

 **Karnataka Bank Ltd.**

Your Family Bank, Across India.

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

Phone : 0824-2228222 Fax: 0824-2225587  
E-Mail : investor.grievance@ktkbank.com  
Website : [www.karnatakabank.com](http://www.karnatakabank.com)  
CIN : L85110KA1924PLC001128

**SECRETARIAL DEPARTMENT**

15.11.2021

HO:SEC: 163 :2021-22

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**

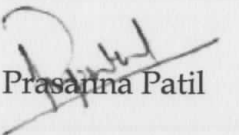
2. The General Manager  
**BSE Limited**  
Corporate Relationship Dept  
Phiroze Jeejeebhoy Towers  
Dalal Street  
MUMBAI-400 001

Scrip Code: **532652**

Dear Sir,

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

Thank you,  
Yours faithfully,

  
Prasanna Patil

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**BRANCH BANKING & DIGITAL CHANNELS DEPARTMENT**

**PRESS RELEASE**

Date: November 15, 2021

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



Karnataka Bank today launched CASA campaign of FY 2021-22 and introduced a New Current Account Scheme “**KBL Current Account - Premium**”, specifically designed to meet the needs of small and medium entrepreneurs.

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 account products to its prospective customers. As a part of the project ‘KBL-VIKAAS’ and Digital transformation initiatives, the Bank has envisioned making available self-initiated digital on-boarding platform to the prospective customers of the Bank. Keeping this in mind, Bank has introduced a new scheme “**KBL Xpress SB Accounts**

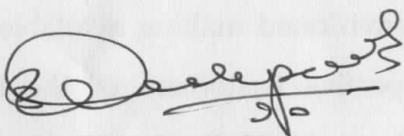
**Web Banking**” during this year. Further, TAB banking for on-boarding of SB - NTB customers (New to Bank) will also be extensively utilized during the campaign so as to have a seamless account opening and customer delight.

Under this nationwide savings and current account mobilization campaign from 15<sup>th</sup> November, 2021 to 28<sup>th</sup> February 2022, the Bank intends to mobilize more than 4,15,000 Current & Savings accounts by active involvement of its 8000 + work force in all the 858 branches, across India.

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 Rs 10.00 lakh under “**KBL Suraksha**” group insurance scheme to its Savings Bank customers with a nominal annual premium of Rs 169.50 + GST only.

Speaking on the occasion, Shri Mahabaleshwara M S, MD & CEO of the Bank, said “Karnataka Bank is proud to introduce yet another value added Current account scheme, KBL- Current Account Premium on the auspicious occasion of launch of CASA mobilization campaign. Under this scheme, customers can have new Current account just by maintaining Monthly Average Balance of Rs. 25,000/- and can avail a host of premium facilities. Bank has been focusing more on CASA funds and is now all set to take it to a new high of 33%. I request the general public to experience the unmatched digital services and benefits of secured banking at Karnataka Bank by opening CASA accounts of their choice during this campaign. I am confident of good response from the public”



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