

## Media Release

# Kotak Releases Song to Prepare Indians for the New Normal

**Mumbai, 22<sup>nd</sup> May, 2020:** To help prepare Indians to lead a safer, more thoughtful and empathic life as the nationwide lockdown to contain the coronavirus pandemic is gradually lifted, Kotak Mahindra Bank today announced the launch of the song - *"Oh jazbati Bhaarat waasi, Mann ki Lagaam ko aaj tu kass le... Tere Charan Kamal Kaabu Mein Rakh Le"*, a cheerful and light-hearted song that conveys the importance of slowing down, exercising restraint and learning from this crisis.

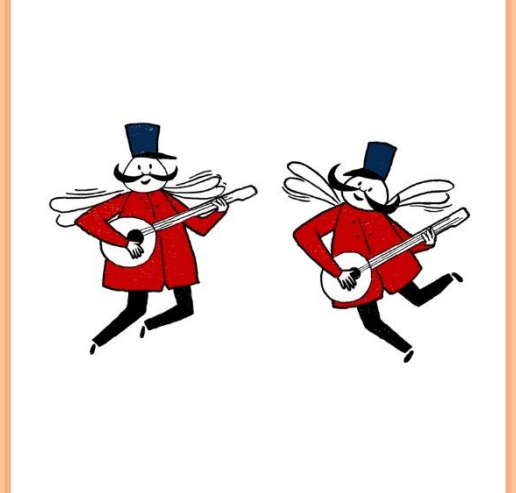
The voiceover song on an animated video has been composed by noted music composer and producer, Ram Sampath, and written & sung by three-time National Award winning lyricist-actor Swanand Kirkire. The video has been conceptualised by Cartwheel Creative Consultancy and the animation has been designed by Plankton Collective.

Helmed by Saavdhan Sing and Vishram Sing - the central characters of the film, *'Oh jazbati Bhaarat waasi, Mann ki Lagaam ko aaj tu kass le... Tere Charan Kamal Kaabu Mein Rakh Le'* asks Indians to take a pause and slow down, pay attention to the signals that nature is sending and be grateful for the second chance that we have been given. The animated film shows men and women, boys and girls all struggling with the lockdown, and then coming to terms with its merits. Even as they long to go out, Saavdhan Sing and Vishram Sing nudge them to "be wise, be strong, and slow down."

Karthi Marshan, President and Chief Marketing Officer, Kotak Mahindra Group, said, "As we get ready to restart life in the new normal, our natural instinct is to resume from where we left off and revert to the way we lived our lives before the lockdown. That is likely to be very unsafe not just for us, but also our kith and kin, as well as the community at large. Through this charming and cheerful song, Kotak is sharing the message that all of us must get wiser from our learnings, and continue practicing social distancing and all the safety norms that kept us safe and alive during the lockdown. Our aim is to spread positivity and convey that while things are tough, by staying together, taking care of oneself and each other, we can overcome mankind's biggest crisis."

## 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.



To enjoy the video, [click here](#)

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 31<sup>st</sup> March, 2020, Kotak Mahindra Bank Ltd has a national footprint of 1,600 branches and 2,519 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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