LAKSHMI VILAS BANK

Secretarial Department CIN No. L65110TN1926PLC001377

Ref/Sec/205 & 266/191/2015-2016 January 28, 2016

The General Manager Department of Corporate Services **National Stock Exchange of India** Exchange Plaza, C-1-Block G Bandra Kurla Complex, Bandra-E Mumbai - 400 051	**The General Manager** Department of Corporate Services **BSE Limited** Listing Department Phiroze Jeejeeboy Tower Dalal Street, Fort Mumbai - 400 001

Dear Sir,

Sub: Intimation of Product Launch – "LVB Mobile".

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In compliance of Clause 2(B) of the Bank's Policy for determining materiality of events read with Regulation 30 (6) of the SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015, this is to inform that our Bank's Mobile Banking application – **"LVB Mobile"** is being launched today.

This is for your information and records.

Thanking you,

Yours faithfully,

N Ramanathan
Company Secretary

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