



**Kotak Mahindra Bank opens its first Coimbatore branch
to offer personalised investment advice to customers**

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Kotak Mahindra Bank, which offers complete practical financial solutions, opened its first full-fledged retail-banking branch at 727, Avinashi Road, today. The branch was inaugurated by Uday Kotak, Executive Vice-Chairman and Managing Director of the Bank.

The Coimbatore branch opens a day after the inauguration of Kotak Mahindra Bank's first rural branch in Namakkal in Tamil Nadu.

Speaking on the occasion, **Uday Kotak** said, "It gives me immense pleasure opening our 25th branch in the 'Manchester of South India'. Being one of the most industrialized cities in Tamil Nadu and the textile capital of South India, I see immense potential in Coimbatore and view this as an important market in the overall growth plans of Kotak Bank."

The focus in Coimbatore will be to cater to the needs of local businessmen and entrepreneurs. To meet their business requirements Kotak Bank has designed exclusive advantages viz. free cheque/cash pick-up facility, beat services, trade services, etc. The current accounts customers would also enjoy beneficial features like Free Demand Drafts, Free Cheque Collection and Free At-Par Cheque facility.

Along with the launch of the Coimbatore branch, Kotak Mahindra Bank is introducing a unique and convenient insurance plan, **Kotak Premium Return Plan** exclusively for the Bank customers. The Plan provides all Kotak Bank Account holders a monthly premium payment option with direct debit to their bank accounts. This makes premium payment convenient, without the hassle of writing monthly cheques.

Kotak Mahindra Bank is also offering an innovative sweep facility to its account holders, called **Kotak 2-Way MF Sweep**. This facility provides the convenience and liquidity of a bank account with returns of a mutual fund. Here daily balances, above a predetermined level, in the savings account are automatically swept out into a Liquid Mutual Fund scheme. These 'swept out mutual fund investments' sweep back into the account to meet fund requirements when the withdrawal amount exceeds the balance available.

Customers having an Investment Account with the Bank can purchase/redeem Mutual Funds using the Net Banking facility and also get a consolidated view of all Mutual Fund investments across schemes with updated returns status, latest NAV information, research reports etc.

Kotak Mahindra Bank customers can access their accounts free of cost at any Bank's Visa ATM by using their free Visa affiliated Global Debit Card. Also, customers can get free cash delivered at their doorstep through the free Home Banking facility or ask for free cash/cheque pick-up from their home.

Apart from the above, the Current Account holders, can benefit from other features like **Electronic Fund Transfer** that allow transfer of funds through net Banking to third party accounts in other banks; **At-Par Cheque** facility across all branch locations etc.

Customers can also enjoy state-of-the-art facilities like Net Banking (www.kotak.com), Phone Banking, etc., which the Bank offers free of cost to all its account holders.