

IRC: F48:27:232:2020

19.03.2020

The Manager,  
National Stock Exchange of India Ltd.,  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai 400051

Dear Sir,

Sub: Press Release titled- "Karur Vysya Bank inaugurates its Centralized Operations Centre at Coimbatore"

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In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Press Release made by our bank titled as "Karur Vysya Bank inaugurates its Centralized Operations Centre at Coimbatore".

Kindly take on record of the same.

Thanking you.

  
Srinivasarao M  
Company Secretary

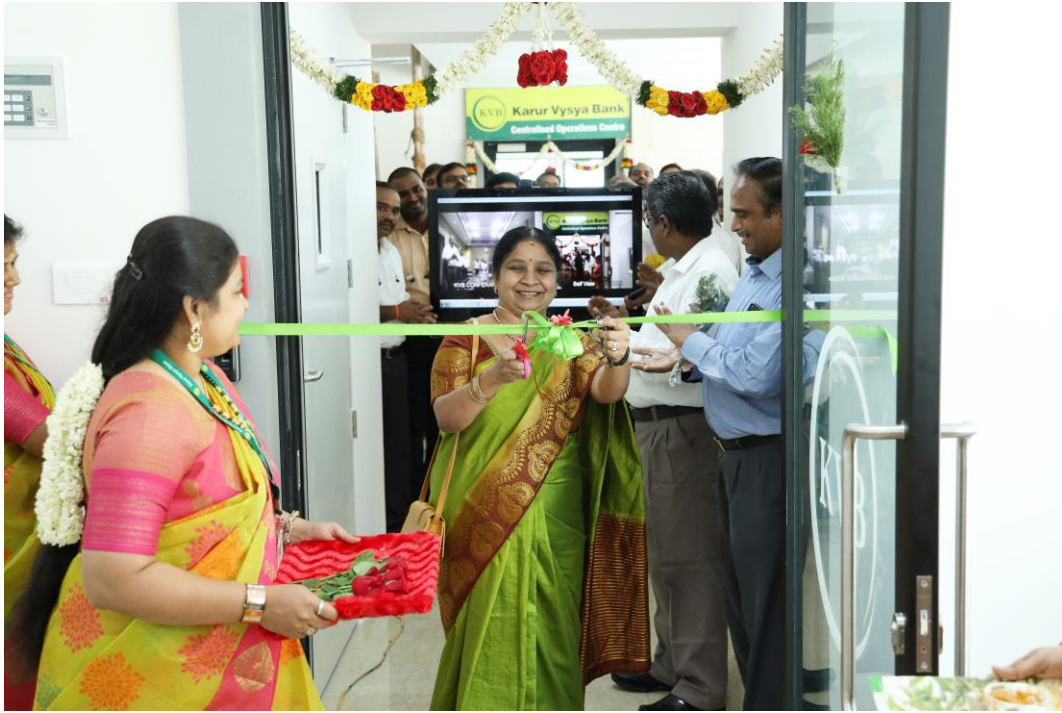
Encl: As above



Central Office, Karur  
[www.kvb.co.in](http://www.kvb.co.in) | 1860 258 1916

## Press Release

### Karur Vysya Bank inaugurates its Centralized Operations Centre at Coimbatore



The Centralized Operations Centre of Karur Vysya Bank being inaugurated by Smt. K L Vijayalakshmi, Director of the Bank

**Karur, March 19, 2020:** Karur Vysya Bank (KVB) today inaugurated its Centralized Operations Centre (COC) at Coimbatore.

KVB has over the last couple of years been centralising its operations. This is with the view to improving customer service at its branches. This is achieved by moving all non-time critical operational activities to the Centralised Operations Centre, thereby freeing up branch capacity to address customer needs.

KVB's state-of-the-art Centralised Operations Centre occupies approximately 20,000 sq. feet, on a single floor, in a newly built office premises. These new facilities enable KVB to bring under one roof activities that were previously carried out across multiple locations thereby enhancing efficiencies. It will also enable KVB to create a 'centre of excellence' for banking processes.

#### THE KVB PROMISE

**High Capital Adequacy | Healthy Liquidity | Consistent profitability | Prudent Risk Management**



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KVB presence in Coimbatore is substantially enhanced. In addition to this facility, KVB has its Divisional Office and 23 branches in Coimbatore. Total employee strength in Coimbatore is expected to grow to approximately 400, making KVB a sizable quality employer in Coimbatore.

In another customer friendly initiative, KVB has enabled its mobile phone application – KVB DLite wherein customers can log in their requirements. Customers can now update / change some of their important data like permanent / communication address, name, date of birth, e-mail ID / mobile number update / Aadhaar / PAN registration and upload the requisite proof. These requests will be processed within 20 minutes at the Centralized Operations Centre and an update made available in the DLite app itself. Customers can also submit the details at any branch, which will be escalated to the Centralized Operations Centre.

The Centralized Operations Centre will function at Hanudev Info Park, Nava India, Udayampalayam Road, Coimbatore – 641 028.

for Karur Vysya Bank

sd/-

P R Seshadri  
Managing Director & CEO

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