

Media release

Kotak White Credit Card to present a 'Perfect' evening with Ed Sheeran

48-hour pre-sale window exclusively for Kotak Credit Card holders now LIVE on BookMyShow

Kotak White and White Reserve Credit Card customers to enjoy 20%* off on tickets

Mumbai, 25th October, 2023: Building on the recent successes of *Backstreet Boys' DNA World Tour – India*; *Trevor Noah's Off The Record Tour – India*; and *WestLife's* upcoming *The Wild Dreams Tour - India*. Kotak Mahindra Bank Limited (“KMBL”/“Kotak”) will present a 'Perfect' evening at pop music sensation, Ed Sheeran's much-awaited '+ - = ÷ x' *Mathematics Tour – India*.

The India leg of this best-selling tour will be the final stop in the Asia Tour and will be held at the Mahalaxmi Racecourse in the heart of Mumbai on March 16th, 2024. The special guest for the show will be singer-songwriter Calum Scott.

Kotak White Credit Card is the official sponsor of the show. The bank today announced an exclusive 48-hour access to the pre-sale of the tour's tickets for Kotak Credit Card customers starts at 11 AM on 25th October (today) and ends at 10:59 AM on 27th October. The general sale of tickets for the tour go live on 27th October, 2023, 3 pm onwards.

Additionally, Kotak White and White Reserve Credit Card customers will get an exclusive 20% off on tickets up to Rs 4,500. Given the expected high demand, this benefit shall be offered on a first come-first-serve basis. The discount would be applicable only on first transaction and only on tickets.

BookMyShow Live, the live entertainment division of BookMyShow will bring Ed Sheeran's + - = ÷ x Tour to India as promoters for the tour along with *AEG Presents*. The India leg of the tour is sponsored by Kotak Mahindra Bank to offer its credit card customers privileged access to the concert of one of the most loved artists in the world.

Frederick Dsouza, Business Head - Credit Cards, Kotak Mahindra Bank Ltd. said,

“Indians are more globally connected now than ever before and desire the best of the world, right here in India. At Kotak, we appreciate the growing demand in India for premium live entertainment featuring International Artists. Our discerning clientele have shown a great appreciation for our earlier association with *Backstreet Boys' DNA World Tour – India*, *Trevor Noah's Off The Record Tour – India* and *WestLife's The Wild Dreams Tour - India*. So, we are really thrilled to present Ed Sheeran's *Mathematics Tour* in India as the sponsor. Our White and White Reserve clients would also enjoy exciting discounts on tickets!”

To get first access to pre-sale window and the amazing offer on tickets, apply for the Kotak White Credit Card by [clicking here](#)

Are you ready for the musical extravaganza? Tickets will be available exclusively on [BookMyShow](https://www.bookmyshow.com)

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 license 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 30th September, 2023, Kotak Mahindra Bank Ltd has a national footprint of 1,850 branches and 3,170 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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