

Media Release

**811 “#IndiaInvited” Campaign Champions Inclusive Banking;
Kotak Ropes in Bollywood Superstar Ranveer Singh as its Brand Ambassador**

811 with 6% on SA Accounts Powers Kotak Mahindra Bank to Clock Fastest Pace of Customer Acquisition & Savings Account Growth

Ahmedabad, 8th August, 2018: Kotak Mahindra Bank (Kotak) today announced that the bank continues to clock the fastest pace of customer acquisition and savings account growth in the Indian banking industry. From 8 million customers on 29th March 2017 when 811 - India’s first downloadable digital bank account was launched, to 14.5 million customers (including 811 customers) as on 30th June 2018, Kotak has added 6.5 million customers in 15 months – annualised growth of 61%.

Further, Kotak’s Savings Account (SA) book continues to grow faster than the Indian industry average. Kotak’s average growth rate in the last 6 years has been around 40% on a YoY basis - more than double that of the industry growth rate. As on June 30th June, 2018, Kotak’s SA book was at Rs. 66,621 crore.

Kotak is focused on making banking more accessible for every Indian through 811, and offers higher returns of 6% interest rate p.a. on savings account balances above Rs. 1 lakh and up to Rs 1 crore.

811 is a one-of-its-kind truly inclusive account that welcomes all Indians. The recently launched 811 #IndiaInvited campaign, starring Bollywood superstar Ranveer Singh as the brand ambassador, captures this philosophy and champions the cause of inclusive banking. The ad campaign features people from all walks of life, across age, gender, profession, religion, physical appearance, including an acid attack survivor, among others, and captures their stories of struggle against discrimination.

Virat Diwanji, President - Retail Liabilities & Branch Banking, Kotak Mahindra Bank said, “We have adopted a digital-led growth strategy and 811 is playing a key role in the bank’s customer acquisition and savings account growth. 811 has been embraced by Indians across the country. 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 retail establishment, such as a bank branch, for the fear of being judged. The #IndiaInvited campaign builds on this insight and draws attention to how 811 does not discriminate against anyone on the basis of personal or physical characteristics.”

“We will continue to expand our branch network across India using a dual strategy – we are implementing a hub and spoke model in locations where we are already present. We are also expanding our physical footprint in locations where the bank has



received many requests to open an 811 account but where we do not have branches as yet,” added Diwanji.

The protagonist of the ad campaign 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 provides equal access to everyone and represents the qualities of equality, accessibility and inclusiveness. The only requirement for opening an 811 digital bank account is being an Indian, which is the underlying message of the #IndiaInvited campaign.

811 is a full-service, zero balance, digital bank account with zero charges for all digital transactions, where customers can earn up to 6% p.a. on their savings account balances. With 811, customers can open a digital bank account in under 5 minutes from anywhere, anytime using their smartphone or on the web.

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 <http://www.kotak.com/>

For further information, please contact

Rohit Rao	Phiroza Choksi	Sanali Lotankar	Rakesh Sharma	Lalita Tiwari
Kotak Mahindra Bank	Kotak Mahindra Bank	Kotak Mahindra Bank	Fortuna PR	Fortuna PR
+91-22-6166-0001	+91-22-6166-0001	+91-22-6166-0001	+91-98335-37679	+91-99302-52484
rohit.rao@kotak.com	phiroza.choksi@kotak.com	sanali.lotankar@kotak.com	rakesh@fortunapr.com	lalita@fortunapr.com