



CO: CORPORATE COMMUNICATIONS DEPT

II FLOOR, 254-260, AVVAI SHANMUGAM SALAI, ROYAPETTAH, CHENNAI-600 014

PH: 044 28134457 Web: www.indianbank.in

[www.twitter.com/MyIndianBank](https://twitter.com/MyIndianBank) Toll Free: 1800 425 00 000

प्रेस विज्ञप्ति/ **PRESS RELEASE**

28.02.2017

INDIAN BANK OBSERVES MARCH, 2017 AS “DIGITAL LITERACY MONTH”

Indian Bank has decided to observe the **entire month of March as “Digital Literacy Month”**. To strengthen the Government of India’s policy of cashless economy, Indian Bank introducing various Tech products / features for the customers every month. As part of this ongoing process, IB has decided to sensitize its customers about the Digital Banking services through Customer meets, Website, Twitter, You Tube and other modes of communication.

Particularly, In this entire month of March, IB is planning to educate all customers visiting the Branches about the Digital Banking services, Conduct Literacy camp at Institutions, Corporates and Places where people assemble, provide ATM, Net banking, Mobile banking & UPI/USSD to all new accounts and ensure all existing accounts empowered with the services of ATM / Net Banking / Mobile Banking / UPI / Credit card etc.

Indian Bank’s consistent efforts for 100 % Digital Banking showed wonderful results as **the customers of the Bank have won prize money of 4.19 crores** till 31.01.2017 under **Lucky Grahak & Digi Dhan Vyapar Yojana** on daily / Weekly basis. As part of Digital initiative, Government of India is awarding Prize money to Customers doing Digital Transactions & Merchants who are encouraging digital transactions under Lucky Grahak & Digi Vyapar Yojana on daily / weekly basis.

For favor of Publication

ASSISTANT GENERAL MANAGER (PRO/CCD)