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May 29, 2026

The Manager,
National Stock Exchange of India Ltd,
Exchange Plaza, 5th Floor,
Plot No. C-1, 'G' Block,
Bandra- Kurla Complex,
Bandra (East), Mumbai – 400051.

The Manager,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001.

Scrip Code: KARURVYSYA

Scrip Code: 590003

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached Press Release made by the Bank titled – “Karur Vysya Bank Elevates Premium Banking Experience with Visa Credit Card Portfolio”.

Kindly take the same on record.

Yours faithfully,

Srinivasarao Maddirala
Company Secretary &
Compliance Officer

Encl: As above

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Karur Vysya Bank Elevates Premium Banking Experience with Visa Credit Card Portfolio

- *Introduces premium card variants across Visa Platinum, Signature and Infinite categories*
- *Lifestyle-led proposition designed around evolving travel, dining and premium spending preferences*

Chennai, May 29, 2026: Karur Vysya Bank (KVB) announced the launch of its premium credit card portfolio on the Visa platform, as part of the Bank's broader strategy to strengthen its affluent banking proposition and deepen engagement with lifestyle-oriented customers.

The portfolio includes four card variants: Aura (Visa Platinum), Samara (Visa Signature), Altura (Visa Infinite) and Eternis (Visa Infinite). Designed to offer curated travel, dining and premium lifestyle benefits to emerging affluent and affluent customers, including salaried professionals, self-employed individuals and business owners.

The partnership with Visa reflects KVB's focus on offering a more contemporary and premium customer experience supported by globally accepted payment infrastructure, curated lifestyle privileges and enhanced customer engagement capabilities.

India's affluent consumer segment is witnessing rising spends across travel, dining and premium lifestyle categories, driving demand for financial products that deliver differentiated value beyond traditional rewards programmes. KVB's refreshed card portfolio has been designed around a lifestyle-led value proposition that moves beyond transactional banking to offer curated everyday lifestyle experiences to customers.

Commenting on the launch, **Shri Ramesh Babu, Managing Director & CEO of Karur Vysya Bank**, said: *"The launch of our premium credit card portfolio marks an important step in strengthening KVB's affluent banking proposition. Consumer spending patterns are increasingly evolving towards travel, dining and lifestyle-led experiences, and our partnership with Visa enables us to offer differentiated value propositions tailored to these emerging preferences. The initial rollout for existing customers also reflects our relationship-led approach towards customer engagement."*

The portfolio offers a range of premium benefits across travel, dining, entertainment and lifestyle categories, including curated hotel partnerships, airport lounge access, premium dining memberships, OTT subscriptions, accelerated rewards and zero foreign currency markup on select variants.

Existing KVB customers can check their eligibility and access pre-approved offers through the KVB DLite mobile banking application or by contacting their nearest branch.

Key Features and Lifestyle Privileges Across KVB's Premium Credit Card Portfolio:

1. Eternis (Visa Infinite) — *The Ultimate Luxury Card*

- **Welcome Bonus:** Get 10,000 Reward Points (worth Rs 10,000) right away upon joining.
- **Rewards:** Earn 2 Reward Points for every Rs 100 spent, plus 3X points on flights, hotels, dining, and luxury shopping (Value: 1 Reward Point = Rs 1).
- **Luxury Perks:** A complimentary 1-night stay at luxury Postcard Hotels, 1-year elite Club Access,



and a 1-year Club Marriott membership.

- **Travel & Dining:** 15% off on Business Class tickets on Air India, Qatar and Lufthansa, a 12-month EazyDiner Prime subscription, and Zero Forex markup when spending abroad.

2. Altura (Visa Infinite) — Built for Frequent Travelers

- **Welcome Bonus:** Get 7,500 Reward Points (worth Rs 7,500) upon joining.
- **Rewards:** Earn 1 Reward Point for every Rs 100 spent, plus 5X points on flights, hotels, dining, and luxury shopping (Value: 1 Reward Point = Rs 1).
- **Travel & Dining Perks:** Includes a 1-year Club Marriott membership, a 12-month EazyDiner Prime subscription and Zero Forex markup when spending abroad.

3. Samara (Visa Signature) — For Dining and Premium Lifestyle Experiences

- **Rewards:** Earn 1 Reward Point for every Rs 100 spent, plus 6X points on dining and online shopping (Value: 1 Reward Point = Rs 0.5).
- **Dining & Entertainment Perks:** Free 1-year Taj Epicure membership, 6-month EazyDiner Prime subscription, and a 12-month Amazon Prime membership.

4. Aura (Visa Platinum) — Perfect for Everyday Online Shopping

- **Rewards:** Earn 1 Reward Point for every Rs 100 spent, plus an 8X points multiplier on online shopping (Value: 1 Reward Point = Rs 0.25).
- **Subscriptions:** Free 12-month Amazon Prime and Zomato Gold memberships.

Please Note: > Standard joining fees, yearly fees, and interest rates apply to each card type. You can easily view your specific card fees, detailed charges, and complete terms and conditions right inside the KVB DLITE mobile app or on the bank's official website during your application.

About Karur Vysya Bank:

Founded in 1916, Karur Vysya Bank is one of India's leading private sector banks with a strong presence across retail, MSME and agricultural banking segments. As of March 31, 2026, the Bank's total business stood at ₹2,14,420 crore, comprising deposits of ₹1,15,666 crore and advances of ₹98,754 crore. The Bank reported its highest-ever annual net profit of ₹2,510 crore for FY26. KVB operates through a network of 901 branches and over 2,200 ATMs and cash recyclers across the country.