

संदर्भ Ref.:नि.से.वि.ISD/173/2023-24

दिनांक Date : 25th July 2023

BSE Ltd. BSE Listing Centre Scrip Code 532 477	National Stock Exchange of India Ltd. NEAPS Scrip Symbol-UNIONBANK-EQ Security - UBI-AT/BB
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महोदया Madam/महोदय Sir,

Subject: Strategic Partnership with IBM for Accelerating growth via Digital Transformation

Please refer to our earlier communication vide ref no. ISD/22-23/9 dated 5th April 2022, wherein we informed that the Bank will mark its foray into creating **a Digital Bank within Bank**.

The Bank has embarked on **Project Sambhav**, a Digital Transformation project powered by state-of-art Digital Business Platform which aims at creating a Digital Bank within Bank through building omni channel capabilities, data driven hyper personalization with capabilities to cross sell & up sell, STP journeys and Open Banking capabilities for integration of service across partnership.

The said project also envisages to Leverage Data & Analytics to foster revenue growth through new value propositions and end-to-end banking & lifestyle services.

We wish to inform at this juncture that the Bank has entered into a strategic partnership with M/s. **IBM India Pvt. Ltd.** which will act as System Integrator for accelerating growth via Digital Transformation.

As a part of **Project Sambhav**, an opening ceremony was held in Mumbai on 25th July, 2023 in presence of Top Management of the Bank and Managing Partner, IBM Consulting, IBM Asia Pacific along with other officials from both the sides.

Thanking you.

भवदीय Yours faithfully,

(सीएस एस. के. दाश CS S. K. Dash)
कंपनी सचिव Company Secretary
एफ़सीएस FCS - 4085