



# BANK OF BARODA E-PAY MAHAKUMBH ENGAGEMENT



No. of UPI Registrations Gained	400+
No. of Students Reached Out	1000+
No. of Colleges Engaged	7+
No. of Student Influencers Appointed	10+
Campaign Impressions	2000+

During the overall campaign outreach, Bank of Baroda wanted to reach North India campuses during Mahakumbh Festival to gain its maximum awareness for the launch of BoB E-Pay application on iOS & android.

Over 7 colleges & E-cell were involved to conduct application downloads & UPI registrations in a span of 2 weeks. Students experienced various BoB E Pay UPI Lite features for safe payment processing.

E-cells integrated this campaign into thier ongoing college fest for maximum engagement and verified downloads were processed.