

SPOTLIGHT STORY

# 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



12.3 mn

Kotak811 customers



~50%<sup>†</sup>

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



1,000+ cities and towns

Customer presence



120%<sup>†</sup>

Growth in cross sell units



104%<sup>†</sup>

Growth in savings A/c throughput<sup>#</sup>



>50%

Of overall credit cards, personal loan, trading accounts and recurring deposits were cross sold to Kotak811 customers in Q4FY22



#IndiaInvited  
#BankingKaLatestUpdate

At Kotak811, the goal is to embrace change and build a tech enabled future proof banking ecosystem that is accessible to every customer.

<sup>†</sup> YoY | <sup>\*</sup> Average monthly balance (March 2022 vs. March 2021) |

<sup>#</sup> March 2022 vs. March 2021