

**Media Release**

## Kotak Launches Special Edition Debit Card to Celebrate the Poonawalla Clean City Marathon 2018

*Kotak is the exclusive banking partner of Poonawalla Clean City Marathon 2018 organised by Pune Running Beyond Myself*

**Pune, October 8, 2018:** Kotak Mahindra Bank (Kotak) today announced the launch of a special edition debit card with Pune Running Beyond Myself (PRBM) ahead of the Poonawalla Clean City Marathon 2018 – Pune’s biggest marathon. Kotak is the exclusive banking partner for the marathon.

The special edition debit card will be available exclusively to runners participating in the marathon as well as other fitness events organised by PRBM. The debit card features an image of runners on the road set against the backdrop of Pune’s iconic *Shaniwar Wada*. The special edition debit card captures the spirit of Pune and the marathon runners.



The special edition debit card issued is linked to a [savings account](#) which comes with a host of benefits including up to 6% p.a. interest with no minimum balance commitment for the first year. A customer who opens this type of account will also receive welcome discount vouchers worth Rs. 22,500/- across categories such as health & fitness, salons, restaurants, hotels etc. which are sponsored by the merchants.

Virat Diwanji, President - Retail Liabilities & Branch Banking, Kotak Mahindra Bank said, “It is our constant endeavour to design products and solutions that meet the varied needs of our customers. Over the years, people from all walks of life have taken up running as a sport and for fitness. The Kotak special edition debit card enables running and fitness enthusiasts to own a card that represents what is important to them. I am delighted to announce that Kotak is the exclusive banking partner of the Poonawalla Clean City Marathon 2018.”

The Poonawalla Clean City Marathon 2018 will feature a full marathon (42.2 km), half marathon (21.1 km), 10 km run and a fun run (6 km). It will be held on Sunday, 18th November 2018 and is expected to witness participation of around 15,000 runners from across geographies. Participants can register for the marathon at Kotak branches across Pune or by visiting [www.punerunning.com](http://www.punerunning.com).

Pune Running Beyond Myself (PRBM) is a mega fitness community dedicated to the cause of maintaining a healthier lifestyle and promoting health and fitness. The purpose is to encourage runners from various walks of life to participate shoulder-by-shoulder in Pune’s largest marathon.

## 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, 2018, Kotak Mahindra Bank Ltd, has a national footprint of 1,391 branches and 2,231 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 <https://www.kotak.com/en.html>

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