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## **Kotak Mahindra Bank opens first branch at Nariman Point**

(March 29, 2003)

Kotak Mahindra Bank started operations today at Mittal Court, Nariman Point Mumbai. The Bank has been designed in a manner consistent with its corporate identity "ka" reflecting its global Indian personality.

To celebrate the momentous occasion, Mr. Uday Kotak, Executive Vice Chairman and Managing Director, Kotak Mahindra Bank hosted a memorable inauguration event at the Bank branch location on Saturday, March 29, 2003.

On the occasion, Mr. Uday Kotak, Executive Vice Chairman and Managing Director, Kotak Mahindra Bank said, "The bank branches are designed with special focus on functional, operational, philosophical and aesthetic aspects designed to offer the utmost comfort and convenience to our customers".

### **The Design**

The bank has a unique design aimed at creating the most satisfying banking experience with total pragmatism. The bank incorporates the ambience of a modern high-tech security bank juxtaposed with features that appeal to the Indian psyche: privacy when discussing finance, customer comfort zones that allow personalized attention from Relationship Managers, segregated meeting spaces for private clients etc.

The Nariman Point branch is spread over 4500 square feet, and has 1400 square feet exclusively devoted to High Net Worth Clients of the Bank. There are three well-defined zones, the banking lobby for regular customers, the exclusive zone for high-value customers and the Automated Banking Zone for quick transactions.

The use of warm materials like wood, earthy colour tones, and subtle design elements give it a warm, friendly look while the layout and fixtures have been designed to be practical, friendly and functional. The new visual identity for the Kotak Mahindra Bank - the infinite ka - has been integrated into the look and feel of the bank.

### **The Architects**

M/s Ratan Batliboi of RJBX were appointed as Architects with support on Interior Designing from Somnath Roy of Idea Matrix.

RJBX is a design group of qualified professionals under the proprietorship of Ratan J. Batliboi, offering distinctive design solutions in Architecture, Urban Design and Planning and Interior Design.

IDEAMATRIX is a multi-disciplinary design consultancy driven by Somnath, a product designer from National Institute of Design, and Gauri an architect from the Academy of Architecture

### **About Kotak Mahindra**

Kotak Mahindra Bank offers investment advice, which aims at growing its customer's wealth. The services offered would include complete wealth management and advice on how clients can manage their liabilities and assets better.

Kotak offers complete practical financial solutions, from Retail Finance, Stock Broking, Mutual Funds, Life Insurance to Investment Banking, for prestigious retail and corporate customers. With complete financial solutions as its key focus area, the Bank will offer a wide range of financial products and advisory services that enhances customer wealth.



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Kotak has a group net worth of around Rs 1,400 crore and currently employs over 2000 dedicated employees in its various businesses. With a presence in about 50 locations in India and offices in New York, London, Dubai and Mauritius, the group currently services a customer base of over 5,00,000.

The group has partnerships with Goldman Sachs (one of the world's largest investment banks and brokerage firms), Ford Credit (one of the world's largest dedicated automobile financiers) and Old Mutual (a large insurance, banking and asset management conglomerate).