

Media Release

Kotak Mahindra Bank Introduces Special Edition Debit Cards featuring Classical Indian Musicians

Mumbai, 22nd January, 2020: In a first-of-its-kind initiative in India, Kotak Mahindra Bank (Kotak) today introduced a series of special edition music debit cards featuring images of renowned classical Indian musicians across genres. Over the last 10 years, Kotak has been supporting Indian performing arts in a joint initiative with Banyan Tree Events. Christened 'Splendor of Masters', the grand musical extravaganza brings together talented musicians and artistes from across the country, often in rare and unique combinations.



The special edition MyImage Music debit cards, available exclusively for Kotak customers, is a tribute to 10 Indian musical maestros and will feature their images on the debit cards. Customers can choose to adorn their debit card with any one of the 10 images, which are displayed on the Kotak Image Debit Card Gallery on the Kotak mobile banking app.

Puneet Kapoor, Senior Executive Vice President, Kotak Mahindra Bank said, "Indian performing arts has a rich history and unmatched depth when it comes to styles and genres of music. Over the last decade, we have been proud patrons of Splendor of Masters, an innovative format of solos and jugalbandies featuring a distinguished line-up of performers. Indian classical music has its own legion of devoted and knowledgeable fans, music aficionados who closely follow, appreciate and enjoy the music. In the 10th year of our association, this special edition range of debit cards featuring some of India's most celebrated classical musicians is designed especially for these music enthusiasts."

In 2018, Kotak introduced special edition debit cards featuring the artworks of Paresh Maity and in 2019, the bank added Seema Kohli's works to its Art in 2" X 3" Canvas Initiative.

The 10th edition of Splendor of Masters will be held on 25th January, 2020 in Hyderabad and on 31st January, 2020 in Mumbai and will feature the following artistes:

Hyderabad | Saturday, 25th January 2020 | Shilpakala Vedika Auditorium

- Prasanna (Guitar) - Carnatic Fusion
- Shilpa Rao (Ghazals & Contemporary Presentation) with an international Kora player, N. Faly Kouyate
- Ustad Shujaat Khan (Sitar) with an international Saxophone player, Koh Mr. Saxman

Mumbai | Friday, 31st January 2020 | Nehru Centre Auditorium

- Shilpa Rao (Ghazals & Contemporary Presentation) with an international Kora player, N. Faly Kouyate
- Prasanna (Guitar) - Carnatic Fusion
- Ustad Rashid Khan (Vocal)

The Ten Special Edition MyImage Music Debit Cards for Kotak Customers

<p>Debit Card Design #1: Pandit Hariprasad Chaurasia, Flute</p>  <p>A classical flautist and music director, Pandit Hariprasad Chaurasia is one of the best known players of the bansuri in the Hindustani classical tradition. Apart from classical music, Pandit Chaurasia has composed music for a number of popular movies and collaborated with several western musicians. He is a recipient of the Padma Vibhushan.</p>	<p>Debit Card Design #2: R Prasanna, Guitar</p>  <p>R Prasanna is a pioneer in performing Carnatic music on the guitar. He also plays jazz, progressive rock and world fusion. He has lectured and taught at some of the best-known colleges in the world, including Harvard, MIT and the Berklee College of Music.</p>
<p>Debit Card Design #3: Pandit Debashish Bhattacharya, Slide Guitar</p>  <p>A classical musician, singer and composer, Pandit Debashish Bhattacharya has redefined Indian classical music on the slide guitar through his unique blend of tradition and contemporary technique. He was nominated for the 2009 Grammy Award in the category of Best Traditional World Music Album for his album <i>Calcutta Chronicles</i>.</p>	<p>Debit Card Design #4: Ustad Shujaat Khan, Sitar</p>  <p>Ustad Shujaat Khan is an Indian musician and sitar player of the Imdadkhani gharana (school of music). He has recorded over 60 albums and was nominated for a Grammy Award for Best World Music Album for his work with the band <i>Ghazal</i> with Iranian musician Kayhan Kalhor. He also sings frequently.</p>
<p>Debit Card Design #5: Pandit Vishwa Mohan Bhatt, Mohan Veena</p>  <p>Pandit Vishwa Mohan Bhatt is a Hindustani classical music instrumentalist, best known for his performance with the mohan veena or slide guitar. His album, <i>A Meeting by the River</i>, in collaboration with American guitarist Ry Cooper, won the 1994 Grammy Award for Best World Music Album. He is a recipient of the Padma Bhushan.</p>	<p>Debit Card Design #6: Umayalpuram K. Sivaraman, Mridangam</p>  <p>Umayalpuram Sivaraman is a Carnatic mridanga artiste and a veteran of over 60 years of performance. He has accompanied several well-known Carnatic and Hindustani musicians in their concerts and is one of India's best-known teachers in the art of mridangam. He is a recipient of the Padma Vibhushan.</p>
<p>Debit Card Design #7: Rakesh Chaurasia, Flute</p>  <p>Rakesh Chaurasia is a flautist who plays the bansuri. The nephew of Pandit Hariprasad Chaurasia, Rakesh Chaurasia is well-known for his classical music as well as collaborations with jazz, flamenco and Bollywood musicians.</p>	<p>Debit Card Design #8: Ganesh Rajagopalan, Violin</p>  <p>Ganesh Rajagopalan is a violinist and Carnatic musician, best known for his collaboration with his brother, Kumaresh Rajagopalan. Focusing on the Carnatic Technique, R Ganesh is also renowned for his contribution to genres including jazz, folk, blues and more.</p>

Debit Card Design #9: Sanjeev Abhyankar, Vocalist


Sanjeev Abhyankar is a Hindustani classical music vocalist from the Mewati Gharana. He has performed in over 200 cities in India and abroad, and was the recipient of the 1998 National Award as the best playback singer for the Hindi film *Godmother*.

Debit Card Design #10: Shashank Subramanyam, Flute


One of India's foremost exponents of the bamboo flute, Shashank Subramanyam has been performing from the age of 6. He has collaborated with several artistes from India and abroad, and his album *Floating Point*, produced together with English guitarist John McLaughlin, was nominated for the 2009 Grammy Awards.

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/>.

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