

Media Release

Kotak Mahindra Bank Offers Paresh Maity Artwork in 2” X 3” size to its Privy Customers

First Bank to Offer Special Edition Debit Cards that Blend Art with Banking

Mumbai, April 12, 2018: In a first-of-its-kind initiative, Kotak Mahindra Bank (Kotak) today announced the launch of special edition debit cards that feature exclusive works of art by celebrated Indian artist and Padma Shri awardee Paresh Maity. The Collector’s Edition debit cards showcase the passion of the artist stemming from the beauty of nature and relationships through vivid brushstrokes in myriad colours.

The special edition debit cards with Paresh Maity artworks, curated by Gallerie Angel Arts, are available exclusively for Kotak’s Privy League customers. Customers can choose to adorn their debit card with any one of ten unique masterpieces, which are displayed on the Kotak My Image Gallery - <http://kotak.com/myimagecard/>.

Paresh Maity said, “The biggest encouragement that any artist can get is his admirers acknowledging his work and expressing a desire to own an artwork as a prized possession. But the reality is that neither is it possible for the artist to create artworks for every art enthusiast and neither can all aficionados get to own a piece of the artist’s work. I am truly thankful to Kotak Mahindra Bank for this wonderful association which enables me to share some of my creations in a 2” X 3” size with art enthusiasts, which they can carry with them all the time. It is indeed my honour and privilege to share my artwork with my followers.”

Ambuj Chandna, Sr. EVP & Head – Retail Liabilities, Investment & Payment Products, Kotak Mahindra Bank, said, “Kotak Privy League is a premium banking programme catering to our affluent customers. We are seeing a rapidly growing interest in art amongst these customers. Paresh Maity is one of India’s most admired artists and through this association, we are giving art aficionados a unique opportunity to own a Paresh Maity artwork in a 2” X 3” canvas. It is our constant endeavour to explore new customised offerings that our customers value, and make banking with us a delightful experience.”

Kotak Privy League is the bank’s privileged banking programme that offers bespoke banking, investments and lifestyle benefits specifically curated for Kotak’s affluent and HNI customers. Lifestyle benefits is one of the key pillars of the programme and provides customers with unique experiences across art, wellness, entertainment, travel and more.

Kotak Privy League customers can choose from ten Paresh Maity artworks across the themes of landscapes and relationships reflecting different moods and emotions.

<p>Debit Card Design #1: Mother and Child</p>  <p>Depicts the wonderful relationship between a Mother and Child. The emotion of love, completely undivided - a bond for life.</p>	<p>Debit Card Design #2: The Eternal Triangle</p>  <p>The Eternal Triangle of auspicious light and unique bonding. Truly Godliness</p>
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<p>Debit Card Design #3: The Morning Glory</p>  <p>A never ending journey of cherry blossoms, making the water pure and alive</p>	<p>Debit Card Design #4: After the Rains</p>  <p>In the tranquil seas the hope of a bountiful catch</p>
<p>Debit Card Design #5: The Bird Song</p>  <p>Between the water laden skies and the fresh body of water, lies the refreshing shower of freshness</p>	<p>Debit Card Design #6: The Coldness</p>  <p>Amidst the heavy snowfall through the village trail, creates a story of Paradise</p>
<p>Debit Card Design #7: Purity of Life</p>  <p>From the purity of Life, flows an energy, creating a mystic flow of tranquility</p>	<p>Debit Card Design #8: Reflection of Passion</p>  <p>From the reflection of passion and glory of joy, emerges a content mind</p>
<p>Debit Card Design #9: Melody of Celebration</p>  <p>The melody of celebration, joy and harmony invents a unique, complete rhythm</p>	<p>Debit Card Design #10: Vastness of Vision</p>  <p>It's the vastness of vision, of empowerment of the self that creates a story</p>

About Paresh Maity

Paresh Maity is a celebrated Indian painter. He was born in Tamruk, Purba Medinipur, West Bengal in 1965. He completed his Bachelor's degree in Fine Arts from the Government College of Art & Craft, Kolkata and graduated at the top of his class with a Master's of Fine Arts from the College of Art, New Delhi.

In over 40 years of his career, Paresh has given 79 solo exhibitions. In the early years of his career, he focused on watercolour paintings of different locations. He gradually moved from atmospheric scenery to representations of the human form. His more recent paintings are bold and have graphic quality, with strong colour and unusual cropping. His works are installed in a number of collections, including the British Museum, and the National Gallery of Modern Art, New Delhi.

Paresh has painted the longest painting in India that stretches up to over 850 feet. In August 2010, his 55th solo show with watercolour paintings was based on the last 15 poems of Rabindranath Tagore. Shesh Lekha (The Last Writings, 1941), opened at the National Gallery of Modern Art, New Delhi.

In 2014, the Government of India conferred upon him its fourth-highest civilian award - the Padma Shri.



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/>

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