

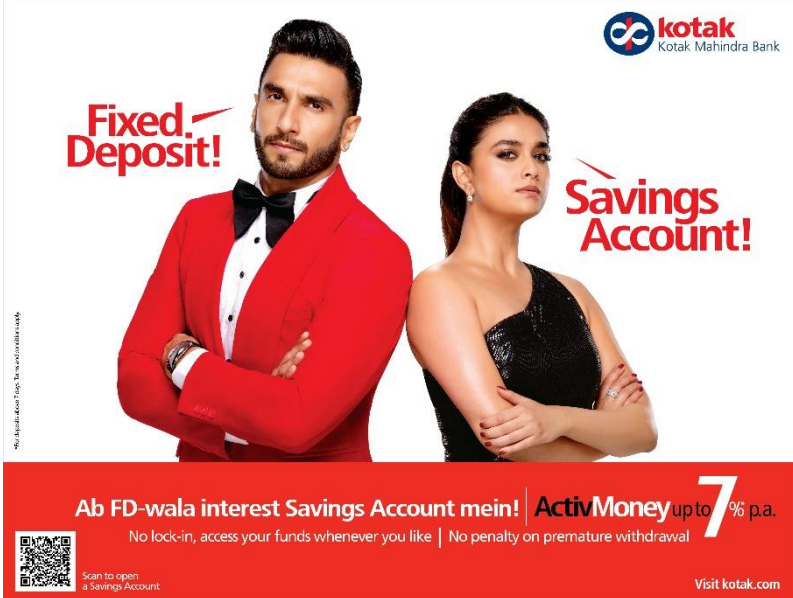
Media Release

Ranveer Singh and Keerthy Suresh star in Kotak's Pan-India Multimedia Campaign to promote ActivMoney

- Savings Account Vs FD debate of every household can now be settled with Kotak's ActivMoney, which offers best of both

Mumbai, 22nd June, 2023: Kotak Mahindra Bank Limited ("KMBL"/ "Kotak") today announced the launch of its pan-India multimedia campaign led by TV, Digital, Print, Outdoor, Cinemas as well as Social media, for its marquee offering, ActivMoney. Featuring cinema superstars, Ranveer Singh and Keerthy Suresh the ad campaign highlights benefits of ActivMoney that offers Fixed Deposit (FD) *wala* interest up to 7%* p.a. for deposits up to 180 days, and the flexibility to access funds anytime without any penalty.

According to RBI data, as of March 2023**, the cumulative Savings Account deposit of all scheduled commercial banks in India is Rs 62.9 lakh crore that earns an industry average of 3.5% interest p.a., as against other instruments like Fixed Deposit, Liquid Funds etc. which gives them higher interest for a duration of six months to one year. ActivMoney spruces up interest income on the



Ab FD-wala interest Savings Account mein! **ActivMoney** upto **7%** p.a.
No lock-in, access your funds whenever you like | No penalty on premature withdrawal

Scan to open a Savings Account

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savings account with interest up to 7%* p.a. for deposits up to 180 days as well as no premature withdrawal charges which otherwise are applicable to a Fixed Deposit, thereby offering the customer the best of both worlds.

The TVC features a debate between Ranveer and Keerthy as a couple, who are equally involved in financial decision-making and actively voice their financial needs. They however, find it overwhelming to choose a savings account that meets the needs of both the partners. The debate is effectively settled by ActivMoney, which offers FD *wala* interest and the freedom to access funds whenever needed without incurring any fees. Through ActivMoney they get added flexibility, without having to pay any penalty; ease of access as well as save for emergencies.

Conceptualised and created by Cartwheel Creative Consultancy, the ad campaign will be seen across Print, Outdoor, TV, Digital, Cinemas, and Social media platforms.

Rohit Bhasin, President, Retail Liabilities Product and Chief Marketing Officer, Kotak Mahindra Bank said, “Kotak’s ActivMoney meets the needs of every customer who wants to earn higher returns on their investments while retaining the freedom to access money as and when required. With the help of ActivMoney, customers can earn better interest on their savings. Our advertising campaign starring Ranveer and Keerthy conveys our message and emphasises how Kotak is offering products that meet needs of every household.”

Elizabeth Venkataraman, Joint President – Head of Marketing, Partnerships & Loyalty, Kotak Mahindra Bank said, “Our ActivMoney campaign is a multimedia campaign led by TV and a high decibel presence across digital, print, outdoor and social media, covering our key markets pan-India. It’s a riveting action film, featuring the fresh pairing of superstars Ranveer Singh & Keerthy Suresh. The film also showcases the collaboration between a leading Indian ad filmmaker, Rajesh Saathi, a renowned international action director Florian Hotz, top set designer Rupin Suchak, and ace cinematographer, Manikandan. The film has a sound track reminiscent of 70s Bollywood, featuring ‘trumpet king’ Kishore Sodha. The film creatively represents a modern Indian couple who discuss all important decisions at home including that of finances. Over-the-top, high voltage action scenes inject excitement into what is otherwise seen as a mundane banking decision.”

Click here to view TVC: <https://www.youtube.com/watch?v=o5o5q6B2SuA>

**For deposits above 7 days.*

***RBI Data:*

(<https://dbie.rbi.org.in/BOE/OpenDocument/1608101729/OpenDocument/opendoc/openDocument.faces?logonSuccessful=true&shareId=3>)

T&C Apply. For detailed terms and conditions please visit www.kotak.com

About ActivMoney

Kotak ActivMoney is an auto sweep facility that lets your money work for you by earning FD *wala* interest on your idle funds. It gives you the flexibility to access your funds anytime without any penalty.

With this facility, the excess amount in your savings/current bank account, above a predetermined threshold, is automatically transferred into a Fixed Deposit so you can earn higher interest.

Once activated by the customer, ActivMoney feature automatically transfers the balance above the threshold (defined as per account variant) in multiples of Rs 10,000/- to an FD of 180 days currently at an interest rate of 7%* p.a. In case a customer wishes to use the funds, the entire balance in Savings and FD is instantly available. Thus, a customer earns higher interest up to 7%* p.a. for the time she keeps her savings in FD through ActivMoney and the balance in her Savings Account earns 3.5% p.a. ActivMoney is also available to 811 and Current Account holders.

Default minimum threshold over which the surplus funds earn FD *wala* higher interest rate is Rs 25,000 for Savings/Salary/811 accounts and Rs 50,000 for Current accounts.-New customers can avail of this facility when they open an account online via www.kotak.com or by visiting the nearest branch while existing customers can sign up through mobile banking shortly or the nearest branch.

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 (KMBL).

Kotak Mahindra Group (the Group) offers a wide range of financial services that encompass every sphere of life. From commercial banking to stock broking, mutual funds, life and general insurance and investment banking, the Group caters to the diverse financial needs of individuals and the corporate sector. 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.

Kotak Mahindra Group has a global presence through its subsidiaries in UK, USA, Gulf Region, Singapore and Mauritius with offices in London, New York, Dubai, Abu Dhabi, Singapore and Mauritius respectively. As on 31st March, 2023, Kotak Mahindra Bank Ltd has a national footprint of 1,780 branches and 2,963 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 Mobile: 98202 37909 Revathi.pandit@kotak.com	Rohit Panchal Kotak Mahindra Bank Mobile: 9664225963 rohit.panchal2@kotak.com	Suvidha Awle Weber Shandwick Mobile: 97697 77935 sawle@webershandwick.com	Sumitra Rathi Weber Shandwick Mobile: 8638341738 srathi@webershandwick.com
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