

Media Release

Kotak's Shanti Ekambaram takes the hot seat on COLORS Tamil's *Kodeeswari*

Donates prize money to NGO Vidivekapatta Kottadimai Nala Sangham

Chennai, 1st February, 2020: Shanti Ekambaram, President – Consumer Banking, Kotak Mahindra Bank (Kotak), participated in *Kodeeswari* - the world's first version of *Kaun Banega Crorepati* that exclusively features women. The show airs on COLORS Tamil every Monday to Friday at 8 p.m. Viewers can also watch it anytime on VOOT.

Shanti played for Kalpana – a former exploited labourer who is now a community leader rescuing exploited labourers through her NGO “Vidivekapatta Kottadimai Nala Sangham” (translation: Rescued Bonded Labourers Welfare Trust & Rehabilitation). Shanti answered 11 questions winning Rs 6.40 lakh prize money, which she donated to the NGO.



She shared some special and light-hearted moments with the show's host Radikaa Sarathkumar where she revealed that she is a diehard fan of Rajinikanth. She hummed a few lines of the Kishore Kumar classic song “Ye Shaam Mastani”, and recalled Rajinikanth’s iconic dialogue “Na oru darava sonna noor darava sonna madri”.

Shanti said, "I am thrilled to have taken the hot seat at *Kodeeswari* and be a part of the show that helps to fulfil the dreams of so many women. I was deeply moved and inspired on hearing Kalpana's story and am glad that I was able to make a small contribution by raising funds for such a worthy cause."

Catch the show featuring Shanti anytime on VOOT, if you missed its telecast on COLORS Tamil on Friday.

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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