



Media Release

#IndiaInvited to #KonaKonaKhwaab Loan Utsav

**Kotak Mahindra Group fires on all cylinders to boost Consumer Demand;
Kicks-off the Festive Season with *Kona Kona Khwaab* Loan Utsav**

Kotak bets big on Naari Shakti to ignite consumer demand and bring back the much needed animal spirits

Mumbai, 3rd October, 2019: As India's festive season commences, and alongside concerted efforts by the Government of India and the Reserve Bank of India to give a boost to the economy with various monetary and fiscal stimulus measures, Kotak Mahindra Group (Kotak) today announced the launch of *Kona Kona Khwaab* Loan Utsav - a festive celebration across India with attractive rates and offers across their whole range of products in the consumer, agri and tractor loan segments.

To rekindle the much-needed animal spirits and boost consumer demand, Kotak is betting big on half a billion Indian women (*Naari Shakti*) who are the real decision makers for all home and household purchases. Women are around 50% of India's population, but at present contribute to less than 20% of the formal GDP and make up less than 25% of the workforce. With preferential interest rates for women borrowers, in addition to special offers for all customers, this bumper consumer loans festival is aimed at meeting demand for credit as retail consumption picks up during the festive period.

Shanti Ekambaram, President – Consumer Banking, Kotak Mahindra Bank said, “We are a large consumer focused bank in the business of lending money prudently across geographies and customer segments. With sufficient liquidity in the system, the need of the hour is to reach out to consumers across the length and breadth of our country with easier access to credit to stimulate demand. Various research studies have shown that women are better at managing money – better savers and better borrowers. At Kotak, we strongly believe in the power of *Naari Shakti*, the backbone of the Indian economy and by backing women and improving their access to financial services, we believe *Kona Kona Khwaab* Loan Utsav will give a big boost to consumer demand and the economy.”

Kona Kona Khwaab Loan Utsav offers competitive rates, attractive offers and quick approvals on a range of consumer and agri loans, including car and two-wheeler loans, home loans, personal loans, consumer durable loans, agri business loans, tractor loans, gold loans, loans for small businesses, commercial vehicle loans and construction equipment loans.

“Over the last few months, the Indian economy was showing some signs of a slowdown. However, the Hon'ble Finance Minister Smt. Nirmala Sitharaman's timely fiscal stimulus in the form of lower corporate taxes, significantly improves India's competitive positioning, the investment climate and is a big sentiment booster. Combined with low inflation, which gives the RBI scope to further cut the policy rate, the twin benefits of the monetary and fiscal measures are gradually filtering down to consumers, leading to an increase in consumer confidence and revival in demand and credit growth,” added Ekambaram



About Kotak Mahindra Group

Established in 1985, Kotak Mahindra Group (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.

As on June 30, 2019, Kotak Mahindra Bank Ltd. has a national footprint of 1,503 branches and 2,394 ATMs. The network of the Group stands at Rs 60,231 cr as on June 30, 2019. The Group offers a wide range of financial services that encompass every sphere of life. From commercial banking, to stock broking, mutual funds, insurance and investment banking, the Group caters to the diverse financial needs of individuals and the corporate sector. The Group has a wide distribution network through branches and franchisees across India, an International Business Unit at GIFT city, Gujarat and international offices in London, New York, California, Dubai, Abu Dhabi, Mauritius and Singapore.

For more information, please visit the company's website at <https://www.kotak.com/>









For further information, please contact

Rohit Rao	Phiroza Choksi	Rakesh Sharma	Lalita Tiwari
Kotak Mahindra Bank	Kotak Mahindra Bank	Fortuna PR	Fortuna PR
+91-22-6166-0001	+91-22-6166-0001	+91-98335-37679	+91-99302-52484
rohit.rao@kotak.com	phiroza.choksi@kotak.com	rakesh@fortunapr.com	lalita@fortunapr.com






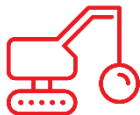
Annexure

The Kotak Kona Kona Khwaab Loan Utsav is being celebrated across the country from 3rd October 2019 till 15th November 2019 at over 3,500 touchpoints.

Product	Offers for All Customers*	Additional Offers for Women*
Car & Two-wheeler Loans 	Car Loans <ul style="list-style-type: none"> Buy now pay later for new cars upto a ticket size of Rs 10 lakh. EMI to start from Jan 2020* 100% waiver on foreclosure charges on 50% tenure completion, subject to no cheque bounces *T&C apply	Two- Wheelers <ul style="list-style-type: none"> Flat rate of interest 8.75% p.a.* Zero Processing Fee* *T&C apply
Home Loans 	<ul style="list-style-type: none"> 100% waiver on processing fees for balance transfer cases and existing customers Additional 0.10% discount on interest rate on new loans for Privy League and Wealth customers 	<ul style="list-style-type: none"> Additional 0.05% discount on interest rate on new loans
Consumer Finance 	<ul style="list-style-type: none"> 100% Processing Fee Waiver Biometric application for instant loan sanction 	
Personal Loans 	<ul style="list-style-type: none"> 25% waiver on Processing Fee Get instant loan in 3 seconds[#] [#] Only for Kotak Pre-Approved Customers	<ul style="list-style-type: none"> 0.25% lower rate of interest on new loans
Tractor Finance 	<ul style="list-style-type: none"> 100% waiver on foreclosure charges, on 36 months of tenure completion, subject to no cheque bounces 	<ul style="list-style-type: none"> 50% waiver on processing fees for loans above 24 months tenure
Commercial Vehicle Loan 	<ul style="list-style-type: none"> 50% waiver on processing fees 100% waiver on foreclosure charges on 50% tenure completion, subject to no cheque bounces Instant Loan approval within 180 minutes 	<ul style="list-style-type: none"> 100% waiver on processing fees
Gold Loans 	<ul style="list-style-type: none"> 25% waiver on processing fees Interest rate of 11% p.a. for loan above Rs 2 lakh Get instant loan in 90 minutes 	
Business Loans 	<ul style="list-style-type: none"> Avail collateral free loans Get a loan in just 3 clicks[#] Fast and paperless journey [#] Only for Kotak Pre-Approved Customers	<ul style="list-style-type: none"> 0.50% lower rate of interest for women entrepreneurs on new loans



Annexure (Contd.)

Product	Offers for All Customers*	Additional Offers for Women*
Working Capital Loans 	<ul style="list-style-type: none"> 50% waiver on processing fees and up to 0.5% lower rate of interest on new loans Fast and paperless journey 	<ul style="list-style-type: none"> Additional 0.25% lower rate of interest for women entrepreneurs on new loans
Loan Against Property 	<ul style="list-style-type: none"> 25% waiver on processing fees 0.10% discount on interest rate for Privy & Wealth customers on new loans Fast and easy sanction 	<ul style="list-style-type: none"> 0.25% discount on interest rate on new loans
Agri Business Loans 	<ul style="list-style-type: none"> 50% waiver on processing fees 100% waiver on foreclosure charges on 50% of tenure completion, subject to no cheque bounces 	<ul style="list-style-type: none"> Preferential pricing for women 100% waiver on processing fees
Construction Equipment Loan 	<ul style="list-style-type: none"> Buy now, pay later. EMI starts from Jan 2020 50% waiver on processing fees 100% waiver on foreclosure charges on 50% tenure completion, subject to no cheque bounces 	<ul style="list-style-type: none"> 100% waiver on processing fees

Each customer availing a new loan product during this period will also get Rs.55,000/- worth of discount vouchers and an opportunity to win a mega prize based on a best slogan contest – 15 iPhone 11 handsets, 15 international holiday packages and 15 vouchers worth Rs.10,000 each (which are sponsored by the merchants).

**All offers valid till 15th November, 2019*

*Terms & Conditions apply. Available at select locations only. This is a limited period offer.

Credit at sole discretion of Kotak Mahindra Bank Ltd and subject to guidelines issued by RBI from time to time. Bank may engage the services of marketing agents for the purpose of sourcing loan assets.

Car Loan and Two-wheeler Loan are offered by Kotak Mahindra Prime Ltd. which is a subsidiary of Kotak Mahindra Bank Ltd.

Conditions apply. Available at select locations. Credit at the sole discretion of Kotak Mahindra Prime Ltd. and subject to guidelines issued by RBI from time to time.

Loan to Value ratio as prescribed by RBI from time to time. Credit at the sole discretion of the Bank and subject to guidelines issued by RBI from time to time. For location details visit www.kotak.com.