

# 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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Website : [www.karnatakabank.com](http://www.karnatakabank.com)  
CIN : L85110KA1924PLC001128

## SECRETARIAL DEPARTMENT

17.11.2020

HO:SEC:R42020-21

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,

  
Prasanna Patil  
**COMPANY SECRETARY**

**BRANCH BANKING & DIGITAL CHANNELS DEPARTMENT**

**PRESS RELEASE**

Date: November 17, 2020

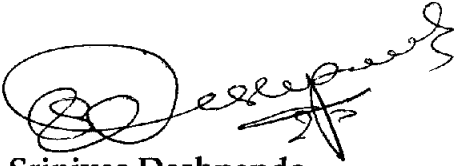
**Karnataka Bank launches Current & Savings Account campaign.**

Karnataka Bank has today launched CASA campaign of FY 2020-21, a nationwide savings and current account mobilization campaign starting from 17<sup>th</sup> November, 2020 to 04<sup>th</sup> March 2021. During this campaign Bank intends to mobilize more than 4,10,000 Current & Savings accounts with an accretion of Rs 650 Crores of business by active involvement of its 8000 + work force in all the 859 branches across India.

Karnataka Bank is pioneering the new age of digital banking. With this campaign, the Bank aims to introduce its attractive and superior line of digitally powered savings and current account products to its prospective customers. Bank has opened a Digi Branch at Bengaluru, using technologies like Robotic Process Automation and Biometrics which enables a prospective customer to open an account online and self generate a debit card within 20 minutes without physical intervention of the banker. Further, TAB banking for on-boarding of SB-NTB customers (New to Bank) will also be extensively utilized during the said campaign so as to have a seamless account opening and customer delight.

Bank offers a host of Savings / Current Account Schemes loaded with multiple add-on facilities / services to suit the needs of varied segments, powered by various user-friendly digital channels such as Internet Banking, Mobile Banking [KBL Mobile <sup>Plus</sup>], KBL BHIM UPI App etc. These self-service channels will empower customers to do banking at their own comfort & convenience. Bank also provides Personal Accident Insurance cover of up to Rs10.00 lakh under “KBL Suraksha” group insurance scheme to its Savings Bank customers with a nominal annual premium of Rs 125.00 + GST only.

Speaking on the occasion, Shri Mahabaleshwara M.S, MD & CEO of the Bank, said that, "The campaign has twin objectives of enabling basic banking services to un-banked sections of the society and also popularizing its digitally powered CASA products for the next level of customers based on their requirements. With a feature packed product line that is tailor made to meet the needs and preferences of all classes of society from basic banking accounts to premium accounts, I am sure that banking at Karnataka Bank is going to be a hassle free and rewarding experience. Bank has been focussing more on cost effective CASA funds and is now all set to take it to a new high of 30%. I request the general public to experience the unmatched service and benefits of secured banking at Karnataka Bank by opening CASA accounts of their choice during this campaign."



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