



Karnataka Bank Ltd.

Your Family Bank Across India

Regd. & Head Office
P. B. No.599, Mahaveera Circle
Kankanady
Mangaluru – 575 002

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E-Mail : comsec@ktkbank.com
Website : www.karnatakabank.com
CIN : L85110KA1924PLC001128

SECRETARIAL DEPARTMENT

16.11.2022

HO:SEC:190:2022-23

1. The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza,C-1, Block G
Bandra-Kurla Complex, Bandra (E)
MUMBAI-400 051

2. The General Manager
BSE Limited
Corporate Relationship Dept
Phiroze Jeejeebhoy Towers
Dalal Street
MUMBAI-400 001

Scrip Code: **KTKBANK**

Scrip Code: **532652**

Dear Sir,

We enclose copy of the press communiqué released by us for your kind information.

Thank You,
Yours faithfully,

Shailesha Barve
**ASST. COMPANY SECRETARY &
COMPLIANCE OFFICER**

BRANCH BANKING & DIGITAL CHANNELS DEPARTMENT

November 16, 2022

Press Release

Karnataka Bank launches CASA & ADC Campaign.



As Karnataka Bank is marching towards the 100th year of its existence, Bank has launched CASA campaign of FY 23 for a period of 100 days. Under this nationwide campaign starting from 15th Nov 2022 to 24th Mar 2023, Bank intends to open more than 3.65 lakhs Current & Savings accounts by active involvement of all of its work force in all the 883 branches, across India.

On this occasion Mr. Mahabaleshwara M S, MD & CEO of the Bank said “As an initiative towards Financial Inclusion across India, this campaign of Karnataka Bank will aim at onboarding new customers to our existing clientele base of 1.17 crore. Karnataka Bank which is well known as a “Tech-savvy Bank” is extending its services with human touch to live up to its reputation of ‘Customer Friendly Digital Bank’. Bank also has an array of tailor-made products to suit the requirements of the society.

With the advent of technology, banking has been made simple & easy. This year, Bank has been focusing more on CASA funds and is now all set to take it to a new high of 35%. I urge the general public to have our banking services and enjoy the convenience & unlimited value added services. I am confident of good response from the public and KBL will be their preferred Bank “

Wishing the campaign, all the very best, Shri P Pradeep Kumar, Chairman of the Bank said that, “CASA is vital for the sustained growth. All the digital channels will be enabled to give quality services to the customers. Bank will be more visible and proactive in the coming days. “

With this campaign, the Bank aims to introduce its attractive digitally powered savings account products to its prospective customers. As a part of the project ‘KBL-VIKAAS’ and Digital transformation initiatives, the Bank has envisioned making available self-initiated digital on-boarding platforms to the prospective customers of the Bank. Further, the TAB & Web Banking account opening modes for on-boarding of SB - NTB customers (New to Bank) will also be extensively utilized during the campaign so as to have a seamless account opening and customer delight.

The event was graced by the Directors of the Bank, Justice A V Chandrashekar, Dr. D S Ravindran, Shri Kalmanje Gururaj Acharya, Chief Business Officer Shri Gokuldas Pai, General Managers and Top Executives of the Bank. Regional Heads and other executives took part in the event through video conferencing.



Sathyanarayanan P.V
CHIEF MANAGER