

## **RECOGNITION TO TECHNOLOGY INITIATIVES OF KVB**

Karur Vysya Bank has been conferred with the Gold CIO Award in the more than Rs. 1000 cr. category of the Enterprise Connect Awards '09 instituted by CIOL (Cybermedia India Online Limited)-Dataquest. The award was received by Sri S. Sekhar, CIO of the bank at a function organized in Mumbai recently. The award recognizes the "leadership combined with vision and mission in deploying information technology for business benefits through pioneering and innovative use with and outside the organization."

The award is in recognition of the Most Successful IT Implementation during 2008-09 by the bank viz., Implementation of collection of educational institution fees through Automated Teller Machines (ATM)".

KVB has been using its ATMs to deliver multiple services beyond mere cash dispensing. Card to card / card to account transfer of funds and payment for air tickets of Kingfisher are other services made available through ATMs.

KVB has initiated several customer friendly services by harnessing technology for banking operations and provides these services at an "affordable price". Having migrated to the Core Banking Solution platform in 2005, KVB now provides convenience banking services like Any Branch Banking, Internet Banking, Utility Bills Payment, booking of air and train tickets on-line using VISA Debit Card, VISA Bill payment through Net Banking and Debit card are some of the other initiatives undertaken by the bank.

Recently, the bank had been awarded the "Banking Technology Excellence Awards - 2008" for Best use of IT for Customer Service in Semi-Urban and Rural Areas by Institute for Development and Research in Banking Technology, Hyderabad.