LAKSHMI VILAS BANK

Secretarial Department CIN: L65110TN1926PLC001377

Ref/Sec/205 & 266/218 /2016-2017 March 20, 2017

The National Stock Exchange of India Limited Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai 400 051. Company symbol: LAKSHVILAS	**BSE Limited** Department of Corporate Services, Floor 25, Phiroze Jeejeebhoy Towers Dalal Street, Mumbai 400 001. Security code no: 534690

Dear Sir,

Sub: Disclosure of Material Information to Stock Exchanges

Ref: New Product launch – LVB Stree Account

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In compliance of Clause 2(B) of the Bank's Policy for determining materiality of events read with Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015, it is hereby informed that, our Bank's existing **Lakshmi Mahila Power account** is revamped, re-branded and launched as **LVB Stree Account** with enhanced features and benefits along with special insurance coverage, with effect from March 20, 2017.

Thanking you,

Yours faithfully,

N Ramanathan
Company Secretary

THE LAKSHMI VILAS BANK LTD. Secretarial Department Corp. Office, Chennai