

 **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@ktkbank.com
Website : www.karnatakabank.com
CIN : L85110KA1924PLC001128

SECRETARIAL DEPARTMENT

16.08.2017

HO: SEC:318 : 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

CR/1204/17-18

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PLANNING AND DEVELOPMENT DEPARTMENT

PRESS RELEASE

August 16, 2017

Karnataka Bank ventures into Social Media Presence



Karnataka Bank, a leading private sector Bank, has ventured into social media presence by opening its official pages in leading social networking sites such as FaceBook, Twitter, Instagram and YouTube. Sri Mahabaleshwara M S, Managing Director & CEO of the Bank has unveiled official social handles in a function held at Bank's Head Quarters, Mangaluru on 16.08.2017. The official social handle of the Bank is @karnatakabank at Twitter and Facebook.

“Social media networks changed the way we interact with each other. The younger generation i.e., Gen Y people are well connected with social media networks. They tend to communicate anything on social media be it positive or negative. “

“To leverage on the benefits of social media presence and in pursuit of engaging our customers & well-wishers around the activities being happened in the Bank and its products & services, Bank has ventured into this trending communication channel. Now, our customers can connect to us instantly through social media. We urge all our customers to get connected with Bank through our official pages/ handles in social media for updates & innovations of the Bank” said Shri Mahabaleshwara M S, Managing Director & CEO, while speaking on the occasion of official launch.


Srinivas Deshpande
CHIEF MANAGER - PUBLIC RELATIONS