

**Media Release**

**Kotak is Back with *Khushi ka Season 3.0* to Celebrate Independence Day**

- Customers can avail discounts at Flipkart, Myntra, Amazon.in, Nykaa, SPAR Hypermarket and AJIO
- Exciting offers from 400+ brands across categories
- Attractive Smart EMI offers on electronic brands like Samsung, Oppo, Vivo

**Mumbai, 13<sup>th</sup> August, 2021:** After two super successful editions, Kotak Mahindra Bank Limited (KMBL) today announced the launch of *Khushi ka Season 3.0*. With exciting [offers](#) on over 400 brands across categories like apparel, accessories, gadgets, electronics and lifestyle, Smart EMI offerings on electronics and incredible every day deals, KMBL is giving its customers an opportunity to bring some *khushi* home this Independence Day. All the offers are open to KMBL debit and credit cardholders.



Kotak customers can avail mega discounts and cashbacks at Flipkart, Myntra, Amazon.in, Nykaa, SPAR Hypermarket and AJIO. Besides this, customers can buy a range of products on convenient Smart EMI options from brands like Samsung, Vivo, Hitachi, Oppo etc, both online and offline. Customers will also get special offers on each day of the week on brands such as Pepperfry, Myntra, Tata Cliq, Swiggy, Licious, Big Basket etc. In addition to this, they will get over 180 discounted e-vouchers and offers on popular brands across categories like shopping, wellness, entertainment and more.

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, "As we celebrate India's 75<sup>th</sup> Independence Day, we are pleased to bring back *Khushi ka Season 3.0* for our customers. The 3<sup>rd</sup> edition of KKS has something for everyone – be it shopping, travelling, dining or even investing in one's future by enrolling in a course from a top university. The attractive [deals and offers](#) are sure to bring a smile to everyone's face."

**Highlights of *Khushi ka Season 3.0*\*:**

Brand	Offer details	Offer Period
Myntra	10% instant discount on a minimum transaction value of INR 3000, up to a maximum discount of INR 1,000	Offer dates vary
Flipkart	10% instant discount on large appliances/electronics/furniture/travel on a minimum transaction value of Rs. 5,000. Maximum discount per credit card/ credit card EMI/ debit card EMI is Rs 1,500 and on debit card, maximum discount is Rs 750.	Until 15th August 2021

Amazon.in	10% instant discount on credit card and debit card EMI on all categories except groceries. Minimum transaction value is Rs. 8,000 and maximum discount per card is Rs. 1,500.	Until 15 <sup>th</sup> August
Nykaa	10% instant discount on beauty and fashion products; maximum discount of Rs 500	14 <sup>th</sup> August–14 <sup>th</sup> September
SPAR Hypermarket	10% cashback up to Rs 350 on a minimum transaction value of Rs 2,000.	Until 15 <sup>th</sup> August
Big Basket	10% instant discount on a minimum transaction value of Rs 2,000	26 <sup>th</sup> August-31 <sup>st</sup> August
AJIO	10% instant discount on a minimum transaction of Rs 2,500. Maximum discount per card is Rs 500.	27 <sup>th</sup> -29 <sup>th</sup> August
Smart EMI Offers	Offers on around 10 popular brands like Samsung, Oppo, Vivo etc.	Offer dates vary
Every Day / Monthly Specials	Instant discounts of 10% or more on brands like Pepperfry.com, Tata CliQ, Swiggy, Licious, etc.	Each offer is on a specific day of the week.
	Multiple offers on UpGrad, Zivame, FabAlley, Pitstop, etc.	Offer dates vary

For details on all offers, click [here](#).

\*Terms & Conditions apply.

All the offers can be availed on payments via Kotak debit and credit cards. Interest cost on the facility provided is borne by the respective merchants. Credit at sole discretion of Kotak Mahindra Bank Ltd. and subject to guidelines issued by RBI from time to time.

### 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 30<sup>th</sup> June, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,612 branches and 2,591 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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