

### Media Release

Kotak's vision for its CSR Programme in Sports is aligned with the vision of  
Pullela Gopichand Badminton Foundation:

*"To have a world class badminton training facility with all amenities (training infrastructure, equipment, food, stay), superior Infrastructure comprising of badminton courts, gym, running track, swimming pool, sports science etc., for all players to help them maximise and realise their true potential"*

## Kotak Mahindra Bank Collaborates with Pullela Gopichand Badminton Foundation for Kotak's CSR Programme in Sports

**Hyderabad, 4<sup>th</sup> February, 2019:** Kotak Mahindra Bank Ltd. (Kotak) today announced its CSR Programme in Sports in collaboration with the NGO - Pullela Gopichand Badminton Foundation (Foundation) based in Gachibowli, Telangana. Under the alliance, Kotak, Pullela Gopichand - the Indian badminton legend and the Pullela Gopichand Academy, which is part of the Foundation, will work together to develop a world-class badminton training facility with advanced infrastructure and amenities, and international-standard coaches.

Dipak Gupta, Joint Managing Director, Kotak Mahindra Bank said, "We firmly believe that no child or youth should be deprived of access to quality education, healthcare, sports and livelihood facilities and opportunities irrespective of their economic background. Keeping these aspects in mind, Kotak's core CSR focus is in the areas of education, healthcare, sports and livelihood."

"Encouraged by Pullela Gopichand's commitment and his long-term singular focus on badminton in producing world-class badminton players, we are announcing Kotak's CSR Programme in Sports, which we will jointly implement with Pullela Gopichand Badminton Foundation. Kotak and Gopichand are committed to developing a state-of-the-art, high-performance training facility and coaching & producing world-class badminton coaches and players, in the process helping India win more medals and international trophies," added Gupta.

Pullela Gopichand, the legendary Indian badminton player, coach & founder trustee of Pullela Gopichand Badminton Foundation said, "The objective of Pullela Gopichand Badminton Foundation is to train, nurture and guide young talent with the purpose of developing international badminton champions. For India to consistently produce world-class athletes and be counted among the great sporting nations, access to quality infrastructure, training and coaching facilities is a must. Under Kotak's CSR Programme in Sports, we will work together towards our shared vision of developing outstanding athletes and coaches."



Dipak Gupta and Pullela Gopichand launching Kotak's CSR Programme in Sports in collaboration with Pullela Gopichand Badminton Foundation at Hyderabad

The programme entails construction of a high-performance training centre comprising six air-conditioned badminton courts in the existing premises and a Sports Science Centre in the existing and the upcoming new training centre. The Sports Science Centre will get top-quality resident nutritionists, physiotherapists, and strength and conditioning experts on board for the all-round development of players and to ensure that the badminton coaching imparted by the academy is at par with global standards.

Further, Kotak will support the Coach Certification and Fellowship Programmes for coaches and players. Under the Coach Certification Programme, the Pullela Gopichand Badminton Academy will impart training and award certification to yesteryear sportspersons to expand the reach of badminton training across *kona kona* of India. The Fellowship Programmes for coaches and players will largely cater to economically backward coaches and players, within and outside the academy, who have the potential to make it big.

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### **About Pullela Gopichand Badminton Foundation**

The Pullela Gopichand Badminton Foundation, a public charitable trust, runs the premier badminton training facility in Gachibowli, Hyderabad. At present, the academy has seventeen non-air conditioned courts, a gymnasium with premium training facilities and residential rooms. So far, around 2,000 players and 200 coaches have undergone training at the academy which has produced world-class badminton players such as Saina Nehwal, P.V. Sindhu and Srikanth Kidambi.

### **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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