



Press release

Kotak Mahindra Bank Launches Home Banking, Improves Banking Experience

Mumbai, July 17,2007: Kotak Mahindra Bank Ltd. today announced the launch of its Home Banking Service. The service is available across all urban & metro branches and is aimed at making banking convenient for the retail customer.

With the launch of this service, Kotak Mahindra Bank can deliver money, demands drafts and pickup cash and cheques for deposit into the customer's account at/from the customer's doorstep. The customer can place the request through the Customer Contact Center or through Net Banking.

The money thus collected from customers will be credited to their account on the same working day or by the next working day.

The facility includes cheque pick up or draft delivery - once a day and cash pick up or delivery - once a day (min. Rs 5000, max. Rs 2,00,000) - once a day. There is no restriction on the number of cheques or drafts picked / delivered.

Speaking on the occasion, KVS Manian - Head Retail Liabilities & Branch Banking said, *"With the launch of this service, Kotak Mahindra Bank has succeeded in bringing your bank to your doorsteps, improving an individual's banking experience. This truly defines the way we look at customer satisfaction - at-your-service, at-your-convenience and at-your-doorstep."*

Kotak Mahindra Bank offers complete financial solutions for infinite customer needs. The Bank's home banking service will allow customers to attend to their banking needs in the comfort of their own home or offices and at their convenience just through a phone call or via the Internet, thus saving time, energy and costs.



ABOUT KOTAK MAHINDRA GROUP

Established in 1985, the Kotak Mahindra group has been one of India's most reputed financial organizations. In February 2003, Kotak Mahindra Finance Ltd, the group's flagship company was given the license to carry on banking business by the Reserve Bank of India (RBI). This approval creates banking history since Kotak Mahindra Finance Ltd. is the first non banking finance company in India to convert itself in to a bank as Kotak Mahindra Bank Ltd.

With over 125 branches spread across 87 locations across the nation, we at Kotak Mahindra Bank address the entire spectrum of financial needs for individuals and corporates. We have the products, the experience, the infrastructure and most importantly the commitment to deliver pragmatic, end-to-end solutions that really work.

For further information, please contact:

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