

PRESS RELEASE**Indian Bank Launched a bouquet of banking products: 'Senior Konnect' branch to Digital Journey**

Chennai, July 11, 2025: In a significant step towards enhancing customer convenience and embracing digital transformation, Indian Bank today virtually inaugurated a dedicated branch for senior citizens— '**Senior Konnect**'—alongside a unique concept for the digitally native customers the "**Virtual Banking Experience**" (**VBX**). Bank also dedicated 50 new branches PAN India.

The virtual inauguration was done in the august hands of **Shri M. Nagaraju, IAS**, Hon'ble Secretary, Department of Financial Services, Ministry of Finance, Government of India in the presence of **Shri Binod Kumar**, Managing Director & CEO, Indian Bank, along with Executive Directors and senior officials of the Bank.

As part of the launch, Indian Bank introduced several digital apps & services, including:

- **IND-UPI** – a seamless UPI-based payment solution
- **Agentic AI for Collection & Recovery**
- **Ind-SMART Biz** – a digital platform for corporate and MSME clients
- **GST Partnership Module**
- **Corporate Credit Solutions**
- **KCC and Agri Stack** – designed for the agricultural sector

Interacting with top management, **Shri M. Nagaraju** appreciated the introduction of various digital services rolled out for MSME and Agri customers. While launching the bouquet of products, he emphasised specially on the customer service and dealing with the customers visiting the branches with empathy. He also underlined the customer's value for business. In the same line it was pointed out the importance of MSME with quick availability of credit to meet the gap. Scoring the Indian Bank as a big bank in the southern region, he highlighted the opportunity of growth for bank with three elements in place:

- Excellent customer service with empathy
- Fast & quick decision in credit
- Extending the banking services to bring the needy into mainstream

Shri Binod Kumar, MD & CEO of Indian Bank while dedicating the 51 branches including one exclusive branch for Senior Citizens, **Senior Konnect**, reaffirmed his commitment for banking to grow with blend of the need of every segment of customer with special need and digital products at top for growth and ease of banking with products like Ind UPI.

With these launches, Indian Bank continues to blend traditional values with modern technological advancements, reaffirming its position as a trusted and forward-looking banking partner.