

Media Release

#ComeHomeWithKotak

Kotak Launches ‘Unbelievably Low’ Home Loan Interest Rate Campaign

Rates beginning at 6.75% p.a. - The No. 1 reason to buy a home

Mumbai, 22nd January, 2021: Kotak Mahindra Bank Ltd (Kotak) today announced the launch of a digital and social media campaign focussed on its ‘Unbelievably Low’ home loan interest rate of 6.75%* p.a. The campaign focuses on the No. 1 reason to buy a home today – Kotak’s home loan rates beginning at 6.75%* p.a., one of the lowest rates in the home loan market.

The COVID-19 pandemic has made people realise the need for bigger and more comfortable homes. Since everybody is usually at home, every family member needs their own space. With home loan interest rates at a multi-year low, the aspiration of owning one’s dream home can now become a reality.



Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, “The pride and joy in owning the home of one’s dreams is unlike any other. However, for many it can be a dream too far. Now, with Kotak Home Loans offering an “unbelievable” rate of 6.75%* p.a., that dream is within reach. There are a number of reasons why this is the right time to buy a home, but Reason No. 1 is 6.75%.”

The campaign, conceptualised by Tonic Worldwide, includes a series of three videos that will be played across digital and social media platforms in different languages. The videos are a part of the eight-language multi-media campaign that includes radio, outdoor, social and digital forums.

Enjoy the videos here: [Link 1](#) | [Link 2](#) | [Link 3](#) | Radio spots: [Link 1](#) | [Link 2](#)

Kotak Mahindra Bank Ltd (Kotak) announced its home loan interest rates at 6.75%* p.a. with effect from 1st November, 2020.

Features of Kotak Home Loans:

- Starting at 6.75%* p.a. on Home Loans and Balance Transfer Loans
- Attractive rates for both the salaried and self-employed customer segments
- Quick online sanction with [Kotak Digi Home Loans](#) and easy documentation

To apply for a Kotak Home Loan online, applicants can visit the website at [Kotak Home Loans](#). They can also apply through Kotak’s bank branches across India. Existing Kotak customers can also apply through the Kotak mobile banking app or net banking.

For details on Kotak home loan rates, [click here](#).

**Terms & Conditions apply*

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 30th September, 2020, Kotak Mahindra Bank Ltd has a national footprint of 1,602 branches and 2,550 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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