

Media Release

#KotakSilkLoans
#WomenInspireWomen

Kotak Celebrates International Women’s Day with PT Usha; Launches Kotak Silk Loans

Mumbai, 5th March, 2020: To celebrate International Women’s Day on 8th March, Kotak Mahindra Group (Kotak) today announced the launch of **Kotak Silk Loans** – a range of attractive rates and special offers across categories specially tailored for women borrowers.

Under Kotak Silk loans, Kotak Mahindra Bank and Kotak Mahindra Prime will give attractive offers on a range of loans catering to a woman’s personal and business requirements including home loans, personal loans, two-wheeler loans, business loans, loan against property and working capital solutions to its existing and new customers.*

Elizabeth Venkataraman, Joint President and Head of Marketing, Kotak Mahindra Bank said, “The embodiment of the Kotak Silk Savings Programme is to empower women in their journey towards financial independence. Today, we are delighted to extend the Silk proposition to loans. More and more women today are confidently managing their twin roles – an anchor at home and a trailblazer outside. Women are entering diverse fields – struggling, surviving, persisting, competing hard and excelling – that is their story. Through Kotak Silk Loans our endeavour is to extend financial support to women in the pursuit of their dreams.”

Further, to celebrate International Women’s Day, Kotak has launched a digital campaign.

Starring PT Usha, the Indian track & field legend, who has inspired a generation of women, Kotak Silk’s **#WomenInspireWomen** salutes the millions of amazing Indian women who are breaking barriers, overcoming hurdles and being an inspiration to many other women in their journey towards achieving their dreams. Link to the video - [#WomenInspireWomen](#)



*Kotak Silk Loans are available across the country at Kotak branches and through the website - www.kotak.com. Existing Kotak customers can also apply for Kotak Silk Loans through the Kotak mobile banking app.

Product	Offers for Women [#]
Home Loans	<ul style="list-style-type: none"> • Lower interest rate - 0.05% p.a. discount on interest rate
Personal Loans	<ul style="list-style-type: none"> • Flat and discounted processing fee of Rs. 999
Two-wheeler Loans	<ul style="list-style-type: none"> • Discounted Flat rate of interest at 8.75% p.a.
Business Loans	<ul style="list-style-type: none"> • Lower interest rate - 0.50% p.a. discount on interest rate
Loan Against Property	<ul style="list-style-type: none"> • Lower interest rate - 0.25% p.a. discount on interest rate
Working Capital Solutions	<ul style="list-style-type: none"> • Lower interest rate - 0.10% p.a. discount on interest rate



Each customer availing a new loan product during this period will also receive special offers on brands such as Forest Essentials, Jaypore, Bagrry's, Firstcry.com and VLCC (sponsored by the merchants).

**Terms & Conditions apply.*

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. This is a limited period offer. Available at select locations.

Two-wheeler Loans 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.

About Kotak Mahindra Group

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 (KMBL).

Kotak Mahindra Group offers a wide range of financial services that encompass every sphere of life. From commercial banking, to stock broking, mutual funds, life and general insurance and investment banking, the Group caters to the diverse financial needs of individuals and the corporate sector. 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.

Kotak Mahindra Group has a global presence through its subsidiaries in UK, USA, Gulf Region, Singapore and Mauritius with offices in London, New York, California, Abu Dhabi, Mauritius and Singapore respectively. 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

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