

Media Release

#MomsOnDuty

Kotak Silk Celebrates Mother's Day by saluting all #MomsOnDuty

Mumbai, 9th May, 2020: On the occasion of Mother's Day on 10th May, 2020, Kotak Silk, a banking programme exclusively for women, has released a unique campaign to celebrate all mothers – especially those in the essential services during these difficult times. Link to the videos - [#MomsOnDuty](#)



The digital campaign #MomsOnDuty features the examples of two mothers working in essential services, one a doctor and the other a police officer, who are passionately fulfilling their job responsibilities while also taking care of their families, breaking all barriers and taking untold risks.

We salute all the
#MomsOnDuty

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, "The Kotak Silk programme has been designed to partner all women in their journey towards financial independence. Today, many mothers are efficiently managing their role as the backbone of their families and that of an equally able trailblazer outside. #MomsOnDuty celebrates the spirit of all mothers, especially those in the essential services, who are fulfilling their duties against all odds and helping the nation in these tough times."

Alongside the films, the brand is also hosting a series of pan-India webinars and live sessions for its women customers through the month of May, across the themes of financial management, digital adoption, health & safety and also featuring interesting hobbies.

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.

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. The premise of Kotak Mahindra Group's business model is *concentrated India, diversified financial services*. The bold vision that underscores the Group's growth is an inclusive one, with a host of products and services designed to address the needs of the unbanked and insufficiently banked. As on 31st December, 2019, Kotak Mahindra Bank Ltd has a national footprint of 1,539 branches and 2,447 ATMs, and branches in GIFT City and DIFC (Dubai).

For more information, please visit the company's website at <https://www.kotak.com/>

For further information, please contact

Rohit Rao	Phiroza Choksi	Rakesh Sharma	Lalita Tiwari
Kotak Mahindra Bank	Kotak Mahindra Bank	Fortuna PR	Fortuna PR
+91-22-6166-0001	+91-22-98203-63681	+91-98335-37679	+91-99302-52484
rohit.rao@kotak.com	phiroza.choksi@kotak.com	rakesh@fortunapr.com	lalita@fortunapr.com