

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

Phone : 0824-2228182  
E-Mail : [comsec@ktkbank.com](mailto:comsec@ktkbank.com)  
Website : [www.karnatakabank.com](http://www.karnatakabank.com)  
CIN : L85110KA1924PLC001128

**SECRETARIAL DEPARTMENT**

14.06.2024

HO:SEC:64:2024-25

- |  |  |
|--|--|
| 1. The Manager<br>Listing Department<br><b>National Stock Exchange of India Limited</b><br>Exchange Plaza,C-1, Block G<br>Bandra-Kurla Complex, Bandra (E)<br>MUMBAI-400 051<br>Scrip Code: <b>KTKBANK</b> | 2. The Manager<br>Listing Department<br><b>BSE Limited</b><br>Phiroze Jeejeebhoy Towers<br>Dalal Street<br>MUMBAI-400 001<br>Scrip Code: <b>532652</b> |
|--|--|

Madam/Dear Sir,

**Sub: Press Release - Karnataka Bank launches KBL WISE Senior Citizen Savings Account.**

Pursuant to Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we submit herewith a press release issued by the Bank regarding the launch of KBL WISE Senior Citizen Savings Account.

We request you to take the same on record and arrange for dissemination.

Yours faithfully,

Sham K  
**Company Secretary &  
Compliance Officer**

**MEDIA MARKETING, CUSTOMER EXPERIENCE & PUBLIC RELATIONS**

**HO/MMCE&PR/PR.NO.3/OR.NO/ 445 /2024-25**

**Date: 14-06-2024**

**PRESS RELEASE**

**Karnataka Bank launches KBL WISE Senior Citizen Savings Account.**



Karnataka Bank at a launch event held in Bengaluru announced the launch of KBL WISE Senior Citizens Savings Bank Account, a unique banking product designed to cater to the Banking, Healthcare & Wellness needs of our esteemed senior citizens. The Product has been aptly named KBL WISE i.e.: Wellness Investments & Savings for Elderly. The Savings product is available in two exclusive variants - KBL Wise Signature, a regular variant and KBL Wise Advantage, a premium variant. This innovative product offers an array of bundled features like 'Free Top-up Health insurance upto Rs.10 Lakhs, Free MediBuddy Healthcare Benefits, Free HospiCash Facility, Discount on Locker Rentals, Doorstep Banking facility, a Lifetime Free Rupay Platinum Debit card, and other features.

The Bank has partnered with Care Health Insurance Co Ltd, a leading Health Insurance player and MediBuddy, one of India's largest Digital Healthcare platform to bring together the proposition on the Health and Wellness front.

Launching the Product, Shri Srikrishnan H, Managing Director & CEO, said "We at Karnataka Bank are delighted to launch KBL WISE, a unique product that combines Wealth & Wellness for the Elderly. This comes with many exciting Healthcare features focused to serve the specific needs of Senior citizens including Door-Step Banking services. This reflects our respect and commitment to deliver the highest category of Banking services to this community"

Executive Director of the Bank, Shri Sekhar Rao said "KBL Wise", Senior Citizen Savings Account is tailored to meet the unique financial needs of senior citizens, offering exclusive benefits and services to enhance their banking experience and secure their future. The Bank has a strong Senior Citizen customer base already and is looking at further deepening and growing its share in this largely underserved customer segment. The Bank will continue to launch such customer centric and curated products to cater to the key customer segments"



**MADHAVA V.P.**  
**ASSISTANT GENERAL MANAGER.**

MADHAVA V.P. B.Com., MBA, CAIIB  
Assistant General Manager  
Media Mktg., Customer Experience & PRO

