

Kotak Mahindra Bank Launches a Safe Banking Awareness Campaign Featuring Veteran Actor Gulshan Grover

Mumbai, 1st April, 2023: Kotak Mahindra Bank Limited (“KMBL”/Kotak) today announced that it has launched a campaign to create awareness on Safe Banking practices, featuring veteran actor Gulshan Grover.

In today's digital age, it has become more important than ever to stay vigilant and keep one's personal information safe.

To raise awareness on the importance of safe banking practices, Kotak Mahindra Bank has chosen April Fools' Day to remind customers that fraudsters don't wait for a specific day to strike – they are always on the lookout for new ways to fool people.

The message of the film is simple yet effective - always keep your guard up, be cautious of suspicious emails, messages & phone calls, don't click on links or download attachments from unknown sources, and if you come across any such scam, report it to the bank immediately.

Known for his ability to create an impact with his powerful character portrayal in Indian Cinema, Gulshan Grover, in this role, shows us how to stay one step ahead of fraudsters.

To watch the campaign film, visit - <https://youtu.be/sWGgQOrJIWk>

“In this digital age, the importance of safe banking practices cannot be overstated,” said Ms Elizabeth Venkataraman, Joint President – Marketing & Alliances, Kotak Mahindra Bank Ltd. “Fraudsters find ways to trick people into giving out their banking/personal details not only by creating panic or fear of getting their accounts blocked but also by luring one with too good to be true offers. When it comes to money, the Bank urges one and all to be cautious in sharing any sensitive banking information like account details, Debit/Credit Card numbers, CVV, OTP, PIN, passwords, etc., or click on suspicious links. Banks will never ask for such information. By following some simple rules, we can safeguard our confidential financial information and enjoy safe & secure banking experiences.”

To report a fraud, Kotak customers can call on 1800 209 0000 or visit <https://kapps.kotak.com/FraudPreLogin/>

For safe banking tips & information on types of frauds, visit - <https://www.kotak.com/en/safe-banking/safe-banking-tips.html>

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 31st December, 2022, Kotak Mahindra Bank Ltd has a national footprint of 1,752 branches and 2,814 ATMs, and branches in GIFT City and DIFC (Dubai).

For further information, please contact:

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