

Media Release

Spend, Share and win a KBC experience

Mumbai, September 5, 2022: Kotak Mahindra Bank Limited (“KMBL”/“Kotak”), the official banking partner to India’s most popular game show *Kaun Banega Crorepati*, has launched an exclusive contest “Kaun Banega Smart Spender” for its Credit and Debit cardholders. The winners of the contest stand a chance to get a seat as an audience in the game show. The contest commences on 1st September 2022 and will conclude on 30th September 2022.

Kotak Mahindra Bank cardholders will be eligible to participate in the contest by doing two simple tasks – they need to make One Contactless transaction during the month of September through their Kotak Credit/Debit Card. As the next step, the cardholder must share a special memory about buying something using their Kotak Card and how it brought joy to them or their loved ones, using the QR code. Customers with most interesting stories will get a chance to get a seat as an audience in the game show.

Elizabeth Venkatraman, Joint President and Head of Marketing & Partnerships, Kotak Mahindra Bank, said, “All spends – big or small, invoke unique moments – of joy, pride, achievement and experience. We at Kotak Mahindra Bank firmly believe that our card products empower our customers, connecting and enriching them in more ways than one. Being a proud partner to India’s biggest gaming reality show that celebrates aspirations, dreams and achievements, we are excited to come up with a simple yet engaging contest for our customers.”



The poster features a large hand holding a glowing orb with a QR code. Text on the poster includes: "MON-FRI 9 PM", "SONY TELEVISION", "KBC MEIN PEHLI BAAR", "MAHA DHANRASHI 7.5 CRORE", "HAR HAFTE HOT SEAT KA MAUKA", "NAYA PADAAV 75 LAKHS", "Kotak Bank is the official banking partner of KBC 2022.", "KAUN BANEGA SMART SPENDER?", "Step 1: Make 1 contactless transaction from your Kotak Credit Card or Kotak Debit Card in the month of September. To use the contactless feature, please look for the @ symbol on your cards.", "Step 2: Tell us within 50 words your most special memory about buying something using Kotak Cards & how it brought joy to you or your loved ones, using the QR code.", "And stand a chance to get a seat as an audience in the KBC show.", "kotak Kotak Mahindra Bank"

Kotak Mahindra Bank is the official partner of *Kaun Banega Crorepati*, hosted by the legendary actor Amitabh Bachchan. The winners will be awarded their prize money through Kotak Mahindra Bank’s multiple payment options, including cheque, digital transfer via the Kotak Mobile app as well as through Kotak UPI - a fast and safe payment option, which is being offered on the show for the first time.

About Kotak Mahindra Bank Limited

Established in 1985, Kotak Mahindra Group is one of India's leading financial services conglomerates. In February 2003, Kotak Mahindra Finance Ltd. (KMFL), the Group's flagship company, received banking licence from the Reserve Bank of India (RBI), becoming the first non-banking finance company in India to convert into a bank - Kotak Mahindra Bank Ltd.

The Bank has four Strategic Business Units – Consumer Banking, Corporate Banking, Commercial Banking and Treasury-catering to retail and corporate customers across urban and rural India. The premise of Kotak Mahindra Group's business model has concentrated *India, diversified financial services*. The bold vision that underscores the Group's growth is inclusive, with a host of products and services designed to address the unbanked and insufficiently banked needs. As of 30th June, 2022, Kotak Mahindra Bank Ltd has a national footprint of 1,702 and 2,761 ATMs, and branches in GIFT City and DIFC (Dubai).

For more information, please visit the company's website at <https://www.kotak.com/>

For further information, please contact:

Revathi Pandit Kotak Mahindra Bank +91 98202 37909 Revathi.Pandit@kotak.com	Sakshi Denis Kotak Mahindra Bank : +91 70454 74287 Sakshi.Denis@kotak.com	Rakesh Sharma Fortuna PR +91 98335 37679 Rakesh@fortunapr.com	Deepa Menon Fortuna PR +91 9867684883 Deepa@fortunapr.com
--	--	--	---