

Media Release

Kotak Mahindra Bank Marks Mother's Day with #NoOneLikeMom – a Campaign that Celebrates Financial Independence of Women

Mumbai, May 11, 2018: On the occasion of Mother's Day, Kotak Mahindra Bank (Kotak) launched #NoOneLikeMom – a campaign that celebrates motherhood and the financial independence of women. Kotak believes that financial independence leads to true independence for women.

The Kotak Silk #NoOneLikeMom campaign depicts how mothers are caretakers as well as natural savers who expertly take care of their family's finances. It focuses on a unique trait frequently displayed by women but which often goes unacknowledged - their foresight to save for a rainy day. The story brings out a mother-son relationship, where the mother's savings for exigencies in a box, a locker and a bank account come to their use at various points of time. The mother's financial wisdom helps the duo fulfil their aspirations with much ease.

The theme salutes women's financial planning abilities, and underscores the fact that a savings programme that is tailored for women, such as Kotak Silk, can enable their financial empowerment.

This Kotak Silk Mother's Day film features celebrated actor, writer, director, TV host, dancer and motivational speaker, Suhasini Maniratnam in the role of the mother.

Elizabeth Venkataraman, Executive Vice President – Marketing, Kotak Mahindra Bank said, "Our campaign is designed to celebrate the best financial managers of all time on their special day and highlights their aptitude for financial planning. In doing so, the film introduces the Kotak Silk Savings Programme which is tailor-made for women and enables them to save and invest better."

Kotak Silk is a specially designed savings programme for women designed to meet their banking and investment needs. Silk customers can earn up to 6% interest p.a. and get cashback up to Rs. 4,500 annually (subject to debit card spends). It also offers special features such as up to 35% discount on locker rentals, Rs. 1.5 lakh debit card limits and a range of offers across finance, dining, health and lifestyle.

An important feature of the Silk programme is that women can open a linked zero balance Junior account for their children if they invest in a recurring deposit or SIP.

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 March 31, 2018, Kotak Mahindra Bank Ltd. has a national footprint of 1,388 branches and 2,199 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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