

**Media Release****A Simple but Powerful Message – Kotak Home Loans @ 6.65% p.a.****Kotak Launches Multi-media Campaign on its ‘Unbelievably Low’ Home Loan Rate**

*The special rate of 6.65% p.a. is for a limited period*

**Mumbai, 24<sup>th</sup> March, 2021:** Kotak Mahindra Bank Limited (KMBL) today announced the launch of a multi-media campaign focusing on 6.65%\* p.a. – Kotak’s unbelievable [home loan interest rate](#). This is a special, limited period offer that is available till 31<sup>st</sup> March, 2021.

The integrated multi-media marketing campaign includes out-of-home advertising – with a series of outdoor hoardings in prominent locations across Mumbai, Delhi-NCR, Bengaluru, Chennai, Hyderabad, Pune and Ahmedabad, a digital media campaign, engagement on social media and on-ground activations and roadshows.



Home Loans |  **kotak**  
Kotak Mahindra Bank

Home Loan rates like never before.

**6.65\***  
% p.a.

Limited period offer.

Visit [www.kotak.com](http://www.kotak.com)

\*Terms and conditions apply. Interest rates starting at 6.65% p.a.

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, “We have seen a fundamental shift where the home has become the centre of our lives. Not only is it a place for leisure and where we spend time with our family, it is now also a place where we work and study. As we spend more time at home, people are looking for bigger and better homes. Kotak is offering a special home loan rate starting at 6.65%\* p.a. for a limited period – and this is a golden opportunity for consumers to make their lifelong dream come true.”

The multi-media campaign includes a series of three videos that will be played across digital and social media platforms. The outdoor campaign has been conceptualised by Cartwheel Consultancy Pvt Ltd and the social and digital campaign has been designed by Tonic Worldwide.

Enjoy the videos here: [Link 1](#) | [Link 2](#) | [Link 3](#)

KMBL announced its home loan interest rates at 6.65%\* p.a. with effect from 1st March, 2021.

Features of Kotak Home Loans:

- Starting at 6.65%\* p.a. on Home Loans and Balance Transfer Loans
- 6.65%\* p.a. interest rate is applicable on all loan amounts
- Attractive rates for both the salaried and self-employed customer segments
- Instant In-Principle Sanction on [Kotak Digi Home Loans](#)

To apply for a Kotak Home Loan online, consumers can visit the website at [Kotak Home Loans](#).

Consumers can also apply through Kotak’s bank branches across India. Existing Kotak customers can also apply through the Kotak mobile banking app or net banking.

Kotak Home Loans are linked to an external benchmark i.e. RBI's policy repo rate.

*\*Terms & Conditions apply*

### **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, 2020, Kotak Mahindra Bank Ltd has a national footprint of 1,603 branches and 2,573 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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