

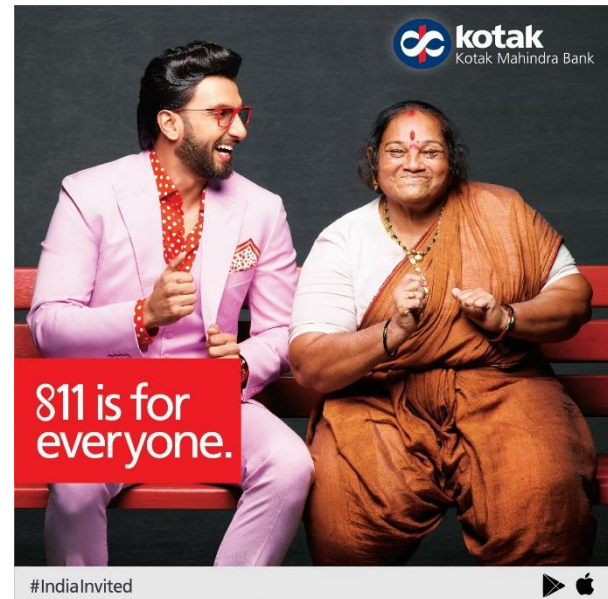
Media Release

#IndiaInvited to 811

811 “#IndiaInvited” Campaign Champions Inclusive Banking; Features Bollywood Superstar Ranveer Singh

Mumbai, 21st June, 2018: Kotak Mahindra Bank (Kotak) today announced the launch of its 811 campaign - #IndiaInvited. The campaign features Bollywood superstar Ranveer Singh along with people from all walks of life, across age, gender, profession, religion, physical appearance, including an acid attack survivor, among others.

Collaborative efforts over the years by the Reserve Bank of India (RBI), the Government’s Pradhan Mantri Jan-Dhan Yojana (PMJDY) and banks have immensely contributed in improving financial inclusion in every nook and corner of the country. However, even today, only around 2% of Indians own a mobile money account, as per the World Bank, leading to low engagement with the formal financial ecosystem. The need of the hour is to bring about a change in mindset to make banking digitally inclusive so that banking services are made accessible to every Indian.



811 is an anywhere, anytime digital bank account and much more. It is a one-of-its-kind truly inclusive account. The only requirement for opening an 811 digital bank account is being an Indian, which is the underlying message of the #IndiaInvited campaign.

The 811 campaign is shot at the iconic Chhatrapati Shivaji Maharaj Terminus (earlier known as Victoria Terminus), a UNESCO world heritage site located at Fort, Mumbai, to capture real life nuances. The protagonist of the story is ‘the bench at the railway station’ and Ranveer Singh dons the role of the bard (*Sutradhar*). The story voices similarities between 811 and a bench at a railway station. Anyone and everyone – irrespective of caste, creed, religion and abilities, are welcome to rest and take a breather at any bench at any railway station in India. Similarly, 811 offers unconditional access to a full-service, zero-balance digital bank account which gives up to 6% p.a. interest to every Indian.

Karthi Marshan, Chief Marketing Officer, Kotak Mahindra Group said, “811, launched on 29th March 2017, is India’s unique full-service banking ecosystem on mobile and web born out of Hon. Prime Minister Shri Narendra Modi’s vision of a Digital India. With 811, we simplified banking in India and in a year since launch, 811 has been embraced by Indians. In our endeavour to make banking more accessible and widespread, we realised that people from different walks of life tend to get intimidated to walk into a branch for the fear of being judged. The #IndiaInvited campaign builds on this insight and draws attention to how 811, just like a bench at the railway station, does not discriminate against anyone on the basis of personal or physical characteristics.”

Elizabeth Venkataraman, Executive Vice President - Marketing, Kotak Mahindra Bank said, “Inclusion is not only the right thing to do, it is also necessary for a country as diverse as India. Digital is a great equaliser, especially in banking, providing equal access to everyone. And 811 represents those very qualities of equality and inclusiveness. 811 is truly for everyone. Our #IndiaInvited campaign champions this effort, and uses the analogy of the simple bench at the railway station that doesn’t judge people and correlates that to the promise of 811.”

“We wanted someone who embodies the spirit of individuality and success while being comfortable in their own skin to be the face of the campaign. And who better to lead the campaign than Ranveer Singh, an actor who has made a mark with his unique and unconventional style and appearance, someone who has succeeded in Bollywood on his own terms”, added Marshan.

The campaign will be amplified across all platforms including TV, print, outdoor, digital and through on-ground engagements across the country.

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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