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

11.08.2014 SECRETARIAL DEPARTMENT
HO: SEC: 319 2014-15

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

Dear Sir,

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

Thank You,
Yours faithfully,

COMPANY SECRETARY

Karnataka Bank Ltd.

Estd: 1924

CIN: L85110KA1924PLC001128

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

Phone : 0824-2228222
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PLANNING & DEVELOPMENT DEPARTMENT

PRESS RELEASE **Dt: 11-08-2014**

KARNATAKA BANK LAUNCHES "i-HUNDI"FACILITY THRU IVR



Karnataka Bank, Mangalore based premier private sector Bank has launched yet another novel service **"i-Hundi"** facility through Interactive Voice Response [IVR] channel. **"i-Hundi"** is a unique service through which Bank's customers can donate funds to adored deities/temples/trusts, which are registered with the Bank by calling the Bank from their registered mobile numbers through IVR channel. This service is one of the easiest, quickest and safest channels of donation.

Launching the **"i-Hundi"** facility Shri P Jayarama Bhat, MD &CEO of the Bank said "Karnataka Bank is pioneer in introducing various customer friendly technology services and now has launched this unique online fund transfer interface to facilitate our valued customer to make hassle free 'e-Kanike'. Bank had earlier introduced the **'e-Hundi'** facility through MoneyClick internet banking service which has become quite popular among its users. Bank is also in the process of providing **'m-Hundi"** facility through Mobile Banking service". He appealed to all the devotees to make best use of these services.

Bank's customers can make a call from their registered mobile numbers with the Bank to the designated Toll Free IVR numbers i.e. 1800 425 1444 and 08022021500 for donating funds. It is a two step process i.e. customer has to make two Toll Free calls to IVR no.

1. In the first step i.e. first call, customer has to select the beneficiary temple of his choice, amount of donation and thereafter One Time Password [OTP] is generated & delivered to customers' registered mobile through SMS.
2. In the second step i.e. second call, he has to enter the OTP and donate the amount to selected temple.

OTP is introduced as a preventive measure against any cyber related frauds.

At present the following temples are registered with the Bank for the said service;

1. **Shree Manjunatha Swamy Temple, Dharmasthala**
2. **Shree Padmanabha Swamy Temple, Thiruvananthapuram**
3. **Ragigudda Shree Prasanna Anjaneya Swamy Temple, Bangalore**
4. **Ramakrishna Mutt, Ulsoor,Bangalore**
5. **Koti Rudra Samithi, Gokarna**
6. **Horanadu Shree Annapoorneshwari Temple, Horanadu**
7. **Shree Gurunarasimha Temple, Saligrama**
8. **Shree Siddhivinayaka Temple-Hattiangadi**
9. **Anegudde Shree Vinayaka Temple -Kumbhashi**

Asistant General Manager