

Media Release

#ShelsCourage

Kotak Mahindra Bank celebrates the bold and unconventional choices made by women this International Women's Day

Mumbai, 8th March, 2019: On the occasion of International Women's Day, Kotak Mahindra Bank (Kotak) today launched **#ShelsCourage** – a campaign that celebrates womanhood and applauds women who have the courage to break stereotypes by choosing the challenging and unconventional path.



The Kotak #ShelsCourage campaign tells the inspiring story of a woman firefighter. It captures the sentiment of a unique household where the protagonist of the story is a firefighter, in addition to being a loving wife and mother. She has boldly chosen an unconventional profession and enthusiastically fulfils her responsibilities at work and home, while also helping her husband pursue his dreams.

The campaign has been inspired by Taniya Sanyal – the first-ever woman firefighter to be appointed by the Airports Authority of India (AAI). The film celebrates and recognises the brave choices made by women and how a specially curated savings programme for women such as Kotak Silk can help women achieve their financial goals.

Elizabeth Venkataraman, Executive Vice President – Marketing, Kotak Mahindra Bank said, “Today, we see many women challenging the status quo and changing the narrative for themselves as well as society. They are financially independent and are better equipped to take prudent financial decisions for themselves and their families. The film recognises these inspiring women and presents the Kotak Silk Savings Programme as a partner in their journey towards financial empowerment.”

Kotak Silk is a specially curated 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 35% discount on locker rentals, Rs. 2 lakh debit card spend limit and a range of offers across finance, dining, health and lifestyle. The [Kotak Silk account](#) offers a Platinum Debit Card which provides air accidental death cover up to Rs 50 lakh and personal accidental death cover up to Rs 10 lakh. Kotak Silk also enables mothers to own a [Kotak Junior account](#) for their children and introduce them to early banking.

As part of the International Women's Day offer, every woman who opens a Kotak Silk savings account till 20th March, 2019 can avail exciting offers from brands like Bata, Titan, Zivame, Enrich Salons, Apollo Pharmacy, Chumbak and Daily Objects.

The video can be viewed on all social media platforms of Kotak Mahindra Bank starting 7th March, 2019. Link to the video - [#ShelsCourage](#)

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, 2018, Kotak Mahindra Bank Ltd, has a national footprint of 1,453 branches and 2,270 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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