

**Media Release**

## **Kotak Introduces Limited Edition Ranveer Singh Debit Card**

**Mumbai, 12<sup>th</sup> November 2018:** Kotak Mahindra Bank (Kotak) today announced the launch of a limited edition debit card featuring its brand ambassador - Ranveer Singh. The celebrity image debit card, a first-of-its-kind in the country, gives customers and fans of the actor the option to choose from six images of the Bollywood superstar. The six card designs are displayed on the Kotak My Image Gallery - <http://kotak.com/myimagecard/>. The card will be available for customers to order for a limited period till 31<sup>st</sup> December 2018.



The Ranveer Singh debit card is linked to a savings account which comes with a number of benefits including up to 6% p.a. interest on savings account balances. In addition, customers get a host of attractive offers/discounts on the debit card across a select set of merchant establishments and ecommerce sites. Furthermore, based on their card spends, customers also stand a chance to meet the superstar.

Puneet Kapoor, Senior Executive Vice President, Kotak Mahindra Bank said, “This limited edition debit card gives Ranveer Singh’s legion of fans a fantastic opportunity to own a personalised card featuring the actor. We are very conscious of the fact that our customers have diverse interests and our approach at Kotak is to offer a range of exclusive, customised and innovative products and services that provide both emotional and transactional value to our customers.”

Ranveer Singh debuted as Kotak’s brand ambassador in June 2018 and is the face of the bank’s #IndiaInvited campaign. The campaign champions inclusive banking and features people from all walks of life, across age, gender, profession, religion, physical appearance, including an acid attack survivor, among others, alongside Ranveer.

Bollywood superstar Ranveer Singh said, “#IndiaInvited promotes inclusive growth and I am extremely proud to be associated with this campaign. Being an entertainer, this was a great opportunity to be of service for a good cause. The limited edition range of debit cards introduced by Kotak is an opportunity for me to get a little closer to my fans. I am looking forward to seeing their response to the new designs.”

### **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 September 30, 2018, Kotak Mahindra Bank Ltd. has a national footprint of 1,425 branches and 2,236 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/>

For further information, please contact

Rohit Rao	Phiroza Choksi	Rakesh Sharma	Lalita Tiwari
Kotak Mahindra Bank	Kotak Mahindra Bank	Fortuna PR	Fortuna PR
+91-22-6166-0001	+91-22-6166-0001	+91-98335-37679	+91-99302-52484
<a href="mailto:rohit.rao@kotak.com">rohit.rao@kotak.com</a>	<a href="mailto:phiroza.choksi@kotak.com">phiroza.choksi@kotak.com</a>	<a href="mailto:rakesh@fortunapr.com">rakesh@fortunapr.com</a>	<a href="mailto:lalita@fortunapr.com">lalita@fortunapr.com</a>