



KARUR VYSYA BANK

B Ramesh Babu
Managing Director & CEO

Tell us about some of the key milestones achieved by Karur Vysya Bank in recent times.

With a rich heritage of over 100 years, we are one of the oldest private sector banks in the country. Since inception, it has been our endeavor to fulfil the needs of our customers, and this has been the bedrock of our very existence. Today, as we stand, we are well-capitalized with ample headroom for credit expansion as there is no immediate requirement of capital infusion. Karur Vysya Bank has had an unbroken record of declaring profits since its inception and the trend continues till today despite the turbulent conditions and stress in the economy. We have also been a pioneer in introducing and adopting technology with a view to provide seamless banking experience to our clients. We have developed the best-in-class digital products and applications in-house, which has helped us to innovate and self-serve our requirements. This has also helped us be ahead of the race and be among the first ones to provide a range of banking services on our mobile app. One such move had been the introduction of digital jewel loan facility on the mobile phone, which enables the customer to fetch the loan from the comfort of his / her house. So, when it comes to digital initiatives, we have always been among the forerunners – all our credit facilities are processed digitally, which ensures

credit approvals are delivered to the clients within 15 minutes and work-flow happens in paperless mode.

In addition to this, we have also introduced new bank-in-bank concepts through branchless banking in the form of NEO. Besides, Karur Vysya Bank also provides precious metals (bullion) trading and lending facility to gold and silver merchants. We are one of the few banks to have a stand-alone commercial credit product specifically tailored for the business community. As a bank, we have also always tried to explore growth opportunities through tie-ups and partnerships for co-lending and partnership lending avenues. We have established tie-ups with large Fintechs, facilitating online delivery of consumer credit purely on the basis of customer metrics.

You took over as MD and CEO of the Bank in July 2020. What are your key priorities for the Bank in the near future?

Our focus would continue to be on the bank's retail business and to improve its granularity, in both the deposits as well as the credit portfolio. Karur Vysya Bank has always been working towards catering to the needs of domestic and retail saving segments. So, our key focus would be on the same while expanding our base of small business, trading and manufacturing sector and catering to

their diverse requirements. We also plan to fine tune our digital banking platform so as to be able to offer a whole suite of digital products and applications through self-service mode to our clients. We are also extensively looking for growth opportunities through new channels such as partnerships and tie-ups with Fintechs and NBFCs. On the team front, over the short-run as the economy and markets take time to recover from the pandemic-induced setbacks, we plan to prepare our workforce to be fully involved in the distribution and cross-selling activities. Meanwhile, on new products and services, we are looking to launch a personal (retail) credit card for our clients in the near future.

The world is still grappling with the COVID-19 pandemic. What role has the Bank played in helping Indian businesses deal with the pandemic?

The Covid-19 pandemic has brought about a major disruption across personal and business lives of almost every individual across the world. Undoubtedly, it is a watershed moment in the history. Of course, none of us had ever experienced such a situation before. However, tough times call for drastic measures. At Karur Vysya Bank, we were quick to take stock of the situation and align our operations accordingly so as to minimize the impact not only on our business but also on our

clients, many of them were left grappling with difficult situations especially in the initial phase of the nationwide lockdown imposed in March 2020. Our field -staff was constantly in touch with our clients to understand their situation and assist in overcoming any challenges faced by them on their banking requirements. We actively pursued all the relief measures that were announced by the government and by the central bank to ensure that the benefits envisaged under the relief packages were delivered to all eligible and deserving customers across all segments. Over and above the various benefits extended to client, we also undertook various relief measures through our CSR initiatives and donations to various agencies to help distressed people amid the pandemic.

Our bank has always been at the forefront of digital adoption and transformation. So, in this sense, we definitely have had a leg-up. We encouraged customers to

use digital channels and undertake bank transactions from their own premises with a view to minimize branch visits. Our bank has a network of 2236 cash recyclers / bunch note acceptors, which helped our clients, especially the ones engaged in businesses, to deposit cash at a convenient location instead of visiting branches.

What is the company's growth strategy over the next 3-5 years?

The biggest advantage for our bank is its rich and historic experience of over 100 years. We plan to leverage this long-standing heritage of serving clients as well as our technological prowess to build new clientele across all segments. More specifically, we are looking at delivering enhanced value-added services to our customers, with a focus on the retail, trade and small business segment, predominantly in the Southern

and Western parts of our country in the coming 3-5 years. We also intend to take our bank-in-bank concept to other locations and areas, with a view to bring large bullion merchants into our fold on the precious metals' platform. Also, on the cards are plans to introduce new ventures through co-lending and partnership lending tie-ups with Fintechs, which also help us expand our reach to distant locations through digital modes and channels. Above all, we aim to continue improving our business on a granular scale, which includes increasing our cross-selling activities to be able provide an entire range of services and products to our clients and to establish a sole-banking or preferred banking relationship with our esteemed customers in the coming years.

