



Kotak Mahindra Bank expands presence in Mumbai
Opens branch at Linking Road, Santacruz

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Kotak Mahindra Bank, which offers complete practical financial solutions, inaugurated its third full fledged branch for customers in Mumbai at Santacruz today. Conveniently located at Linking Road, Santacruz, the Bank will offer 'Free Home Banking' to all its customers.

One of the very few Banks to offer this facility 'free of cost' to all its customers, Home Banking lets one get cash/DDs delivered (or picked up) at home without any charges, all this by just making a phone call. The Bank also provides Free 'Utility Bill Payments' facility that allows customers to pay their bills .e.g. electricity, telephone, etc. by calling the bank's 24 Hr Toll Free phone number.

Speaking on the inauguration, Uday Kotak, Executive Vice Chairman and Managing Director, Kotak Mahindra Bank said, "We have undertaken a steady expansion strategy. Our plan is to have about 18 branches by the end of this year and about 50-75 branches in about 3 years time. The branch at Santa Cruz further strengthens our presence in Mumbai, a city to which we remain very committed"

Kotak Mahindra Bank's key proposition is to offer 'personalized investment advice' that help its customers preserve and grow their wealth. The Bank has service quality and convenience as its key focus area and aims at providing customized, solution-based offerings that are tailor made to one's needs and priorities. Kotak Investment Profiler - a proprietary tool - helps to evaluate the risk-return appetite of its investors. This, woven along with financial objectives and goals, provides a comprehensive investment portfolio that is custom-made for the investor. Kotak Mahindra Bank covers the entire range of investment solutions, from Insurance to Equity, to Mutual Funds, to Deposits and Bonds.

The Bank's Mutual Fund Advisory services offer a range funds that are drawn from among 9 best performing Mutual Fund Houses in the country. The Bank offers a unique 'Investment Account' that allows for a consolidated view of one's portfolio. The Banks Equity Solutions Services covers the entire gamut of investments in equity shares ranging from Stock Research Reports to Online Trading (through www.kotakstreet.com) to Demat Services in the Bank.

Mr. Dipak Gupta, Executive Director, Kotak Mahindra Bank said, "We are not just a bank; we provide complete solutions for all financial needs of the customer at every life stage. At Kotak Mahindra Bank our key proposition is to help our customers manage and better their wealth. We understand that each individual's needs and requirements are unique. We profile their financial needs, and provide them with Personalized Investment Advice that helps in maximising their returns. The launch of the full fledged Linking Road branch will help us consolidate the close relationship that we enjoy with our Mumbai customers"

The Linking Road branch is spread over 2500 sq. ft. and has been designed in a manner consistent with its corporate identity "the infinite ka" reflecting the Bank's global Indian personality.

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

There are three well-defined zones in the branch, the Banking Lobby for everyday customers, the Exclusive Zone for high-value customers and the Automated Banking Zone for quick transactions.