



बैंक ऑफ महाराष्ट्र
Bank of Maharashtra
ONE FAMILY ONE BANK

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PRESS RELEASE

BoM kick starts Platinum Jubilee Year Celebration

Bank of Maharashtra, a premier nationalized Bank has set an ambitious business target of Rs.150,000 crore by the Financial Year 2012 on the eve of its Platinum Jubilee Celebration held on 16th September 2009 in Pune, where the bank is head-quartered.

At a function organized at the Central Office, in an address which was web-cast nationally to all regional offices of the Bank for the first time, the Chairman & Managing Director of the Bank, Mr. Allen Pereira addressed the staff exhorting them to imbibe the vision of bank's founders, by keeping *excellent service to the customers* as sole motto and to become unsung heroes and heroines in every day work at branch level. He reminded that a brand is the result of customer experience at the branch rather than that of advertising and marketing.

Executive Director of the Bank, Mr. M.G. Sanghvi in his address expressed full confidence that the current leadership of the bank will take it to greater glory.

The Bank kick started the Platinum Jubilee year celebration with an event held at *Balgandharva Rangmandir*, Jangli Maharaj Road, Pune. Veteran artistes and singers from the Bank with their skilful performance took the audience of over 1500 people comprising staff and ex-staff members to the pleasant memories of the past through a stage programme re-enacting the series of incidents which resulted in the foundation of the Bank. This was a curtain raiser for the activities to be held at various regional offices and branches across the country in the coming months.

In addition to the Chairman and Managing Director, Executive Director and the other directors in the Board, Ex-CMDs and Ex-Directors of the Bank also attended the programme.