



Karnataka Bank Ltd.

Your Family Bank, Across India.

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

Phone : 0824-2228182 Fax: 0824-2225587
E-Mail : comsec@ktnbank.com
Website : www.karnatakabank.com
CIN : L85110KA1924PLC001128

SECRETARIAL DEPARTMENT

15.11.2019

HO: SEC:314 :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,


COMPANY SECRETARY

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

Phone : 0824-2228325 Fax: 0824-2225587
E-Mail : pr@ktkbank.com
Website : www.karnatakabank.com
CIN : L85110KA1924PLC001128

BRANCH BANKING & DIGITAL CHANNELS DEPARTMENT

PRESS RELEASE

Date: November 15, 2019

Karnataka Bank launches Current & Savings Accounts campaign.



Karnataka Bank has today, launched CASA campaign of FY 2019-20 a nationwide account mobilization campaign starting from 15th Nov 2019 to 29th Feb 2020. During this campaign Bank intends to mobilize more than 4.18 lakhs Current & Savings accounts by active involvement of its 8000 + work force in all the 846 branches across India.

Bank offers host of Savings / Current Account Schemes loaded with multiple add-on facilities / services to suit the needs of varied segments. To ensure round the clock banking experience to its valued customers, Bank is extending various user-friendly digital channels such as Internet Banking, Mobile Banking [KBL Mobile ^{Plus}], KBL BHIM UPI App, KBL ApnaApp, SMS Banking, Debit / Credit Cards etc. These self service channels will empower customers to do the banking at their own comfort &

convenience. Bank also provides Personal Accident Insurance cover of upto ₹ 10.00 lakh under “**KBL Suraksha**” to its Savings Bank customers with a nominal annual premium of ₹ 125.00 + GST only.

The customized savings products of the Bank include ‘**KBL SB- TASC**’ - a savings bank account packed with premium features exclusively for Trusts, Associations, Societies and Clubs, ‘**KBL SB Salary**’ - in 3 variants namely, SB Salary Executive, SB Salary Prime and SB Salary Classic which are bundled with digitally powered features and without any minimum balance criteria etc. and catering to the varied tastes of salaried section of the society.

Bank has opened a Digi Branch at Bengaluru, using technologies like Robotic Process Automation and Biometrics which enables operations without human intervention. This branch provides 24x7 instant banking services to the customers.

“It is our endeavour and commitment to enable banking facilities to the hinterland and unbanked sections of the society through our various banking outlets across the length and breadth of the country. In tune with the changing aspirations of consumers, the Bank has recently launched a host of tailor made value added savings products which can be operated by the customers 24x7 through our well secured digital touch points. With the support of our strong and dedicated workforce, I am optimistic that during this three month intensive CASA campaign we will be able to on-board good number of prospective clients and shore up our CASA balances also” said Sri Mahabaleshwara M.S, MD & CEO of the bank.

Venkatakrishna Bhat
DEPUTY GENERAL MANAGER