SPOTLIGHT STORY

kotak

#IndiaInvited #BankingKaLatestUpdate

Bank Reports and Statements

kotak 
India's Next
Banking Chapter

Kotak811 is a full-fledged banking solution for young and digital savvy customers, who are transaction heavy, credit hungry and prefer sachet products



Right from its launch on 29<sup>th</sup> March, 2017, Kotak811 has brought a full-fledged bank to the house of every Indian customer digitally. It started as an acquisition and fulfilment engine to acquire customers at scale with zero balance Savings A/c and convenience as the core proposition. Starting 2021, as Kotak811 operates as a 'Semi-Autonomous' Digital Bank within Kotak Bank, additional focus has been on engagement and cross sell.

As a digital Bank within Kotak, Kotak811 employees get to dabble in the new with the trust of the legacy. Expectedly, the average age of the team is under 33 years with ~50% of the team coming from diverse backgrounds, such as engineering, data science, and product and design, among others.



## 5 years

Of successfully bringing digital banking to 12.3 million customers completed on 29<sup>th</sup> March, 2022. Ranveer Singh, the brand ambassador of the Bank, also celebrated this milestone with the team





Kotak811 customers



Growth in customer base



57%

Growth in savings A/c balances\*



71%

Bank's new savings A/c sourced through Kotak811 in Q4FY22



## **New Brand Identity**

Inspired by indispensable symbols in the world of web, colon and forward slash at the beginning of every URL



**Customer presence** 



Growth in cross sell units



104%

Growth in savings A/c throughput#



Of overall credit cards, personal loan, trading accounts and recurring deposits were cross sold to Kotak811 customers in Q4FY22 At Kotak811, the goal is to embrace change and build a tech enabled future proof banking ecosystem that is accessible to every customer.

