



Kotak Mahindra Bank commences operations in Punjab
Opens first branch in Ludhiana

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Kotak Mahindra Bank, which offers complete practical financial solutions, today opened its first retail-banking branch in Ludhiana at Feroze Gandhi Market. The branch was inaugurated by Uday Kotak, Executive Vice-Chairman and Managing Director of the Bank.

Speaking on the occasion, **Uday Kotak** said, *"With the country moving from a 'savers' attitude to an 'investors' outlook, we bring to the table trustworthy financial advice and vast experience in wealth management services which is what customers are looking for today. We are not just a bank; we provide complete solutions for all financial needs of the customer at every life stage. At Kotak Mahindra Bank our key proposition is to help our customers manage and better their wealth."*

The Bank offers its customers 'Personalised Investment Advice' that is aimed at helping them manage and grow their wealth. 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, **Dipak Gupta, Executive Director, Kotak Mahindra Bank** said, *"This is a key market for us, thus as part of our expansion strategy we decided to open our first branch in Punjab at Ludhiana. The branch will help customers manage and better their wealth by offering personalised investment advice and an array of financial products under one central platform"*.

Kotak Mahindra Bank customers will get a free Visa affiliated Global Debit Card with their account, which will allow a majority of their customers to access their accounts free of cost at all Visa ATMs.

The Bank offers 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 Ludhiana 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 11 key locations, which includes Mumbai, Delhi/Noida, Gurgaon, Chennai, Kolkata, Hyderabad, Bangalore Ahmedabad and Vadodara.

The customers would also enjoy state-of-the-art 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 also 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 Ludhiana branch has a total area of 3000 square feet spread over three levels - basement, ground & mezzanine floors. It 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.