

For Immediate Release

Kotak Mahindra Group partners with OIFC and participates at the CII - Pravasi Bhartiya Divas 2010

Mumbai, January 6, 2010: Kotak Mahindra Group has partnered with Overseas Indian Facilitation Centre (OIFC) to offer its Wealth Management Advisory and Investment products and services for Non Resident Indians (NRIs) and Persons of Indian Origin (PIOs). The financial solutions and investment product offerings from the Kotak Mahindra Group are specifically customised to suit the overseas Indian investors' personal financial needs. The Kotak Group along with OIFC will showcase its offerings at the CII-Pravasi Bhartiya Divas Convention to be hosted this year on January 7 – January 9, 2010 at New Delhi.

Speaking on the occasion, KVS Manian, Group Head - Retail Liabilities and Branch Banking said, "This partnership with OIFC will enable Kotak Mahindra Group to reach out and interact with our customers across the globe and showcase our wide range of product and service offerings. We at Kotak Mahindra Group endeavour to undertake such strategic alliances to expand our reach and deliver our promise."

The CII-Pravasi Bhartiya Divas Convention offers an interactive opportunity to the participants to experience and learn about Kotak Group offerings and avail advisory services with respect to taxation, real estate and financial matters. The focus of this convention held every year is on bringing together eminent overseas Indians to engage, interact, and build networks for mutual benefit. It also provides an opportunity to different States whose Ministers can delve on issues that their States need to attend to on priority, to improve facilities and provide necessary incentives for the overseas Indian community.

The Overseas Indian Facilitation Centre is a not-for-profit public private initiative of the Ministry of Overseas Indian Affairs (MOIA) and Confederation of Indian Industry (CII), established as a focal point for facilitating the process of economic engagement of the Indian diaspora with India.

Kotak Mahindra Bank, holding company of the Kotak Mahindra Group offers specialised financial solutions for the NRI, with investment, forex and remittance services, facilities like Internet banking, Live Chat, International Debit Cards and Phone Banking that make banking a cost and time- efficient experience.

To read more about the event and get live updates consumers and patrons can visit the webpage www.pravasibharatiya.co.in dedicated to this event. You can also follow this on Twitter at <https://twitter.com/PravasiBhartiya>

About Kotak Mahindra Bank

<http://www.kotak.com>

Established in 1985, the Kotak Mahindra group has been one of India's reputed financial conglomerates. In February 2003, Kotak Mahindra Finance Ltd, the group's flagship company was given the license to carry on banking business by the Reserve Bank of India (RBI). This approval creates banking history since Kotak Mahindra Finance Ltd. is the first non-banking finance company in India to convert itself in to a bank as Kotak Mahindra Bank Ltd.

The Bank offers comprehensive business solutions that include Trade Services, Cash Management Service and Credit facilities, keeping in mind the needs of the business community. Kotak Mahindra Bank has over 245 branches spread across 141 locations in the country offering both traditional banking products and investment advisory services. The Bank has the products, the experience, the infrastructure and most importantly the commitment to deliver pragmatic, end-to-end solutions that really work.

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