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(71) Applicant *(for all designated States except US)*: **INFOSYS LIMITED** [IN/IN]; 44, Electronic City, Hosur Road, Bangalore 560 100 (IN).

(72) Inventors; and

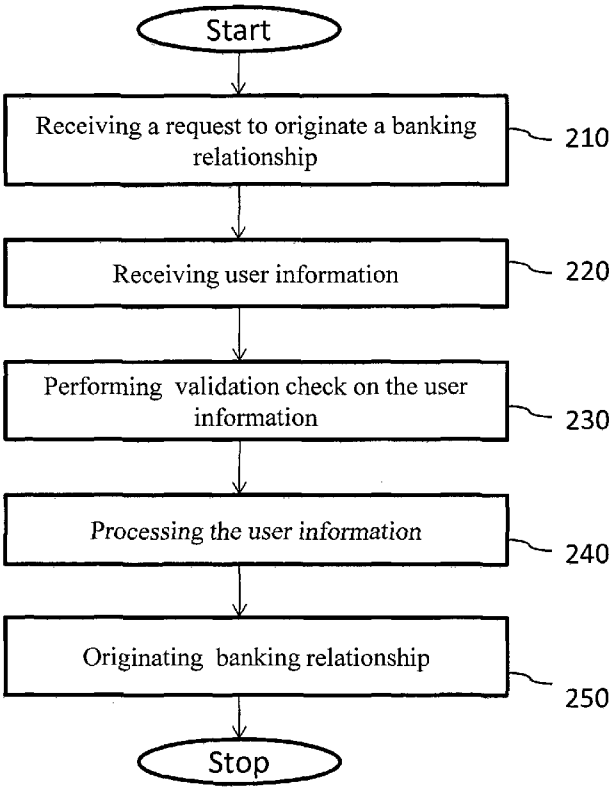
(75) Inventors/Applicants *(for US only)*: **VATS, Amit** [IN/IN]; Apartment D-89, Spangle Condos, Dhakoli, Zirakpur, Dist Mohali 160 104, Punjab (IN). **MUTHUSWAMY, Udhyakumar, Namakkal** [IN/IN]; SD 16, Sylvan County, Mahindra World City, Chennai 603 002 (IN). **PADHI, Saswat, Kumar** [IN/IN]; C/o Dr R.K. Padhi, Plot 307 C, District Center, Chandrasekharpur, Bhubaneswar 751 016, Orissa (IN).

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(54) Title: METHOD AND SYSTEM FOR ORIGINATING A BANKING RELATIONSHIP USING DIFFERENT ELECTRONIC COMMUNICATION CHANNELS



(57) Abstract: A system and method for originating a banking relationship with a bank using at least one electronic communication channel is disclosed. A request is received from a user through a first electronic communication channel wherein the user selects a financial product among a list of different financial products offered by the bank. The user is enabled to send user's information through a second electronic communication channel. The information is received either through the first electronic communication channel or the second electronic communication channel. A validation check is performed on the information and the validated information is processed to check if the user is allowed to access the selected financial product. After processing the information, a reference number for the selected financial product is provided to the user, thereby originating the banking relationship for the user.

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