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## **Kotak Mahindra Bank opens semi-urban branch in Mehsana, Gujarat**

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Kotak Mahindra Bank, which offers complete practical financial solutions, today opened its 29th full fledged retail-banking branch at Mehsana in Gujarat.

On the occasion, **Uday Kotak** said, "Gujarat is a key market for us and with our long standing association with Gujarat, we have built a strong relationship with our customers in the state. We have aggressive expansion plans in the state. With the launch of Mehsana branch, our network in Gujarat goes up to six branches, the highest in any state, and we plan to open 3 more within the current fiscal."

Specifically for Mehsana, Kotak Mahindra Bank has designed a Classic Savings/Current Account to meet the unique banking requirements of all its customers. These products provide Savings Account customers the facility of **free Demand Drafts, free At-par Cheque** etc and to the traders and businessmen it brings additional advantages like **free Beat Services** for documents and cheque pick up.

The launch of Mehsana branch also coincides with a new service feature from Kotak Mahindra Bank. For people always on the move and too busy to log on to the net or go to the ATM to check their account balances, Kotak Mahindra Bank has now introduced '**Mobile Banking**' & '**Alerts**' facility. This facility is offered 'free' to all Kotak Mahindra Bank customers. With this facility Bank customers can receive various account details by sending an SMS to the Bank. Through the 'Alert' facility customers automatically receive SMS and/or e-mail alerts when certain significant transactions occur in their accounts.

Kotak Mahindra Bank is also offering an innovative sweep facility to all its account holders, called **Kotak 2-Way Sweep**. This facility provides the convenience and liquidity of the bank account with returns of a mutual fund or term deposit. Here daily balances, above a pre-determined level, in the bank account are automatically swept out into a Liquid Mutual Fund scheme/ Term Deposits at the request of the customer. These 'swept out mutual fund investments' /Term Deposits sweep back into the account to meet fund requirements when the withdrawal amount exceeds the balance available.

Apart from the above, the customers can enjoy state-of-the-art facilities like **Electronic Fund Transfer, Phone Banking, Net Banking** etc.