



Press Release

Kotak Mahindra Bank Launches Kotak Gold Debit Card
- Offering Includes Lifestyle Benefits, Unlimited VISA ATM Access and Fuel Surcharge Waiver for the Discerning Customer -

Mumbai, October 16, 2007: Kotak Mahindra Bank today announced the launch of the Kotak Gold Debit Card, a 'fully loaded' Visa Debit Card with unlimited free access to all the VISA ATMs in India and worldwide. The card also has higher purchase and cash withdrawal limits - Rs.1,75,000 per day purchase limits and Rs.1,75,000 cash withdrawal limit.

In addition to the above, the Kotak Gold Debit card also allows for the complete waiver of the fuel surcharge across all petrol pumps anywhere in India, irrespective of the amount of the transaction. Our discerning customer also enjoys Gold lifestyle benefits (offers on fine dining, travel, etc.)

Speaking on the occasion, Mr. KVS Manian, Group Head Retail Liabilities and Branch Banking said, "*The evolution of the Indian banking landscape has brought about the evolution of the consumer. From standing in serpentine queues for cash withdrawal to cashless wallets, we have indeed come a long way. We see immense potential in offering services that directly benefits our customers in the way they aspire to live their lives. With the Kotak Gold Debit Card, the world is indeed your oyster.*"

The Kotak Gold Debit Card is available to all resident account holders and to NRIs holding NRE accounts. A resident Kotak Gold Debit Card holder can also gift add-on cards to a non account holder.

The Kotak Gold Debit Card comes with enhanced security features for a peace of mind, customers can opt to personalise the Kotak Gold Debit Card with his / her photo, the cards offer purchase protection and zero lost card liability.



Kotak Mahindra Bank is one of the first banks in India to offer emergency card replacement for a debit card. In case of card loss when traveling overseas, a Kotak Gold Debit Card holder can avail of an emergency card replacement at the overseas location.

With the introduction of the Kotak Gold Debit Card, Kotak Mahindra Bank develops on its very comprehensive Debit Card suite designed to suit every need of the customer. Other cards in our offering include the Kotak Global Debit Card, the Kotak Access India Card for our NRI customers holding NRO Account for use only in India, a single use virtual Kotak netc@rd for secure online transactions and the Best Compliments Card for convenient gifting options.

Kotak Mahindra Bank offers complete financial solutions for infinite customer needs. The savings account goes beyond the traditional role of savings, to provide a range of services from funds transfer options to online payments of bills to attractive returns earned through a comprehensive suite of investment options that can be booked through Internet or through phone banking services. The Bank offers comprehensive business solutions that include the Current Account, Trade Services, Cash Management Service and Credit facilities, keeping in mind the myriad needs of the business community.

The Bank recently launched its Home Banking services. The service is available across all urban & metro branches and is aimed at making banking convenient for the retail customer. 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.

Kotak Mahindra Bank has **134 full fledged** branches spread across **92** locations in the country offering both traditional banking products and wealth management services. The Bank plans to reach the 200th Branch mark by mid next year.

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 134 branches spread across 92 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

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