



Kotak Mahindra Bank inaugurates branch in Hyderabad

(December 23, 2003)

Kotak Mahindra Bank, which offers complete practical financial solutions, today announced the launch of its full-fledged retail banking branch in Hyderabad at Jewel Pawani Tower, Somajiguda, Raj Bhavan Road, Hyderabad. Mr. Uday Kotak, Executive Vice-Chairman and Managing Director and Mr. Dipak Gupta, Executive Director inaugurated the branch amongst 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 twenty years of expertise 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 from 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, "Hyderabad is a key market for us and we see immense potential for growth and expansion. As with all our branches, the Hyderabad 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. We also plan to extend our reach to other cities in the south 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 opening of the Bank Branch in Hyderabad also marks the launch of **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 nine key locations, which include Mumbai, Delhi/Noida, Gurgaon, Chennai, Kolkata, Pune, Hyderabad, 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 Bank customers will get a free VISA affiliated Global Debit Card with which they can access their accounts using 1000+ ATMs of Kotak Mahindra Bank and UTI Bank, free of cost, in a sharing arrangement between the two banks throughout the country. As a result of this arrangement, the bank customers have access to over 55 ATMs, free of cost, across Hyderabad and Secunderabad.

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 Hyderabad branch is spread over 2350 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.