

**Media Release**

**#DreamsInvited #WomenInspireWomen**

**Kotak Raises a Toast to *Naari Shakti* at the WomCon Business Conference**

*Over 100 women entrepreneurs exchange ideas, discuss their challenges*

**New Delhi, 4<sup>th</sup> March, 2020:** Ahead of International Women's Day, Momprenuer Circle, which supports women entrepreneurs and mompreneurs, organised the WomCon – a business carnival to salute the spirit of women entrepreneurs – in association with Kotak Mahindra Bank (Kotak). Over 100 women entrepreneurs from Delhi and the surrounding National Capital Region attended the conference, which was held at V Club, Gurugram. The idea behind the carnival was to focus on the stories of women entrepreneurs and the challenges that they face in their enterprising journeys.

During the #WomenInspireWomen session, two women entrepreneurs shared their start-up stories. Shailja Mittal, Co-founder, Koala Kabs and Pooja Nagdev, Founder, Inatur Ayurveda & Aromatherapy Products motivated the audience as they shared how they successfully established their respective companies.

Elizabeth Venkataraman, Senior Executive Vice President & Head of Marketing, Kotak Mahindra Bank said, "Today, women have broken the glass ceiling in all spheres of life. The WomCon Business Carnival is a tribute to all such women who have dared to dream and taken leaps of faith to embark on their entrepreneurial journeys. It is also a platform to inspire and educate the

Nine brilliant minds exchanged their views in two panel discussions.



*(L-R) Rashi Narang, Founder, Heads Up For Tails; Praggatti Rao, Director & Principal Consultant, Educoncepts India Initiatives; Malika Datt Sadani, Founder-CEO, The Moms Co; Bharti Malhotra, Vice President, Kotak Mahindra Bank; Latika Wadhwa, Founder, Momprenuer Circle; and Shalu Manan, People Performance & Development Strategist participated in the panel discussion on 'Shifting Mindsets for Empowering Women in Business'. Praggatti Rao was the moderator of this discussion.*



*(L-R) Debdatta Das, Editor, Branded Content, Moneycontrol; Sam Baisla, Founder & CEO, Brand Samosa; Nitin Sethi, Vice President (Digital), IndiGo Airlines; Jasrita Dhir, Head - Brand, Marketing and CSR, Fortis Healthcare; and Gurnoor Kaur Behl, Founder, House of GKB participated in the second discussion that was on the theme of 'Changing Trends in Digital Marketing in 2020'. This discussion was moderated by Sam Baisla.*

next set of women as they prepare to take the plunge. Kotak believes in *Naari Shakti* – the power of half a billion Indian women to make the impossible possible. Our Kotak Silk programme is especially and exclusively designed for women in their journey towards financial independence.”

**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 31<sup>st</sup> 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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