

## Bank of Maharashtra celebrates Hindi Day

The Hindi Day was celebrated with full enthusiasm on September 18, 2019 at Bank of Maharashtra, Head Office, Pune. The program was chaired by Shri. A. S. Rajeev, Managing Director and CEO of Bank of Maharashtra. Prominent film actress Ms. Sonali Kulkarni was present as the chief guest. Director on the Board of the bank Shri. M. K. Verma, Executive Director Shri. A. C. Rout, Executive Director Shri. Hemant Tamta, General Manager, HRM & Rajbhasha Dr. N. Muniraju were present in the event. Executives, officers and employees from pan India zones and branches were also present in large numbers at the event.

Messages received from Hon'ble Home & Finance Minister, Govt. of India were read at the event. Annual analects of the bank's e-magazine were released at the hands of Shri. A S Rajeev, Ms. Sonali Kulkarni and other dignitaries present on the stage.

'Bank has recently received Rajbhasha Kirti Puraskar at the hands of Shri Amit Shah, Home Minister, Govt. of India' said Shri A S Rajeev, MD&CEO, Bank of Maharashtra. Shri Rajeev elaborated that Hindi and regional languages are playing an important role in providing quality customer services and it is the best option to reach out to the people and it is quite effective for wider publicity of Bank's schemes and products.

Hindi is a simple language and it is easily spoken and understood even in non-Hindi speaking states, said Shri M K Verma, Director, Bank of Maharashtra.

Shri. A. C. Rout, Executive Director said that the bank is a business organization and we prepare all our products, services keeping customers in focus and we use Hindi for more acceptance and it enhances reach to generate more business for the organisation.

Mr. Hemant Tamta, Executive Director, Bank of Maharashtra said that language is a strong medium of communication. Communication with the customer in regional language or Hindi makes the customer feel connected & delighted.

Ms. Sonali Kulkarni opined that Hindi cinema & television has played a great role in promotion and propagation of Hindi in the country. She said that Hindi is a very simple language & it is spoken in every province and place of India.

