

Media Release**#MeriUdaan #KotakSilk****Kotak Commemorates International Women's Day by Unveiling Special Sculpture –
"Meri Udaan", Salutes the Spirit of the 'Aatmanirbhar' Indian Woman**

Gurugram, 7th March, 2022: Ahead of the International Women's Day on 8th March, Kotak Mahindra Bank Ltd. ("KMBL" / "Kotak") today unveiled a specially commissioned sculpture to honour the indomitable spirit of the *Aatmanirbhar* Indian woman. The sculpture titled "Meri Udaan" was unveiled at the corporate centre of DLF Cyber Hub, Gurugram.

Designed by artist Shaila Nambiar, the sculpture represents today's confident, self-assured and emancipated Indian woman on her way to fulfilling her aspirations. The red cape flowing from her shoulders, inspired by the Infinity symbol in Kotak's identity, symbolises her superpower; her limitless strength and resilience. Chief guest Dr Alka Mittal, Chairman and Managing Director, ONGC unveiled the 21ft high installation along with Shanti Ekambaram, Group President – Consumer Banking, Kotak Mahindra Bank. KMBL's Silk patrons, key women leaders, working women across organisations and women digital influencers also graced the occasion.



(L to R) Shanti Ekambaram, Group President – Consumer Banking, Kotak Mahindra Bank alongside Dr Alka Mittal, Chairman & MD, ONGC unveiled "Meri Udaan", a sculpture that salutes the spirit of the 'Aatmanirbhar' Indian Woman.

Dr Alka Mittal, Chairman and Managing Director, ONGC said, "Financial independence is real economic freedom. I am happy that better professional opportunities have enabled women to lead from the front on all things about money. This Women's Day, I want to congratulate the 'Aatmanirbhar' Indian Woman who has chosen financial freedom as a way of life and Kotak for empowering their women stakeholders."

Shanti Ekambaram, Group President – Consumer Banking, Kotak Mahindra Bank said, "The government's continued impetus on girl child education and increase in women opting for higher education, has resulted in a rise in the number of working women. Indian women now earn, invest, save, and plan their finances confidently and independently. The era of "Abla Naari" is over. Now, it is the era of "Naari Shakti". They are owners of their present and builders of their future.



#MeriUdaan by #KotakSilk celebrates women who live life on their own terms. Kotak Silk - our exclusive banking offering for women, empowers our women customers to take charge of their finances. We believe that a rising number of women will continue to enjoy and exercise their financial empowerment.”

As part of the #MeriUdaan by #KotakSilk campaign, KMBL will run exclusive offers for its Silk customers throughout the month of March. There are special offers on lockers, home loans, personal loans, car loans, and two-wheeler loans.*

Kotak Silk is KMBL’s unique banking programme designed exclusively to partner Indian women in their journey towards financial independence. Kotak Silk is a savings programme especially designed for the banking needs of today’s women.

*Terms & Conditions apply

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, which cater to retail and corporate customers across urban and rural India. The premise of Kotak Mahindra Group’s business model is *concentrated India, diversified financial services*. The bold vision that underscores the Group’s growth is an inclusive one, with a host of products and services designed to address the needs of the unbanked and insufficiently banked. As on 31st December, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,647 branches and 2,609 ATMs, and branches in GIFT City and DIFC (Dubai).

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

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