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प्रेस विज्ञप्ति / Press Release

Bank of Baroda Releases its first Ad Campaign featuring Sachin Tendulkar 'Play The Masterstroke'

Bank of Baroda's Global Brand Ambassador, Sachin, encourages people to play the masterstrokes of their lives to fulfil their financial dreams, with Bank of Baroda as the trusted banking partner by their side

The Bank also launches a product film with Sachin on the bob Masterstroke Savings Account, a premium bank account offering customers a host of exclusive privileges

Mumbai, December 23, 2024: Bank of Baroda, one of India's leading public sector banks, today announced the release of its first ad campaign and brand film, '**Play The Masterstroke,**' featuring the cricketing legend and the Bank's Global Brand Ambassador, **Sachin Tendulkar**. Just as Sachin is synonymous with playing some incredible masterstrokes on the cricket pitch throughout his career, the film encourages people to boldly and confidently play the masterstrokes of their lives to realise their financial dreams and aspirations, by choosing a Bank that is trusted by millions and backed by a legacy of over a century.

The tagline 'Play The Masterstroke' serves as a motivational call to action for customers, urging them to chase their dreams, be it owning a home, purchasing a car, or achieving a significant personal or professional milestone. With Sachin Tendulkar, who symbolizes excellence, trust, resilience, consistency and leadership, as the face of the campaign, the Bank reinforces its position as a trusted partner in helping customers score big and achieve their financial goals.

Bank of Baroda has also launched a product film with Sachin on the *bob Masterstroke Savings Account*, an exclusive bank account designed for customers looking for a premium banking experience. Using a dash of humour, the ad grabs the attention of viewers and conveys the many unique features and host of privileges that come with the *bob Masterstroke Savings Account*.

Shri Shailendra Singh, Chief General Manager - HR & Marketing, Bank of Baroda said, "The association with Sachin Tendulkar marks an interesting phase in the branding journey of Bank of Baroda, known for consistently reinventing itself to connect with the marketplace and remain meaningful to its customers. Sachin embodies the spirit of ambition and determination that resonates within each one of us. Just as



Sachin has inspired millions to strive for greatness, it is our endeavour to serve the people of India in achieving their aspirations.”

The ‘Play The Masterstroke’ campaign extends the term ‘Masterstroke’ from the cricketing domain to the banking space, with the tagline also deftly incorporating other cricketing vocabulary such as ‘over’ and ‘century’.

The background music in the brand film is an original composition that was especially curated using a combination of an acoustic violin and an electric violin, with the subtle integration of “Yeh Hain Mera Masterstroke” to reinforce the brand positioning.

The brand film will be played on social media and across theatres in India, with the product cuts being played extensively on television. The ‘bob Masterstroke Savings Account’ ad film will be played on television in 10 languages.

Watch the videos here: [Brand Film - 'Play The Masterstroke'](#) | [Product Film - 'bob Masterstroke Savings Account'](#).

About Bank of Baroda

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial banks in India. At 63.97% stake, it is majorly owned by the Government of India. The Bank serves its global customer base of ~165 million through over 70,000 touch points spread across 17 countries in five continents and through its various digital banking platforms, which provide all banking products and services in a seamless and hassle-free manner. The Bank’s vision matches the aspirations of its diverse clientele base and seeks to instil a sense of trust and security in all their dealings with the Bank.

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