

Media Release

Over 9,000 Runners Participate in the Lokmat Pune Maha Marathon, Supported by Kotak Mahindra Bank

#PuneDreamsInvited

#CROSSTHELINE

#IRUNFORMYSELF

Pune, 16th February, 2020: After stupendous success in Nashik, Aurangabad, Kolhapur and Nagpur, the Maha Marathon Circuit Run 2019-20 organised and conceptualised by the Lokmat Media Group, in association with Kotak Mahindra Bank (Kotak), reached Pune in its last leg.

In its fourth year now, the Maha Marathon, wherein Kotak is the banking partner, promotes fitness at a mass scale in line with the theme of the event - **#CROSSTHELINE** and **#IRUNFORMYSELF**. On Sunday, over 9,000 runners participated in the Pune Maha Marathon across four categories – 3 km (family run), 5 km, 10 km and 21 km (half marathon). It was held at the Shiv Chhatrapati Sports Complex.



Over 100 Kotak customers and more than 100 Kotak employees participated in the Pune Maha Marathon. Besides being a platform for running, the marathon was a complete fitness festival as the runners got a chance to participate in various fitness challenges at the bib exhibitions conducted by Kotak. Besides, they got interesting opportunities like getting their photographs clicked at the 'I am Finisher' photo booth and getting their feet massaged at the various stations deployed across the venue of the marathon. En route the run, runners were cheered on by spectators from the Kotak Cheering Zone, near Westside on Baner Road.

Kotak facilitated registrations for the marathon for its customers and employees at all its branches across Pune.

Narendra Agrawal, Executive Vice President and Senior Regional Business Manager for West and Madhya Pradesh, Kotak Mahindra Bank, who also ran the marathon, said, "At Kotak, we believe in fitness and pursuing a healthy lifestyle and encourage our customers and employees to participate in the Maha Marathon. We are pleased to partner with the Lokmat Media Group for the Maha Marathon, which has become a sporting extravaganza for fitness enthusiasts in the state of Maharashtra. Running is a great way to challenge oneself and go beyond one's own limits."

The Maha Marathon was held in Nashik on 1st December, 2019, in Aurangabad on 15th December, 2019 in Kolhapur on 5th January 2020, and in Nagpur on 2nd February, 2020. Over 38,000 runners from five cities participated in the 2019-20 edition of the event.

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 Kotak Mahindra Bank Phone: +91-22-61660001 Rohit.Rao@kotak.com	Phiroza Choksi Kotak Mahindra Bank Phone: +91-22-61660001 Phiroza.Choksi@kotak.com	Rakesh Sharma Fortuna PR Mobile: +91-98335 37679 Rakesh@fortunapr.com	Lalita Tiwari Fortuna PR Mobile: +91-99302 52484 Lalita@fortunapr.com
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