

Media Release

Kotak Karma and Gopichand Academy celebrate the mettle of women athletes representing India at the Games

*Introducing the **Girl Power is Gold Power** campaign – an ode to the spirit, grit and determination of young women to excel & shine, and the people behind their success*

Mumbai, 6th July, 2021: As the Indian contingent gets ready to represent the country in the greatest sporting spectacle on earth, Kotak Mahindra Bank Limited (KMBL) and Pullela Gopichand Badminton Foundation (Gopichand Academy) today launched the **Girl Power is Gold Power** campaign to celebrate the spirit of all the women athletes taking part. The **Girl Power is Gold Power** campaign carries a special message for India's finest women athletes and all the young girls who dream of following in their footsteps.



To watch the video, [click here](#)

The campaign video features badminton doubles specialists, Ashwini Ponnappa, a Gold Medal winner at the Commonwealth Games 2010 and N. Sikki Reddy, Gold medalist at the South Asian Games 2016. The one-minute film not only honours the young women who follow their dreams, but also celebrates the people that lend their support to young dreamers – thereby paving the way for a generation of champions.

Rohit Rao, Joint President & Group Chief CSR Officer, Kotak Mahindra Bank Limited said, “Every empowered child is a product of an enlightened ecosystem – comprising family, friends and acquaintances who have extended their support. With the world’s biggest sporting event upon us, this is a good time to remind us all that investing in the dreams and aspirations of the next generation can give us returns beyond measure.”

Kotak Karma is the Corporate Social Responsibility (CSR) identity of the Kotak Mahindra Group. Under its CSR Projects on Sports, KMBL has collaborated with the Pullela Gopichand Badminton Foundation based in Gachibowli, Telangana to develop a state-of-the-art badminton training facility with advanced infrastructure and amenities, and international standard coaches that will help India produce more world-class players. Both the athletes featured in the film train at the Pullela Gopichand Badminton Foundation.

The creative agency that worked on the campaign is Enormous.

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 March, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,604 branches and 2,598 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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