



Karnataka Bank Ltd.

F. No. 1303 (H.O.)

Estd : 1924

Regd. & Head Office
P.B. No. 599, Mahaveera Circle
Kankanady, Mangalore - 575 002

Phone : 2228222
Grams : Abhyuday
Fax : 0824-2225588 / 2225589

27.12.2012

SECRETARIAL DEPARTMENT

HO: SEC:667: 2012-13

The Manager
Listing Department
National Stock Exchange Of India Limited.,
Exchange Plaza,C-1, Block G
Bandra-Kurla Complex,
Bandra (E),
MUMBAI 400 051

Dear Sir,

We enclose copy of the press communiqué released by us regarding launching of Public Awareness on banking services by conducting Road Show in towns/villages, for your kind information.

Thank You,
Yours faithfully,

Y V Balachandra
COMPANY SECRETARY

To : The Company Secretary
11/10



Karnataka Bank Ltd.

Estd: 1924

Regd. and Head Office

Phone : 0824-2228222

P.B. No.599 Mahaveera Circle

Grams : Abhyudaya, FAX: 0824-

PRESS RELEASE

Date:26.12.2012

Public awareness program by Karnataka Bank.

'Banks have responsibility of educating the Public about the banking services and bring them under financial inclusion. By voluntarily accepting this responsibility and to reach more people, CASA campaign has been launched by Karnataka Bank from 15-11-2012 to 28-02-2013. This CASA campaign has already generated encouraging results and more than one lakh new customers are added in a short period of one month. Bank has plans to canvas 5 lakh accounts during the CASA Campaign period ending on 28/02/2013. To inform general public about the benefits of opening an account at the Bank as well as to highlight the benefits of new Housing Loan and car loan schemes introduced, Road show have been launched', said P Jayarama Bhat, Managing Director of the Bank.

During the flag off function of this road show, Mr. Bhat added that 'these road show vehicles will travel for the next 30 days and will reach nook and corner of the towns and villages. This proactive step will be useful in creating the awareness among large group of people who are yet to be brought under the ambit of Banking. General public are required to take advantage of the campaign by opening accounts at the Bank by depositing affordable minimum balance. They will be eligible for all the tech devices Banking Services along with customer friendly human touch'.


Ramesh B.M
Chief Manager & PRO
Planning & Development Dept.
Karnataka Bank Ltd
Head Office
Mangalore-575002
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