

Media Release

Commemorating India's 70th Independence Anniversary, Kotak Mahindra Bank Pledges to Support Education of Our Soldiers' Children

- *Launches special edition, specially designed physical debit card that will be available to customers who open an 811 account from August 8, 2017 to September 15, 2017 at a special price of Rs. 99/- for the first year*
- *Commits the entire sale proceeds from the special edition physical debit card to the cause*

New Delhi, August 8, 2017: Commemorating the 70th anniversary of India's independence, Kotak Mahindra Bank (Kotak), on behalf of its family of 9 million customers, over 45,000 employees and over 165,000 shareholders, today pledged to support the education of our soldiers' children.

To mark the occasion, the special edition, specially designed physical debit card will be available to customers who open an 811 account from August 8, 2017 to September 15, 2017. In addition, existing 811 customers who apply for a physical debit card during the offer period will also receive the special edition card.

**811 was born out of 8/11, the day India changed.
The 811 special edition debit card is dedicated to our brave soldiers who have been guarding India's borders for 70 years.**

Furthermore, the debit card will be available at a special price of Rs. 99 for the first year, instead of the annual fee of Rs. 299. Kotak will contribute the entire proceeds from the sale of the special edition card towards the cause.

Aesthetically, the special edition physical debit card pays tribute to the brave Indian Soldiers who guard and protect our country's sovereignty and security. This design will also adorn the virtual debit card that comes free upon opening an 811 account.

Mohan Shenoj, President & Chief Operating Officer, Kotak Mahindra Bank said, "Our armed forces have been silently and bravely guarding us from numerous aggressions over the past seven decades. It is important that we work towards the welfare of our soldiers who put their lives at stake for us. What better occasion than the 70th anniversary of India's independence to start an initiative dedicated to our brave soldiers. We are doing our bit for the armed forces through 811."

Shanti Ekambaram, President – Consumer Banking, Kotak Mahindra Bank said, "To create awareness about the sacrifice and contributions made by our soldiers, we are using the 811 platform. 811 was born out of 8/11, the day India changed. The 811 special edition debit card is a small gesture by Kotak Mahindra Bank in honour of our brave soldiers who have been guarding our borders valiantly for 70 years."

Earlier this year, Kotak launched 811 – a unique full-service digital savings account. 811 has been designed around the idea of simplicity and ease of use, enabling customers with Aadhaar and PAN numbers to open



an account from anywhere, at any time, in under 5 minutes. Kotak is the first bank in India to integrate the Aadhaar-based OTP authentication process for account opening on mobile.

811 offers a zero-balance savings account with zero charges on all digital transactions, where customers can earn up to 6% p.a. on their savings account balances. Each 811 bank account comes with a free virtual debit card and a customer can request for a physical debit card at a fee of Rs. 299. The Special Edition Physical Debit Card is available @ Rs 99 to all customers who open an 811 account from August 8, 2017 to September 15, 2017.

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.

Effective April 1, 2015, ING Vysya Bank Ltd. merged with Kotak Mahindra Bank Ltd. As on June 30, 2017, Kotak Mahindra Bank Ltd, has a national footprint of 1,362 branches spread across 689 locations and 2,173 ATMs.

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.

For more information, please visit the company's website at <http://www.kotak.com/>

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