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Rebranding at Bank of Baroda

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Synopsis

Bank of Baroda, a century-old bank in India, nationalized in 1969, decided to rebrand in 2005 owing to their business and marketing concerns. The re-branding exercise was unique as Bank of Baroda was the first public sector bank in India to rebrand at such a scale with an extensive domestic and international operational network. The case critically evaluates the re-branding undertaken by the bank and its unique position as 'India's international bank'.

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