

 **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

30.06.2017

SECRETARIAL DEPARTMENT

HO: SEC:208 : 2017-18

To:

1. The Manager
Listing Department
National Stock Exchange Of India Limited
Exchange Plaza, C-1, Block G
Bandra-Kurla Complex
Bandra (E), MUMBAI-400051

2. The General Manager
BSE Limited
Corporate Relationship Dept
Phiroze Jeejeebhoy Towers
Dalal Street
MUMBAI-400001

Dear Sir,

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

Thank You,

Yours faithfully,


COMPANY SECRETARY

PLANNING AND DEVELOPMENT DEPARTMENT

PRESS RELEASE

Date: June 30, 2017

KARNATAKA BANK UNVEILS IMAGE DEBIT CARD



Karnataka Bank, a leading private sector Bank of the country, in its pursuit to transform “Customer satisfaction” into “Customer delight”, has unveiled yet another novel card variant ‘KBL-Image Debit Card’. It is intended to enable Bank’s debit cardholders to customize / personalize debit card with image of his/her choice.

“Image Debit Card is one of the new-fangled card products, which will fulfill our debit cardholders’ desire to capture their best moments / family / friends impression on the face of debit card. The customers will have the option of selecting an image either from Bank’s gallery of images or any image of his/her choice to be printed on the debit card. This will foster cardholders’ emotional attachment towards our cards. All our debit cardholders can get their existing card converted to Image Debit card with their personalized image. Customers can apply through Bank’s website” said Shri Mahabaleshwara M S, Managing Director & CEO of the Bank, on the occasion of unveiling “KBL - Image Debit Card” here at Bank’s Headquarter, Mangaluru.

Srinivas Deshpande
CHIEF MANAGER - PUBLIC RELATIONS

OR/11/13/17-18
17-18.