



Kotak Mahindra Bank launches 'Gold Eternity'

24 Carat, pure Swiss gold bars added to Kotaks bouquet of investment offerings

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Sharmila Tagore and Soha Ali Khan launched Kotak Mahindra Bank's 'Gold Eternity'- 24 Carat, pure Swiss Gold Bars at a glittering function in Mumbai today.

Gold Eternity is the latest offering from Kotak Bank which further adds to their bouquet of investment products. Available in an attractive tamper-proof pack, **Gold Eternity** bars come in 50gms and 100 gms weightages. These are manufactured in Switzerland by PAMP, one of the world's premier gold refiners. The biscuits carry 99.99% Assay certification, signifying highest level of purity as per international standards.

Speaking on the occasion **K V S Manian, Head – Retail Liabilities and Branch Banking, Kotak Mahindra Bank** said, "Gold performs the function of a wealth preserver in a portfolio. It helps hedge the risks against growth asset classes like equity. In India Gold has the highest penetration than any other financial product. Gold Eternity will now enable us to offer this product to our customers in a convenient manner"

Kotak Gold Eternity Highlights

- Available across 42 branches across 15 cities of the bank
- Gold bars available in **50 grams and 100 grams**
- 24 Carat, Pure Gold bars
- 99.99% Assay Certification, signifying the highest level of purity as per international standards
- Manufactured in Switzerland by PAMP , one of the world's premier gold refiners and a brand recognized worldwide as a guarantee of excellence and quality
- Tamper-proof packaging
- Unique number on every gold bar and certicard with records maintained in Switzerland.