F. No. 1303 (H.O.)

# Karnataka Bank Ltd.

Estd : 1924 CIN : L85110KA1924PLC001128

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

Phone : 0824 - 2228222 Fax : 0824-2225588
Website : www.karnatakabank.com
email : info@ktkbank.com

04.08.2016 SECRETARIAL DEPARTMENT

HO: SEC: 242 : 2016-17

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

2. The General Manager,
**Bombay Stock Exchange Limited**
Corporate Relationship Dept
Phiroze Jeejeebhoy Towers
Dalal Street
MUMBAI-400 001

Dear Sir,

We enclose copy of the press communiqué released by us for your kind information.

Thank You,

Yours faithfully,

**(Y V Balachandra)**
**COMPANY SECRETARY**

ORNo 1764 16-17

# Karnataka Bank Ltd.

Your Family Bank, Across India.

Regd. & Head Office
P. B. No.599, Mahaveera Circle
Kankanady
Mangaluru – 575 002

Phone : 0824-2228325 Fax: 0824-2225587
E-Mail : pr@ktkbank.com
Website : www.karnatakabank.com
CIN : L85110KA1924PLC001128

## PLANNING AND DEVELOPMENT DEPARTMENT

**PRESS RELEASE** Date: August 4, 2016

**Karnataka Bank launches 'KBL POS MANAGER' Android Mobile App for its POS (EDC) Merchants.**




Karnataka Bank, in line with its mission statement of being a "technology savvy, customer centric progressive Bank", is a pioneer in providing various technology products & services to its customers to enhance the ease & comfort of Banking. Once again, in its pursuit to leverage technology to provide ease & convenience for its POS (Point of Sale) merchant establishments, Bank has launched 'KBL POS MANAGER' mobile app, today here at Mangaluru.

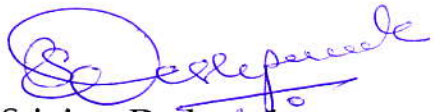
"KBL-POS Manager "is an Android based Mobile application, which will help Bank's POS merchants in managing the activities around the POS installation like;

- To see daily reports
- To know latest settlement report value
- Statements can be requested from the app
- Statements will be delivered to registered email id

P.T.O

This is **a ground breaking, industry first initiative** that gives flexibility to merchants to manage their store sales using their smart phone. Customer need not call helpdesk to log support tickets nor do they need to check emails to see daily settlement report. Store sales can be viewed and monitored from anywhere in the world at their finger tips.

"Technology is advancing day by day and people are more inclined towards smart phones, tablets or any other mobile devices. Today's tech savvy customers are always on the lookout for newer apps & expect their needs to be fulfilled at their finger tips as Mobile devices have now become the focal point in any business. Banking is no exception." said Shri P Jayarama Bhat, Managing Director & CEO of the Bank, "In pursuit of excellence in customer service, Bank has launched this customized & user-friendly mobile app, through which Bank's POS merchant customers can perform various activities on the go. This digital initiative is expected to improve customer satisfaction and encourage merchants to do more transactions on our Bank's terminal. The mobile app is available to customers free of cost and can be downloaded from the Google PlayStore.", he added.



**Srinivas Deshpande**
**[CHIEF MANAGER – PUBLIC RELATIONS]**