



Kotak Mahindra Bank expands presence in Gujarat
Opens a sprawling new branch at Ahmedabad

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Kotak Mahindra Bank, which offers complete practical financial solutions, today opened a new retail-banking branch in Ahmedabad at Chandan house, Near Mithakali Six Roads, Navrangpura. The branch was inaugurated by Uday Kotak, Executive Vice-Chairman and Managing Director of the Bank.

Speaking on the occasion, Mr. Uday Kotak said, "Gujarat has held a very special place in my heart and the state is an important market in our overall expansion plans. With the country moving from a 'savers' attitude to an 'investors' outlook, we will see more and more people going for trustworthy financial advice. We believe that our expertise of twenty years in wealth management will work to our advantage."

The Bank offers its customers 'Personalised Investment Advice' that is aimed at helping them manage and grow their wealth. The essence of this customer proposition is captured in the new campaign line of the Bank 'Think Investments. Think Kotak.' The Bank has a team of Wealth Managers in place, who with the aid of proprietary techniques, provide personalized investment advice to customers on products ranging of Mutual Funds to Insurance to Equity. This advice is given keeping in mind the individual's risk return appetite, liability profile and long term financial goals and objectives.

On the occasion, Mr. Dipak Gupta, executive Director, Kotak Mahindra Bank said, "We are rapidly ramping up operations all across India, the Ahmedabad branch is the third branch in Gujarat, 15th branch in India and the next few months will see us at Rajkot and Surat. The Ahmedabad branch will help customers manage and better their wealth by offering personalised investment advice and an array of financial products under one central platform".

The Bank customers will get a free Visa affiliated Global Debit Card with their account, which will allow a majority of the customers to access their accounts free of cost.

Kotak Mahindra Bank also proposes to offer its customers the use of Electronic Fund Transfer facility to transfer funds to third party accounts in other banks. This facility, offered free, helps the customers save on Demand Draft making & couriering charges, and also aids in a faster funds transfer.

The Ahmedabad branch will also offer the recently launched **At-par Cheque facility** for its bank account customers. This facility allows Kotak Mahindra Bank's At-par cheques to be treated as local cheques across ten key locations, which include Mumbai, Ahmedabad, Delhi/Noida, Gurgaon, Chennai, Kolkata, Pune, Hyderabad, Bangalore and Vadodara. To be offered free to its premium Savings/Current Account customers, At-par cheque facility would help the issuer save on DD making charges and recipient save on cheque collection charges at these locations.

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. It offers free Home Banking - which allows the Bank customers to get cash and DDs delivered at home without any charges – to all its customers.

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

The branch 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.