F. No. 1303 (H.O.)

Karnataka Bank Ltd.

Estd : 1924

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

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

03.10.2012 SECRETARIAL DEPARTMENT

HO: SEC: 460: 2012-13

The Manager- Listing Department
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (E), MUMBAI - 400 051.

Dear Sir,

We enclose copy of the press communiqué released by us regarding lunching of "KBL MOBILE" (Mobile Banking) on 25.09.2012 at Bangalore, for your kind information.

Thank You,

Yours faithfully,

ASST. COMPANY SECRETARY.

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Karnataka Bank Ltd.
Your Family Bank. Across India.
Regd. & Head Office: Mangalore - 575 002

Date: 25.09.2012
Place: Bangalore

KBL Mobile

Press Release

Karnataka Bank Ltd launched yet another technology based product, "KBL Mobile" on Tuesday 25 September 2012 at Bangalore. Shri P. Jayarama Bhat, Managing Director & Chief Executive Officer of Karnataka Bank launched this new service in the presence of Shri P. Jairama Hande and Shri Mahabaleshwara Bhat M.S., General Managers of the Bank. The Bank also launched its Caller Tune on this occasion.

Mobile Banking Transactions are those where customers undertake banking transactions by using pre registered mobile phones with the Bank.

The bank has set the transaction limits based on risk perceptions and it is fixed at the level of Rs. 50,000/- per day inclusive of all transactions in the high end mobile sets enabled with GPRS/J2ME (encrypted end to end handsets). However, for other Mobile Handsets, under SMS Mobile Banking (unencrypted format) the limit is fixed at Rs. 5,000/- per day inclusive of all types of transactions. "Safety and convenience" is the highlight of KBL-Mobile. In the Mobile Banking Services, utmost importance is given to maximum convenience in usage to the customer. Adequate caution has been taken in protecting the customer's interest in terms of safety and security by introducing "two factor authentication".

Mobile Banking Services are an opening to the large populace to avail banking services, which enables the country to achieve inclusive growth. It enables customers to access "money at any time at any place". KBL wants to make use of "Mobile Banking Services" as a "Financial Inclusion" platform by reaching out to large section of people across India. Prior to the launch of 'KBL Mobile' the bank offered only information on the mobile. Now the mobile can be used for transactions such as payment of utility bills, mobile recharge, booking movie tickets, money transfer, online purchase, retail shopping and many other such functions.

Caller Tune: Today the bank has launched a melodious caller tune. This is a part of a new initiative in the branding exercise of the bank. The bank has adopted this signature tune so that the customers and other stakeholders across the country may be ensured a pleasant experience while making calls.

Ramesh, B.M.
Chief Manager
Karnataka Bank Ltd.,
P&D Dept. Head Office,
Mahaveera Circle,
Mangalore-575002

Annexure

Details of the KBL Mobile campaign

The new service, 'KBL Mobile' is meant to accomplish the bank's endeavor to create an Additional Delivery Channel (ADC) to the customers. At present the total transaction amount limit is specified at Rs. 50,000/- per day within the Bank and Bank to Bank (Intra Bank and Inter Bank). The Mobile Banking Services to the customer are inclusive of Enquiry Option, Requests, Fund Transfer, KBL-ATM/Branch Locators, M-Commerce Transactions, Payment of Utility Bills and Feedback to the Bank.

The Mobile Banking Services also provide for exceptions and exigencies to the customers like Forgotten MPIN, Request for mobile number change, Loss of Mobile Handsets, Request for change in Mobile Handsets and Activation/De-activation of account numbers.

The bank has made the services available to the individual Savings Bank Account , Current Accounts as well as joint accounts operated by "Either or Survivor" and "Survivor".

The Mobile Banking Services are available free of charge at all the branches of the bank. To begin with the Bank proposes to have over one lakh customers subscribing to "KBL-Mobile" services.

To activate the services, customers are required to register at their base branch and the facility will be rolled out across India. On successful registration, "Mobile banking User Id" and "Mobile Banking Pin (MPIN)" will be delivered to the customers' registered mobile number through SMS. The customer needs to activate the facility by using this "User Id and MPIN".

The Fund Transfer option covers the Inter Mobile Payment Services (IMPS) using the Mobile Money Identifier (MMID), where the settlement happens through the National Payment Corporation of India (NPCI).

Ramesh. B.M.
Chief Manager
Karnataka Bank Ltd.,
P&D Dept, Head Office
Mahaveera Circle,
Mangalore-575002