



**Kotak Mahindra Bank opens first branch in Kochi
to offer personalised investment advice to customers**

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Kotak Mahindra Bank, which offers complete practical financial solutions, opened its first full-fledged retail-banking branch in Kochi at Ground Floor, Kumarpillai Estates, M.G. Road today. The branch was inaugurated by Uday Kotak, Executive Vice-Chairman and Managing Director of the Bank.

Speaking on the occasion, **Uday Kotak** said, "It gives us immense pleasure to open our 21st branch in 'God's own country'. Kerala has always been a key market for us, our association goes back more than a decade. The key socio-economic indicators, namely the high literacy rate, high per capita income give me confidence of the immense potential for growth and expansion in the State".

Also present at the occasion, **Dipak Gupta**, Executive Director, Kotak Mahindra Bank added, "Our focus is to provide personalised investment advice to our customers based on their individual needs. Additionally, keeping the growing numbers of non resident Keralites and their discerning service expectations in mind, we have developed a diverse set of NRI-centric financial solutions including, investment products, remittance solutions, and deposits. NRIs can choose investment options ranging from investments in equity through the Portfolio Investment Schemes, investment in Mutual Funds, and Insurance. What's more. Most of these services are available online."

The Bank offers an online remittance service for Non Resident Indians called FUNDStoHOME. This online remittance service offers a fast, economical and secure, remitting funds. Remittances to Kotak Mahindra Bank accounts are free and charges for issuing demand drafts payable across 351 locations in India can be as low as USD 2.

Kotak Mahindra Bank customers can benefit from attractive features of the Bank accounts. Customers having an Investment Account with the Bank, can purchase/redeem Mutual Funds by using the Net Banking facility and get a consolidated view of all Mutual Fund investments across schemes with updated returns status, latest NAV information, research reports etc.

Customers can access their accounts free of cost at any Bank's Visa ATM by using their free Visa affiliated Global Debit Card. Also, customers can get free cash delivered at their doorstep through the free Home Banking facility or ask for free cash/cheque pick-up from their home.

Apart from the above, the Current Account holders, can benefit from other features like **Electronic Fund Transfer** that allow transfer of funds to third party accounts in other banks; **At-Par Cheque** facility across all branch locations; **2-Way Sweep** facility of automatically moving idle funds into Mutual Funds/Term Deposits etc.

Customers can also enjoy state-of-the-art facilities like Net Banking (www.kotak.com), Phone Banking, etc., which the Bank offers free of cost to all its account holders.