F. No. 1304 (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

15.11.2016 SECRETARIAL DEPARTMENT
HO: SEC:435: 2016-17

To

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,
   BSE 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 4069/16-17

The Karnataka Bank Ltd.

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

November 15, 2016

Press Release

The Karnataka Bank Limited launches Current & Savings Accounts campaign.

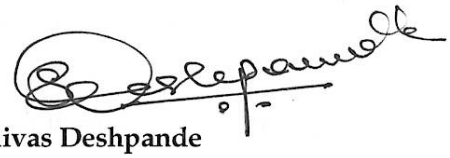


With the intention to take banking to the door steps of general public, The Karnataka Bank Limited (the **"Bank"**) has today, launched a special Current account and Savings Bank account campaign. Under the said nationwide campaign which will remain in force for a period of 3 ½ months from 15th Nov 2016 to 28th Feb 2017, the Bank intends to open more than 4.15 lakhs Current & Savings accounts by active involvement of its entire work force.

General Public is requested to make use of this opportunity by opening Savings Bank / Current account with requisite K.Y.C. documents. Further, the Bank offers host of Savings accounts namely **"SB General", "SB Small", " SB Sugama"** - Basic Savings Bank Deposit Account [BSBD] for general public, **"KBL-Vanitha"** for women, **"KBL-Kishore"** for children between 10 & 18 years, **"KBL-Tarun"** for students between 18 & 25 years, **"KBL-Salary Privilege"** for salaried persons, **Insurance linked SB accounts**, **"SB-Money Platinum", "Ruby", & "Sapphire"** for HNIs. Likewise the Bank offers six types of Current Accounts namely **"CA General", "Money Pearl", "Money Ruby", "Money Diamond", "Money Diamond Plus"** and **"Money Platinum"** to suit the business needs of different segments of the market.

Bank will also extend free of charge add-on facilities such as VISA/RUPAY Debit Card which can be used at ATMs, Merchant Outlets and Online Transactions over the Internet; Internet Banking, Mobile Banking, Mobile Apps (KBL SMARTZ, KBL ApnaApp, KBL -m Passbook, POS Manager), S.M.S. alerts and Missed Call Banking. These facilities will go a long way in enhancing the convenience of banking anywhere, 24 X 7. In addition to the said facilities, Current account customers like Traders, MSME customer's etc. can avail the Point of Sales [POS] services to boost their business opportunities. The Bank also provides Personal Accident Insurance, "**KBL Suraksha**" to its Savings Banks customers at nominal rates.

As at June 30, 2016, the Bank had 733 branches, 1,297 ATMs and (e-lobbies/Mini e-lobbies) across India. "The Customer has always been the focal point of all our initiatives. In order to cater to the changing needs of our customer, the Bank has recently introduced two Mobile Apps, viz KBL MOBILE App and KBL SMARTZ (UPI App). To encourage and inculcate the banking habit among women, the Bank has an exclusive Savings Bank account scheme, named KBL-Vanitha, under which the Bank offers Jewellery insurance of ₹ 50,000 and Personal Accident Insurance of ₹ 1 lakh free of cost. This CASA Campaign will provide an opportunity to our staff members to reach out to the general public with our product offerings. I am confident of good response from the public"said Mr. P Jayarama Bhat, MD & CEO of the Bank.



Srinivas Deshpande
CHIEF MANAGER - PUBLIC RELATIONS