



Kotak Mahindra Bank arrives in Mulund

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Kotak Mahindra Bank, which offers complete practical financial solutions, today opened a new retail banking branch at Marathon Max, L.B.S. Marg, Mulund (W). The branch was inaugurated by Uday Kotak, Executive Vice-Chairman and Managing Director of the Bank. Spread over an area of 2200 sq ft, this is the bank's 16th in India and 5th branch in Mumbai.

The branch is conveniently located at the junction of the Goregoan-Mulund Link Road and L.B.S. Marg and is a stone's throw away from the shoppers' destination - Nirmal Lifestyles. The branch expects to service the banking requirements of not only the residents of Mulund but also residents of Bhandup & Thane as well.

Speaking on the occasion, Mr. Dipak Gupta, Executive Director, Kotak Mahindra Bank said, *"Mulund is one of the fastest growing suburbs in Mumbai, and is on the radar of all world class retail brands & outlets. Since our aim is to target affluent customer populace for our retail business, opening our branch in this happening suburb is a very natural fit."*

He added, *"In the coming fiscal, Kotak Mahindra Bank plans to double the number of its branches, expand its reach to more cities in India and make Kotak Mahindra Bank as the first choice for Indians looking for personalised financial solutions."*

Within one year of operation, Kotak Mahindra Bank has been able to offer value-added features like Free Cash Delivery at Home, Free Access at all VISA ATMs, Free At-Par Cheques, Free Electronic Funds Transfer, and FUNDStoHOME (online remittance solution for NRI customers) to its customers. Kotak Mahindra Bank has also launched its "home loan" products to complete its basket of financial offerings.

The design and layout of the Mulund branch is similar to the other branches spread across the country and reflects the Global Indian personality of the brand. The branch is compartmentalized into distinct zones created for each banking activity, which enables an easy and channelised flow of traffic based on the nature & duration of transactions. Each of these distinct zones, viz the automated zone, transaction zone, personal banking zone, HNI zone, radiate distinctly from the welcome lobby so that a person who wants consultation need not go through the transaction area & so forth. The branch personnel have a uniform dress code that is aesthetically appealing while being functional and non-interfering in their design & cut.

Kotak Mahindra Bank offers its customers an investment destination and not merely a savings avenue. The essence of this customer proposition is captured in the new campaign line 'Think Investments. Think Kotak.' The Bank has a team of Wealth Managers, who 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.