



Media Release

Kotak teams up with 83 Introduces special themed range of debit and credit image cards celebrating one of India's greatest sporting victories

The movie stars Ranveer Singh, Kotak's brand ambassador

#VictoryKiHistory

Mumbai, 20th December, 2021: Kotak Mahindra Bank Ltd. (KMBL) today announced its exclusive association with the soon-to-be-released and one of the most awaited movies of the year – 83 and launched a special themed range of debit and credit cards that feature rich and vibrant images from the movie. The movie is based on India's historic and improbable victory at the Cricket World Cup in 1983 at the Lord's Cricket Ground in London.

83 sees the coming together of two of India's biggest passions – movies and cricket. With the 83 debit and credit cards, Cricket and Bollywood fans can choose from a range of 10 images from the movie that capture the emotions and memories attached to one of India's most iconic sporting victories. The 83 image card is available at a special one-time price of Rs 199/- only.



83 is helmed by actor and KMBL brand ambassador, Ranveer Singh, who plays the lead character of India's Cricket World Cup-winning captain, Kapil Dev.

Puneet Kapoor, President - Products, Alternate Channels and Customer Experience Delivery, Kotak Mahindra Bank said, "India's famous come-from-behind victory to be crowned cricket world champions for the first time is a memory that all Indians savour. It is the story of a bunch of cricketers who had a dream – a dream that seemed unrealistic and audacious at that time – and scripted a memorable victory against all odds. To recreate and relive the cricketing glory of 1983, we are proud to be associated with 83, giving millions of fans the chance to own a must-have collectible that will be cherished by sports lovers across the country."

Existing Kotak customers can choose their favourite 83 image [Debit Card](#) or [Credit Card](#) via Kotak mobile and/or net banking. Non-Kotak customers can also apply for an 83 image [Debit Card](#) or [Credit Card](#) by opening a Kotak savings account and/or applying for a credit card and then selecting their favourite image.



The Ten 83 Card Designs



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 Limited (KMBL).

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, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,622 branches and 2,601 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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