



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

16.11.2012

SECRETARIAL DEPARTMENT

HO: SEC: 555: 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 launch of
Current & Savings accounts campaign, for your kind information.

Thank You,

Yours faithfully,

COMPANY SECRETARY

**Karnataka Bank Ltd.**

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

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PLANNING & DEVELOPMENT DEPARTMENT**November 15, 2012****Press Release*****Karnataka Bank launches Current & Savings Accounts campaign.***

As a major customer acquisition initiative and with an intention to take the Banking to the door steps of the General public, Karnataka Bank has today, launched a special Current account and Savings Bank account campaign. Under the said nation wide campaign from 15th Nov 2012 to 28th Feb 2013. Bank intends to open more than 5 lakhs Current & Savings accounts by undertaking door to door canvass by its entire work force.

General Public are requested to make use of this opportunity by opening Savings Bank / Current account with requisite K.Y.C. documents and information. Further, Bank will also extend free of charge add-on facilities such as International VISA Debit Card which can be used at ATMs and Merchant Outlets. Internet Banking, Mobile Banking, S.M.S. alert facilities will also be extended free of charge to enhance the convenience of anywhere Banking facility 24 X 7. In addition to the said facilities, Current account customers like Traders, MSME customers can avail the Point of Sales [POS] services to enhance their business opportunities.

Bank at present has more than 45 lakhs accounts under Current & Savings Bank category. Bank is aiming to cross 50 lakhs Current & Savings Bank customer base by March 2013. Karnataka Bank which is well known as a Tech-savvy Bank is extending its services with human touch to be a customer friendly Bank", said Shri P Jayarama Bhat, Managing Director and CEO of the Bank, while inaugurating this CASA Campaign. General Managers Shri P Jairam Hande, Shri M V C S Karanth, Dr Meera Aranha and Deputy General Manager Shri K G Ramesh Rao were present on the occasion.


Chief Manager