



# Karnataka Bank Ltd.

Estd : 1924

CIN : L85110KA1924PLC001128

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

Phone : 0824 - 2228222 Fax : 0824-2225588  
Website : www.karnatakabank.com  
email : info@ktkbank.com

## SECRETARIAL DEPARTMENT

02.08.2019

HO: SEC:23:2019-20

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  
**Scrip Code: KTKBANK**

2. The General Manager,  
**BSE Limited**  
Corporate Relationship Dept  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI-400 001  
**Scrip Code: 532652**

Dear Sir,

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

Thank You,

Yours faithfully,

  
**Prasanna Patil**  
**COMPANY SECRETARY**

02/10/2019-20

# Karnataka Bank Ltd.

Your Family Bank, Across India.

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

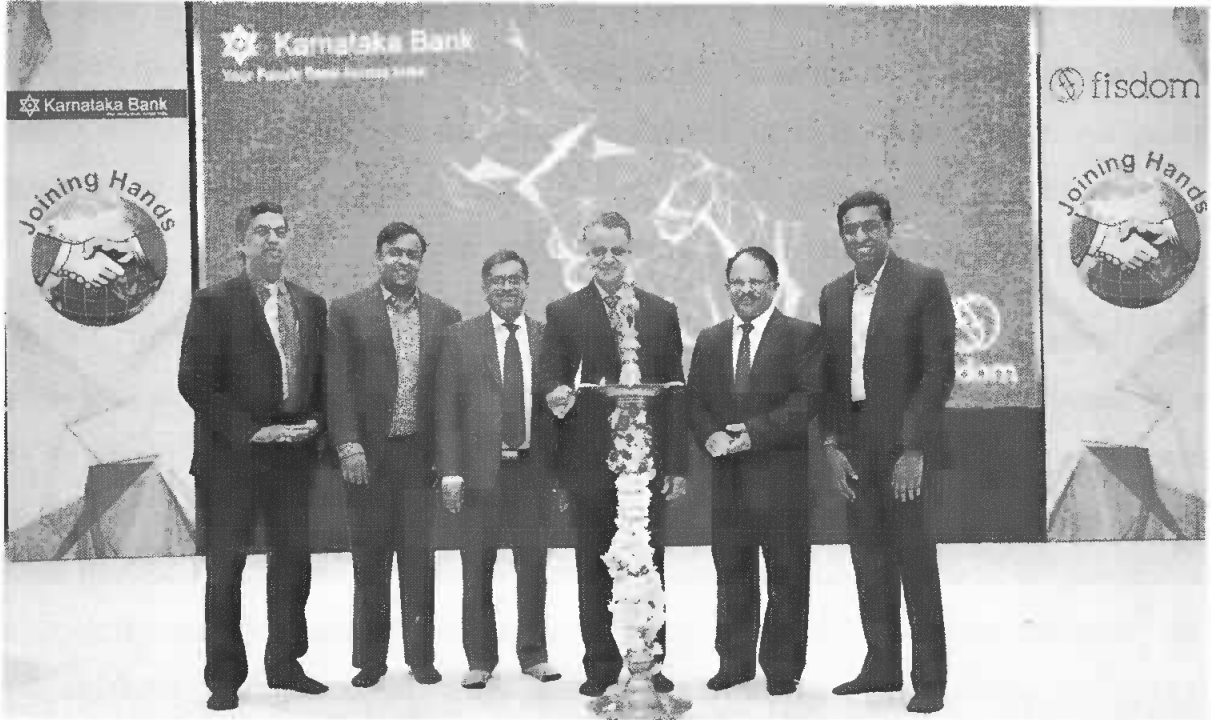
Phone : 0824-2228325 Fax: 0824-2225587  
E-Mail : [kblbancassurance@ktkbank.com](mailto:kblbancassurance@ktkbank.com)  
Website : [www.karnatakabank.com](http://www.karnatakabank.com)  
CIN : L85110KA1924PLC001128

## BRANCH BANKING & DIGITAL CHANNELS DEPARTMENT

### PRESS RELEASE

August 2, 2019

## **KARNATAKA BANK TIES UP WITH 'FISDOM', A ONLINE PLATFORM FOR SALE OF MUTUAL FUNDS.**



Today Karnataka Bank went Go-live with fintech company Finwizard Technology Pvt Ltd (widely known as “fisdom”) to offer wealth management products and services to customers, beginning with mutual funds, through Karnataka Bank’s ‘KBL Mobile Plus’ app.

The tie-up allows Karnataka Bank customers to now invest in any mutual fund from the universe of Indian mutual funds. The KBL Mobile Plus app will now offer enhanced interface to help the customer navigate and choose the best-suited funds while having additional services like redemption assistance and live tracking just a click away.

Karnataka Bank has been offering mutual funds since 2006 to its customers. With this tie-up, Karnataka Bank intends to amplify its outreach, enhance user experience

through a strong digital proposition and place itself as one of the foremost Bank with a technology curve.

Sharing his perspective on the occasion, which was live-streamed to all the branches of the Bank, Shri Mahabaleshwara M.S., Managing Director & CEO of Karnataka Bank said that "Our focus has always been on leveraging technology to offer the most efficient and innovative service delivery while enhancing our customer value proposition. This tie-up with fisdom will help us go beyond just branch-level engagement and make superior wealth management accessible to all. This is a natural progression in terms of Karnataka Bank's continuous efforts to increase customer engagement and being a single-point to cater to a variety of financial needs a customer has. This tie-up with fisdom is expected to be pivotal in positioning Karnataka Bank as a leader in delivering customer value."

Shri Anand Dalmia, Chief Business Officer and co-founder at fisdom said "fisdom will leave no stone unturned in delivering a seamless and enhanced wealth management experience to Karnataka Bank customers. Fisdom's endeavour is to work closely with Karnataka Bank to offer more innovative products and services in a true-digital fashion." Shri Subramanya S.V., CEO and co-founder of fisdom said, "We are glad to be an integral part of Karnataka Bank's larger mission of being a technology savvy, customer-centric progressive Bank. We believe the tie-up has the potential to revolutionise the way customers experience personal finance management."



**Srinivas Deshpande**  
**ASSISTANT GENERAL MANAGER**