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CIN : L85110KA1924PLC001128

**SECRETARIAL DEPARTMENT**

13.11.2024

HO:SEC:212:2024-25

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| 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><b>Scrip Code: 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><b>Scrip Code: 532652</b> |
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Madam/Dear Sir,

**Sub: Press Release - Karnataka Bank empowers students with innovative KBL Peak Education Loan and KBL Genius Integrated Savings Account**

Pursuant to Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of the press communiqué released by us for your kind information and dissemination.

Yours faithfully,

**Sham K**  
**Company Secretary &**  
**Compliance Officer**

HO/MMCE/PR/No.10/OR.No.454 /2024-25

Date: 13-11-2024

## **PRESS RELEASE**

### **Karnataka Bank Empowers Students with Innovative KBL Peak Education Loan and KBL Genius Integrated Savings Account**

- Education Loans Up to ₹2 Crores
- Savings Account with Free Cyber Insurance

With a view to empower the younger generations and contribute to India's growing knowledge economy, Karnataka Bank Ltd. today announced the launch of two innovative financial products: KBL Peak, an education loan with up to ₹2 crores financing and comprehensive coverage, and KBL Genius, a student savings account featuring a first-of-its-kind free cyber insurance and exclusive benefits.

The launch event was graced by prominent dignitaries in education and banking, Mr.P.S.Venkatesh Babu and Dr.Pradipkumar Dixit, representing support by strong education institutional alliances across India. The launch was chaired by Mr. Srikrishnan H, Managing Director & CEO, and Mr. Sekhar Rao, Executive Director of Karnataka Bank.

Mr. Srikrishnan H emphasized the significant role that Karnataka Bank plays in financially empowering students and their parents to access quality education. "With India's demographic dividend at its peak, investing in our youth is not just a social responsibility but a strategic imperative," he stated. "With the KBL PEAK Education Loan and KBL GENIUS Savings Account, Karnataka Bank aims to help students pursue their academic goals and aspirations with financial freedom, contributing to a brighter future for both individuals and the nation."

The KBL PEAK Education Loan is a comprehensive product that supports students pursuing higher education in India and abroad. With loan amounts up to ₹2 crores, KBL Peak covers a wide range of expenses, including tuition fees, accommodation,

travel, books, and laptops. It offers a flexible interest rate structure based on factors like the applicant's educational institution ranking and co-applicant's credit score, making it accessible to students from diverse backgrounds. Furthermore, KBL Peak provides a pre-admission sanction letter, simplifying the admission process, and includes credit life insurance for both the student and the parent, ensuring comprehensive financial protection. The product also offers a concession in Rate of interest for the Girl Student pursuing higher studies in STEM courses.

The KBL GENIUS Savings Account is a student-focused product available in two variants: KBL GENIUS Signature and KBL GENIUS Advantage. This account is designed to introduce students to essential banking services and foster lifelong financial literacy. With features like a minimum average balance (MAB) requirement, seamless digital transactions, and exclusive benefits on debit cards, KBL Genius empowers students to manage their finances effectively. Uniquely, KBL Genius also includes a first-of-its-kind free cyber insurance coverage, safeguarding students in today's digital world.

Mr. Sekhar Rao, Executive Director, highlighted the bank's commitment to societal growth through education and how these products will contribute to the bank's success. "By investing in students, we invest in the future," he noted. "KBL PEAK and KBL GENIUS are crafted to provide the necessary financial foundation for students to pursue their dreams and contribute meaningfully to society. With KBL Peak, we're capturing a significant share of the growing education loan market, offering competitive loan amounts and unique features like credit life insurance for both student and parent. This will enhance our loan portfolio and strengthen our position in the market. And with KBL Genius, we're not just acquiring new customers; we're cultivating lifelong relationships".

By offering a complete financial ecosystem with a first-of-its-kind free cyber insurance, lounge access, and complementary products like travel insurance and forex assistance, Karnataka Bank aims to integrate itself into every aspect of the student journey. This translates to increased customer loyalty, higher product penetration, and ultimately, enhanced profitability for Karnataka Bank.

The launch of KBL Peak and KBL Genius demonstrates Karnataka Bank's dedication to bridging the gap between education and financial inclusion, ultimately supporting India's youth on their academic and professional journeys. For more information, visit [www.karnatakabank.com](http://www.karnatakabank.com) or contact the nearest Karnataka Bank branch.

*Pallavi T S*

**Pallavi T S**

**PUBLIC RELATIONS OFFICER**

