

Media Release

Kotak 811 to Offer Content from Kindle Book Store

Mumbai, April 5, 2018: Kotak Mahindra Bank (Kotak) today announced that it will offer access to the Amazon's Kindle Book Store especially for Kotak's 811 customers to commemorate the first anniversary of 811.

811 turned one on March 29, 2018. As part of the first anniversary celebrations of India's most successful digital savings bank - 811, Kotak is offering Kindle eBooks to 811 customers. All existing and new 811 customers will get access to the Kindle Book Store housing millions of titles in 6 languages including English, Hindi, Malayalam, Tamil, Marathi and Gujarati at a 80% discount. Kotak is also exploring similar tie-ups with companies to bring additional offers to its 811 customers.

Ambuj Chandna, Sr EVP & Head – Retail Liabilities, Investment & Payment Products, Kotak Mahindra Bank, said "Internet usage and data consumption on mobile in India is growing at a frenetic pace. Further, Internet usage in India is transitioning from the 3M approach (Males, Metro & Millennials) to the 3V approach (Vernacular Content, Voice-based & Video). We are giving our 811 customers access to a wide range of eBooks in 6 languages on the Kindle Book Store at special rates."

811 is a unique full-fledged digital savings bank account where anyone can open a savings bank account from a mobile phone or internet any time of the day in less than five minutes. In addition to the superlative on-boarding experience, 811 has also delivered on its promise of being fully transparent with no minimum balance requirements, zero charges for all digital transactions and up to 6% p.a. interest on savings account balances.

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 December 31, 2017, Kotak Mahindra Bank Ltd. has a national footprint of 1,375 branches spread across 700 locations and 2,171 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	Sanali Lotankar	Rakesh Sharma	Rohit Yagnik
Kotak Mahindra Bank	Kotak Mahindra Bank	Kotak Mahindra Bank	Fortuna PR	Fortuna PR
+91-22-6166-0001	+91-22-6166-0001	+91-22-6166-0001	+91-98335-37679	+91-98338-07272
rohit.rao@kotak.com	phiroza.choksi@kotak.com	sanali.lotankar@kotak.com	rakesh@fortunapr.com	rohit@fortunapr.com