UNITED BANK OF INDIA

Head Office : 11, Hemanta Basu Sarani, Kolkata - 700 001
Tel : 033-22481054; Fax : 033-22485852, Email : co.sec@unitedbank.co.in

Board Sec/Discl./ /2015

October 14, 2015

Corporate Relations Cell BSE Ltd. P J Tower, Dalal Street, Fort, Mumbai – 400001	Listing Department National Stock Exchange of India Ltd. Exchange Plaza, Plot – C/1, Block – G Bandra Kurla Complex, Bandra (E) Mumbai – 400051
Scrip Code: UNITEDBNK (533171)	Scrip Code: UNITEDBNK

Dear Sir,

Sub: Press Meet, Press Release & Product Launch

The Bank launched its equity trading product under the brand name U-Connect – Trio in association with Kotak Securities Ltd. at the Press Meet held earlier on date.

The Press Release issued on the occasion of the product launch is enclosed for ready reference.

Thanking you,

Yours faithfully,

Bikramjit Shom
Company Secretary & Compliance Officer

PRESS RELEASE

United Bank of India enters into strategic alliance with Kotak Securities

To provide equity broking services to the bank customers through *U-Connect TRIO*

Kolkata, October 14, 2015: United Bank of India (UBI), the Kolkata based public sector Bank & Kotak Securities, one of the market leaders in the equity and derivatives trading segments, launched their co-branded share trading product, specially customised for the UBI-accountholders today. The product has been named Trio and launched under the brand U-Connect. While the focus would remain on providing online trading services to the customers, however, off-line mode will also be made available to the customers of UBI.

The function was attended by P. Srinivas, Managing Director and Chief Executive Officer, United Bank of India, Kamlesh Rao, CEO, Kotak Securities, Shri Sanjay Arya, Shri K. Venkata Rama Moorthy, Executive Directors, United Bank of India, senior executives from both the organization as well as sections of the press and media.

P Srinivas, Managing Director and Chief Executive Officer, United Bank of India on the occasion said, "We are glad to offer access to the capital markets to our customers through our partner Kotak Securities which is a reputed name in this segment. With the economy showing early signs of resurgence after a prolonged lull and rates coming down with indications of further cuts in the near future, it was imperative on our part to innovate and create more avenues for revenue without compromising quality and the 'value for money proposition' for our customers. From that angle I feel that this product is aptly designed and this pre-Dewali launch is just about perfect. I hope that the product goes well with my customers and we are able to create a 'win-win' for all."

Under this arrangement, willing customers of UBI will be offered a 3-in-1 Accounts – i.e. Saving & Demat Accounts with UBI and trading account by Kotak Securities.

P Srinivas also mentioned that Bank has recently introduced on-line savings account opening, online FD account opening, RuPay International chip debit card and Mudra Card. Launching of U-Connect Trio is a another feather in our cap.

Kamlesh Rao, CEO, Kotak Securities said, "We are delighted to partner with United Bank of India, which has a dominant presence in this part of the country. The alliance will not only provide solutions to the trading needs of our customers but will also be able to offer a wide array of investment solutions that covers the entire lifecycle of a customer.

Through this collaboration, we will be leveraging on the vast network of UBI, especially in the East and North-East and we will bring to the table our professional expertise, market experience and research capabilities for the bank customers."

This strategic alliance will ride on the strengths of United Bank of India and Kotak Securities and create an impact in a market that is otherwise highly competitive and margin sensitive.

U-Connect TRIO account features –

- Saving Accounts with United Bank with all features and facilities including online banking, mobile banking, ASBA facility for applying in IPO/FPO/rights issue;
- Demat account with United Bank providing the entire gamut of depository services at very competitive rates
- Kotak Securities trading account has a high speed trading tool i.e. KEAT PRO X to track live market prices and more features at no cost, SMS facility for market updates, Call & trade service to invest in Equities and IPOs over the phone, margin against securities for intraday in cash segment at no additional cost and other benefits like Good till cancelled, AutoInvest and Tradesmart etc.