



Kotak Mahindra Bank starts operations in Ahmedabad
Opens first branch at Sakar II, Ellisbridge Corner, Ashram Road

(August 13, 2003)

Ahmedabad, Wednesday, August 13, 2003: Kotak Mahindra Bank, which offers complete practical financial solutions, opened its first branch in Ahmedabad at Sakar II, Ellisbridge Corner, Ashram Road today. The branch has been designed in a manner consistent with its corporate identity "the infinite ka" reflecting its global Indian personality.

Kotak Mahindra Bank plans to open at least four branches over the next one year in Gujarat. The Ahmedabad branch is spread across nearly 1,800 square feet area. The bank has a unique design aimed at providing the most satisfying banking experience to the customers while being aesthetically appealing. It incorporates the ambience of a modern high-tech bank with features that appeal to the Global Indian viz. privacy when discussing finance, customer comfort zones that allow personalized attention from Relationship Managers, etc.

The use of warm materials like wood, earthy colour tones, and subtle design elements give the branch a warm, friendly look while the layout and fixtures have been designed to be practical, friendly and functional.

Mr. Dipak Gupta, Executive Director, Kotak Mahindra Bank said, "Gujarat has always been a key market for us. I see immense potential for growth and expansion in the State. The Ahmedabad branch will offer customers different financial products under one central platform. With customer centricity as our focus, the Bank will offer solutions-oriented services, which will aim at growing our customer's wealth".

The Bank customers will get a VISA affiliated Global Debit Card, that is acceptable across the world at more than 10 million establishments. With this they can access their accounts using 850+ ATMs of Kotak Mahindra Bank and UTI Bank, free of cost, in a sharing arrangement between the two banks throughout the country.

The customers would also enjoy facilities like Net Banking (www.kotak.com), Phone Banking, Home banking, etc. which the Bank offers free of cost to all its account holders. The Bank has set up a 24 hours Customer Contact Centre accessible toll free at phone no. 1600 226022 for the benefit of its customers.

Kotak Mahindra already boasts of a strong presence in Ahmedabad with offices of all its Group companies in the city. The Group has serviced over 35000 satisfied customers and enjoys a strong relationship with its dealers and channel partners.

This is Kotak Mahindra Bank's first entry into any state outside the Mumbai and Delhi metros.