



Media Release

#KonaKonaUmeed

Kotak Mahindra Group announces *Kona Kona Umeed*

A range of offers and discounts on loans, savings accounts, current accounts and deals on Kotak debit cards, credit cards & digital payments

Offers on 25+ banking products and 100+ brands across 10+ categories

Mumbai, 31st July, 2020: In the midst of the Coronavirus pandemic and as India slowly emerges from the lockdown, Kotak Mahindra Group (Kotak) today announced the launch of *Kona Kona Umeed* – a 2-month long festival of offers and discounts designed to ignite hope and optimism among its customers. *Kona Kona Umeed* will provide a range of offers across the group's suite of products including loans, savings accounts, current accounts, corporate salary accounts as well as curated deals on Kotak debit cards, credit cards and digital payments. In addition, customers can take advantage of Kotak's suite of digital banking products to complete a range of banking services conveniently from the comfort of their homes.

Kona Kona Umeed includes competitive rates and attractive offers across customer segments including retail, business and agri segments. In addition, Kotak has tied up with over 100 brands to provide exclusive deals to its customers in categories such as shopping, essentials, personal care, education, fitness, health & wellness, kids & parenting, entertainment, cyber care & security, among others.

Puneet Kapoor, President - Products, Alternate Channels and Customer Experience Delivery, Kotak Mahindra Bank said, "The coronavirus pandemic has severely impacted India, both from a health and an economic point of view. As the country gradually begins to reopen and we adjust to restarting life in the new normal, we are pleased to launch *Kona Kona Umeed* – a range of offers to spread hope and cheer. While the upcoming festive season is expected to be relatively low-key, with *Kona Kona Umeed* our intent is to give a boost to consumer demand and lift people's spirits during this incredibly tough time, by making banking and shopping more rewarding for our customers."

About Kotak Mahindra Group

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 (KMBL).

Kotak Mahindra Group (Group) offers a wide range of financial services that encompass every sphere of life. From commercial banking, to stock broking, mutual funds, life and general insurance and investment banking, the Group caters to the diverse financial needs of individuals and the corporate sector. 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 30th June, 2020, the consolidated net worth stands at Rs 75,943 crore.

Kotak Mahindra Group has a global presence through its subsidiaries in UK, USA, Gulf Region, Singapore and Mauritius with offices in London, New York, California, Abu Dhabi, Mauritius and Singapore respectively. As on 30th June, 2020, Kotak Mahindra Bank Ltd has a national footprint of 1,600 branches and 2,516 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

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Annexure

Kotak Kona Umeed is being celebrated across the country for the next 2 months.

Product	Offers*
Home Loans	<ul style="list-style-type: none"> Available at attractive interest rates starting at 7.10% p.a. Get Digi Home Loans sanctioned with zero contact process from the comfort of your home Attractive interest rates available on Balance Transfer and Top-up Loans
Loans Against Property	<ul style="list-style-type: none"> Available at attractive interest rates starting at 8.55% p.a. Special offer for Kotak Privy customers - 0.10% p.a. additional discount on interest rate
Working Capital Solutions	<ul style="list-style-type: none"> Get Overdraft with limits of more than Rs.20 lakh Avail 20% additional funding under ECLGS scheme for existing customers
Gold Loans	<ul style="list-style-type: none"> Loan sanctioned in 90 minutes Flexible repayment options Minimal documentation
Loans Against Securities	<ul style="list-style-type: none"> Up to 90% funding against Shares, Bonds, Mutual Funds & Life Insurance No pre-closure charges Instant Liquidity
Consumer Finance	<ul style="list-style-type: none"> No Cost EMI using Kotak Debit Card in store and on Amazon.in
Personal Loans	<ul style="list-style-type: none"> Flexi EMI schemes to suit your monthly outgo Get funds in 3 seconds for select existing preapproved customers only Instant single installment Pay Day Loan for select existing preapproved customers only Part prepayment available Attractive rates on Balance Transfer and Top-up Loans
Credit Cards	<ul style="list-style-type: none"> Get the 811 #DreamDifferent Credit Card without a credit score now backed by a Fixed Deposit
Two Wheeler Loans	<ul style="list-style-type: none"> Avail at an attractive Interest rate of 8.99%
Car Loans	<ul style="list-style-type: none"> 50% waiver on Processing Fee charges Special offer on Pre-payment and Part payment charges
Tractor & Farm Equipment	<ul style="list-style-type: none"> Full waiver on Foreclosure charges if 36 months of the tenure is served[#] Special offer for women customers: 50% waiver on processing fees for loans above 24 months tenure Loan up to 90% of tractor value <p><i>[#]subject to no cheque bounce</i></p>
Agri Business Finance	<ul style="list-style-type: none"> Digital On boarding Process for MSMEs 50% Processing Fee Waiver Special offer for women customers: Preferential pricing & 100% waiver on processing fees Full waiver on Foreclosure charges if 50% of the tenure is served[#] Avail exciting offers on website building, discounts on laptops, cyber security solutions and take your business to the next level <p><i>[#]subject to no cheque bounce</i></p>
Kotak FASTag	<ul style="list-style-type: none"> Avail Kotak FASTag for your Car / Commercial Vehicle with zero issuance fee[^]. Enjoy 100+ offers across Entertainment, Essentials, Health & Wellness, Shopping, Fitness and other trending categories. <p><i>[^]Issuance fee of Rs. 100 is waived off till August 31, 2020</i></p>
Business Banking	<ul style="list-style-type: none"> Host of customized solutions to take your business to the next level.

	<ul style="list-style-type: none"> Special offer for retailers where you can avail waiver on rentals upto Rs 600/- per quarter^{^^} on Kotak Swipe (POS) Machines and NMC (Non Maintenance Charges)^{^^} of Current Account <p><i>^{^^} Subject to maintenance of Rs 1 lakh of AQB and monthly effective rental equal to or above Rs. 400 (excluding GST) per terminal per month. Customers with outstanding charges/Lien marked in the account will not get the benefit of rental reversal. Applicable only on Pro Current Account variant.</i></p>
Savings Accounts and Corporate Salary Accounts	<ul style="list-style-type: none"> A range of offers and services depending on the account variant.

The complete list of offers can be accessed here - <https://kotak.com/rd/kku>

*Terms & Conditions apply. Available at select locations only. This is a limited period offer.

Credit at sole discretion of Kotak Mahindra Bank Ltd and subject to guidelines issued by RBI from time to time. Bank may engage the services of marketing agents for the purpose of sourcing loan assets.

Car Loan and Two-wheeler Loan are offered by Kotak Mahindra Prime Ltd. which is a subsidiary of Kotak Mahindra Bank Ltd. Conditions apply. Available at select locations. Credit at the sole discretion of Kotak Mahindra Prime Ltd. and subject to guidelines issued by RBI from time to time.

Loan to Value ratio as prescribed by RBI from time to time.

Issuance of credit cards is at the sole discretion of Kotak Mahindra Bank Ltd. All features and benefits are subject to Credit Card T&C. Please read the Credit Card T&C provided on www.kotak.com carefully.

For location details, visit www.kotak.com.