



---

## Kotak Mahindra Bank inaugurates branch in Kolkata

(January 15, 2004)

Kotak Mahindra Bank, which offers complete practical financial solutions, today announced the launch of its full-fledged retail-banking branch in Kolkata at Apeejay house, 15, Park Street, Kolkata-700016. The branch was inaugurated by Yogi Deveshwar, Chairman, ITC in the presence of Uday Kotak, Executive Vice-Chairman and Managing Director, Dipak Gupta, Executive Director and other dignitaries.

Speaking on the occasion, Mr. Uday Kotak said, "India is moving from being a nation of savers to a nation of investors. It is a significant shift in the country's financial landscape. Given the central role of a bank in an Indian's life, most Indians will turn to banks 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 said, "Kolkata is a key market for us and we see immense potential for growth and expansion. As with all our branches, the Kolkata branch will offer customers personalised investment advice, while offering an array of financial products under one central platform which are aimed at growing our customer's wealth. With the launch of our Kolkata branch, the full range of branch banking services are offered in 10 metro/mini metros. We are also extending our reach to other cities like Ludhiana, Surat, Pune etc in the near future."

The Bank has one of the lowest net NPAs in the industry at about 0.3%, highest credit rating of FAAA (For deposits) and a capital adequacy at about 20% (As on 30th Sep '03).

The Bank customers get a free Visa affiliated Global Debit Card with their account. With effect from 1st Jan '04, this card allows certain Bank customers to access their accounts free of cost at all Visa ATMs.

The Kolkata 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, Delhi/Noida, Gurgaon, Chennai, Kolkata, Pune, Hyderabad, Bangalore, Ahmedabad 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](http://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 Kolkata branch is spread over 2400 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.