

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

Phone : 0824-2228182
E-Mail : comsec@ktkbank.com
Website : www.karnatakabank.com
CIN : L85110KA1924PLC001128

SECRETARIAL DEPARTMENT

07.02.2024

HO:SEC:329:2023-24

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

Madam/Dear Sir,

Sub: Press Release - Karnataka Bank launches "Bharat ka Karnataka Bank" Campaign to celebrate Centenary Milestone

Pursuant to Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of the press communiqué released by us for your kind information and dissemination.

Yours faithfully,

Sham K
Company Secretary &
Compliance Officer

MEDIA MARKETING, CUSTOMER EXPERIENCE & PUBLIC RELATIONS

PRESS RELEASE

Date: 06-02-2024

Karnataka Bank Launches 'Bharat Ka Karnataka Bank' Campaign To Celebrate Centenary Milestone

Karnataka Bank, one of India's oldest and most respected Private Sector Bank, has launched its centenary campaign, 'Bharat Ka Karnataka Bank'. This milestone campaign marks a hundred years of trust, excellence, resilience, and commitment to serving the nation.

In commemorating a century of banking legacy, Karnataka Bank has embraced the theme of adaptability and evolution. The campaign encapsulates the idea that true legacy lies in understanding the need to evolve with the times. Karnataka Bank has not only created a legacy unique to itself but has also transcended its roots in Karnataka to become a Bank that resonates with every corner of the nation.

Jointly executed by Havas Media India and Havas Worldwide India, the campaign underscores Karnataka Bank's ability to adapt to the changing times while staying true to its core values. It aims to strengthen Karnataka Bank's brand awareness, fostering a deeper connection with customers while also inviting new patrons to be a part of its storied legacy.

Karnataka Bank has not merely stayed true to its values but has also paid homage to the culture and ethos of every state it has been a part of. It is today 'Bharat Ka Karnataka Bank'.

Talking about the association **Srikrishnan H, MD & CEO, Karnataka Bank** said, "Karnataka Bank's centenary is much more than just a celebration of a century of accomplishments; it is a bold assertion of our vision for the next hundred years. This astounding milestone exemplifies our unwavering commitment to advancing India's agenda of national financial inclusion. We're happy to have Havas India as our trusted strategic partner as we continue to work towards this ambition."

Talking about the campaign, **Sekhar Rao, Executive Director, Karnataka Bank** said, "For a century, we've been more than just a bank; we've been a trusted partner in millions of people's journeys. By remaining true to our core beliefs and embracing innovation, we have remained a steadfast partner to generations of families. We're excited to launch our new brand campaign, celebrating Karnataka Bank's 100-year legacy while looking ahead as a Bank, not just Karnataka, but for Bharat - Namma

Karnataka Bank, Delhi walo ka Karnataka Bank, Mumbai walo ka Karnataka Bank - Bharat ka Karnataka Bank... This campaign marks our journey towards a tech-driven future, blending tradition with cutting-edge solutions for customers and communities nationwide”.

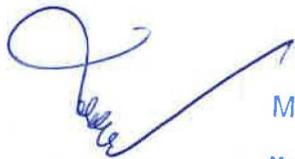
Rana Barua, Group CEO, Havas India, South East Asia & North Asia (Japan & South Korea), said, “I would like to congratulate Karnataka Bank as it marks a century of excellence. Amidst global financial challenges, Banks in India have displayed remarkable resilience, surpassing global counterparts in growth and profitability. Hence it is the perfect time to forge a profound partnership with one of India's premier financial institutions. We thank Karnataka Bank for placing their trust in us.”

Uday Mohan, Managing Director, Havas Media India said, “Creating a symphony that echoes the remarkable journey of Karnataka Bank, we have meaningfully positioned the bank's narrative via this campaign across multiple media channels. This milestone campaign not only reflects our dedication to precision, apt messaging and targeting but also ensures that every story shared resonates deeply with audiences, cementing Karnataka Bank's legacy for generations to come. We are immensely proud to be part of this centennial celebration and wish many more years of success for this iconic brand.

Anupama Ramaswamy, Chief Creative Officer, Havas Worldwide India said, “It is easier to count the number of days in a hundred years than to count the relationships we've built over that time. This thought is at the heart of our campaign. A thought driven by a steadfast commitment to customer satisfaction. A thought that is also captured by showcasing real stories of real people, who have been our bedrock for close to a century now.”

The campaign will be live on television, digital channels, social media platforms, out-of-home displays, and print media.

Watch the campaign here: <https://www.youtube.com/@KarnatakaBankPvtLtd>



Madhava V P
ASSISTANT GENERAL MANAGER

MADHAVA V.P. B.Com., MBA, CAIIB
Assistant General Manager
Media Mktg., Customer Experience & PRO



About Karnataka Bank Limited

Karnataka Bank, established in 1924 is celebrating its Centenary year and stands as a reputable and strong institution in India's banking sector. Headquartered in Mangaluru, Karnataka, its century-long legacy is a testament to the commitment to financial inclusion and customer satisfaction. The Bank continues to be a prominent player, offering a full range of products, for Retail, MSME, SME, Agri and Corporate segments

with a wide variety of products including Trade finance, Foreign Exchange, Remittances and NRI services. The Bank's strategy is to embrace technological advancements to stay relevant in the ever-evolving digital financial landscape. With a century of service, Karnataka Bank remains a trusted and reliable Financial Institution.

About Havas Creative Network India:

Havas Creative Network India is a conglomerate of creative agencies and home to some of the most talented people in the disciplines of creativity, strategy, design, experiential, PR, CX and UI/UX. Our extensive in-house capabilities across all communication disciplines and best-in-class partners allow it to create custom, purpose-built solutions that help drive clients' businesses. Its ethos and philosophy are firmly within the global framework Meaningful Brands™ through which we make Meaningful Difference to consumers. It includes Havas Worldwide India (Creative), Havas CX (customer experience), Havas People (talent communication), Think Design (UI/UX), Conran Design Group Mumbai (branding & design), PR Pundit Havas Red (PR) and Shobiz (experiential marketing).

For more information, visit <https://in.havas.com/> & follow @HavasCreativeIN on social media.

