

Media Release

Kotak Mahindra Bank Brings New Age Branch Banking to Jaipur

- Launches its first digital branch in Bhagwant Das Road, Jaipur, Rajasthan
- Aims to offer a seamless, paperless and secure banking experience through self-service and assisted-service models for customers
- e-Lobby offers 24X7 smart banking

Jaipur, April 4, 2018 - Kotak Mahindra Bank (Kotak) today announced the launch of its first digital branch at Bhagwant Das Road, Jaipur, Rajasthan. Kotak's digital branch offers a seamless, paperless, secure and smart banking experience through self-service and assisted-service models for customers. Till date, Kotak has opened five digital branches across India.

The digital branch comprises an e-lobby which offers 24x7 access to cash withdrawal, cash deposit and cheque deposit machines. The quick service touch kiosk makes banking easy, effortless and quick as well as offers extended hours of banking for basic services.

Every digital branch also has a dedicated lounge for customers to discuss their portfolios and investments.

Virat Diwanji, Sr. EVP & Head – Branch Banking and Acquisition, Kotak Mahindra Bank said, "As customers transition from being served to assisted-service to self-service, Kotak's branch banking and digital banking offerings will complement each other to fulfil the diverse requirements of a range of customers. Our digital branches simplify and enrich the banking experience through a mix of technology and human touch."

"The digital branch is designed to make banking simpler for all customers. The format allows customers to complete their day-to-day banking transactions independently in an easy and non-intrusive environment. To cater to a diverse mix of customers, we also have a lobby manager during banking hours for those who require assisted service. We are delighted to offer our customers in Jaipur new age banking at its best through this branch", added Diwanji.

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/>

- Kotak's Phygital Approach – digital branches combined with e-lobbies offering 24x7 smart banking complements its traditional branch banking
- Digital branches and e-lobbies are part of Kotak's digital-first organic growth strategy

For further information, please contact

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