



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

SECRETARIAL DEPARTMENT

01.10.2018

HO: SEC:381 : 2018-19

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

Dear Sir,

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

Thank You,

Yours faithfully,

COMPANY SECRETARY

CORPORATE PLANNING DEPARTMENT

PRESS RELEASE

Date: October 1, 2018

Karnataka Bank launches “KBL - FORCE”, a Lead Management System.



Karnataka Bank as part of its transformation journey, while giving prime focus on sales enhancement with process digitisation, has designed and launched KBL-FORCE, a digital web tool for business lead capture and conversion. KBL - FORCE is an integrated Lead Management System (LMS), specially conceptualized and designed for end to end management of prospective leads, from lead generation to sanction, across all loan, deposit and para-banking products.

While launching the tool on 1st October 2018, Shri Mahabaleshwara M S, Managing Director and CEO highlighted that “With the launch of ‘KBL FORCE’, Bank will be in a position to give focussed attention for its sales activities. The said digital tool will enable business lead generation from multiple sources - both within and outside bank, providing real time access on the movement of lead which will help in timely conversion. Also, the tool will facilitate in effective monitoring and control with insightful dashboards”.

Srinivas Deshpande
CHIEF MANAGER - PUBLIC RELATIONS