

PRESS RELEASE

Bank of Maharashtra launches Digital Products for Next Leap of Progress

Pune, 10th May, 2022: Bank of Maharashtra (BoM), a premier public sector bank in the country conducted strategy meet recently. The Board of Directors, General Managers and Zonal Heads participated in the meet. Which was aimed at emanating various Digital Products for customers' ease along with SWOT analysis of Bank towards achieving its business milestone.

Shri A S Rajeev, MD & CEO led the strategic meet said that our ideas and efforts are in sync towards strengthening the digital channels of Bank while enhancing customer ease. He opined that we are envisaging to be among Top 3 Banks in terms of efficiency in the country which can only be achieved by exploring the digital channels to the optimum level.

Shri A B Vijayakumar, Executive Director said that Bank is expecting a major boost in its quest to capture the growing digital business and to build a strong digital ecosystem with an intention to create smooth and hassle-free digital journey. He asserted on strengthening the compliance system through technology and delivering hassle free services covering the unserved and underserved.

Shri Asheesh Pandey, Executive Director said that FY-23 has been declared as Digital year for the Bank. The Bank is committed to launch many more digital products for the convenience of our stakeholders. He further added that the main thrust through these digital initiatives is to empower customers with smarter ways of doing banking across all segments. It will also enable the setting up of strong digital ecosystem in line with the EASE reform agenda.

At the strategic meet, Bank launched several digital products viz. Mahabank Leads, Digital Mahabank Kisan Credit Card (MKCC), Virtual Visiting Card (V-Card) etc. Mahabank Leads application stands for lead engagement and direct sales with improved Customer engagement while promoting Direct Sales for offering various loan products. Digital Mahabank Kisan Credit Card (MKCC) is a hassle free digital journey to avail Mahabank Kisan Credit Card (MKCC) facility for adequate and timely credit support from the Bank. Virtual Visiting Card (V-Card) enables Bank's employees to possess their visiting card on fingertips and make them accessible on the go, promoting paperless environment which can be shared on a single click through WhatsApp.

In addition to this Bank launched other applications for enhancement of procedural efficacy which are TAT Monitor, Maha Darpan, Private cloud, Marketing Kit, Customer hand book and Collection Application.