANAGAR	150	3	400	40	5	5	400	4
VJVIPU	VIDYARANYAPURA	200	3	400	40	5	5	400	4
VJUBAN	VIJAYA NAGAR	200	3	400	40	10	10	400	4
VJVIWE	VISHWESHWARAIH LAYOUT	100	3	400	30	5	5	400	4
VJWCRO	WEST OF CHORD ROAD	200	3	400	30	10	10	400	4
YELBAN	YELAHANKA	150	3	400	30	5	5	400	4
VJYELA	YELAHANKA NEW TOWN	200	3	400	30	5	10	400	4
VJYEOT	YELAHANKA OLD TOWN	100	3	400	60	5	5	400	4
VJYESH	YESHWANTHPUR	250	3	400	40	5	10	400	4
DBUGAN	DIGITAL BANKING UNIT, JALAHALLI, KA	50	3	400	20	5	5	400	4