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## **Kotak Mahindra Bank starts operations in New Delhi Opens first branch at Connaught Place**

(April 9, 2003)

Kotak Mahindra Bank, which offers complete practical financial solutions opened its first branch in New Delhi at Connaught Place today. The branch has been designed in a manner consistent with its corporate identity "infinite ka" reflecting its global Indian personality.

On the occasion, Mr Uday Kotak, Executive Vice Chairman and Managing Director, Kotak Mahindra Bank said, "The role of a bank has evolved from a passive one to a proactive one. The future belongs to the bank that helps the financially bewildered customer to make sense of the varied options before him and arrive at solutions that are best for him."

"Delhi is a key market for us. In fact, a large base of our customers is in Delhi and Mumbai. I see immense potential for growth and expansion in the NCR". He added.

Kotak Mahindra plans to open at least 5 branches over the next one year in the NCR. The Connaught Place branch is spread across nearly 3,000 square feet. There are three well-defined zones, the banking lobby for regular customers, the exclusive zone for high-value customers and the Automated Banking Zone for quick transactions.

Mr Dipak Gupta, Executive Director, Kotak Mahindra Bank said, "With almost 20 years of experience in the financial sector, our products have been customized to suit the varied needs of our customer. We are offering the customer different financial products under one central platform".

The bank has a unique design aimed at creating the most satisfying banking experience with total pragmatism. It incorporates the ambience of a modern high-tech security bank juxtaposed with features that appeal to the Indian psyche: privacy when discussing finance, customer comfort zones that allow personalized attention from Relationship Managers, segregated meeting spaces for private clients etc.

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

The Bank customers will have access to the entire VISA network of 4,500 ATMs in India and 800,000 ATMs worldwide, at a nominal cost and will get Visa debit cards, accepted in more than 56,000 establishments across India and over 10 million establishments worldwide. The customers will also have access to over 800 ATMs free of cost, through a sharing arrangement with UTI Bank. Of these around 125 ATMs are in the NCR.

From the first day of operations, Kotak Mahindra Bank offers internet banking, toll free phone banking and home banking.

### **About Kotak Mahindra**

Kotak Mahindra Bank offers investment advice, which aims at growing its customer's wealth. The services offered would include complete wealth management and advice on how clients can manage their liabilities and assets better.

Kotak offers complete practical financial solutions, from Retail Finance, Stock Broking, Mutual Funds, Life Insurance to Investment Banking, for prestigious retail and corporate customers. With complete financial solutions as its key focus area, the Bank offers a wide range of financial products and advisory services that enhance customer wealth.

Kotak has a group net worth of around Rs 1,400 crore and currently employs over 2000 dedicated employees in its various businesses. With a presence in about 50 locations in India and offices in New York, London, Dubai and Mauritius, the group currently services a customer base of over 5,00,000.



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The group has partnerships with Goldman Sachs (one of the world's largest investment banks and brokerage firms), Ford Credit (one of the world's largest dedicated automobile financiers) and Old Mutual (a large insurance, banking and asset management conglomerate).