

**Media Release**

**India's Favourite Sport. Your Favourite Team. The Kotak MyTeam Card.**

## **Kotak Partners Kolkata Knight Riders; Launches MyTeam Card - Special Cricket Edition Debit & Credit Cards**

**Kolkata, 24<sup>th</sup> September, 2020:** Kotak Mahindra Bank (Kotak) today announced that it is the official partner of Kolkata Knight Riders, and launched MyTeam Cards - a specially designed range of Debit and Credit Cards. This season, fans of India's beloved sport are getting yet another reason to rejoice as, now, they can own a specially designed Cricket-themed Debit and/or Credit Card of their favourite team – Kolkata Knight Riders.

The Kotak Cricket Edition range of Debit and Credit Cards feature striking team visuals of the players, the Kolkata Knight Riders logo & watermark, and the official team colours making the card a must-have for all passionate followers of the game as they cheer on their favourite team.

Puneet Kapoor, President - Products, Alternate Channels and Customer Experience Delivery, Kotak Mahindra Bank Ltd. said, "India's much loved annual festival that marries sports and entertainment is underway and with great delight we announce Kotak's partnership with Kolkata Knight Riders. Kotak's Cricket Edition range of debit and credit cards – MyTeam Cards, will spice up the season even further, giving millions of ardent Kolkata Knight Riders supporters a unique opportunity to own a small piece of their team and display their fandom in a unique way."

Kaustubh Jha, Marketing Head, Kolkata Knight Riders said, "We thank Kotak Mahindra Bank for partnering with Kolkata Knight Riders. Kolkata is known as the City of Joy, a city that loves and is passionate about its cricket and we know that the Kolkata Knight Riders-themed cards will be a big hit with the KKR fans. With the support of prominent brands like Kotak, we are looking forward to a great tournament this year."

While, Kotak customers can choose their preferred MyTeam Debit Card by visiting the Kotak MyImage Gallery on the website, net banking or mobile banking, Kotak credit card customers can avail MyTeam Credit Cards from net banking and mobile banking. Non-Kotak customers can also apply for the MyTeam Debit Card by opening a Kotak savings account and then selecting their favourite image.





## 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 30<sup>th</sup> 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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