

**Media Release**

## **Amazon.in now on the Kotak Mobile Banking App**

*Attractive Rewards Programme on Offer*

*Kotak's mobile banking app provides one-stop access to a range of lifestyle services*

**Mumbai, 8<sup>th</sup> February 2021:** Kotak Mahindra Bank (Kotak) and Amazon.in today announced a unique partnership that will enable Kotak customers to shop on Amazon.in from the Kotak mobile banking app using any payment mode of their choice such as credit card, debit card, net banking or UPI. In addition, eligible Kotak customers shopping on Amazon.in from the Kotak mobile banking app could also stand to receive customised rewards and offers sponsored by Amazon.in. This is over and above the ongoing deals & offers announced by the e-commerce company. The Amazon.in in-app integration is available to both Android and iOS users and can be found under the 'KayMall' tab in the Kotak app.

This partnership allows Kotak customers to seamlessly shop across categories such as consumer electronics, groceries, fashion, books, home products and many more on Amazon.in.

Deepak Sharma, President and Chief Digital Officer, Kotak Mahindra Bank said, "We continue to build-out our vision of a super app – one that combines the best of banking & lifestyle use cases and gives our customers one-stop access to a full range of services without having to toggle between apps. Amazon.in is one of India's most popular e-commerce marketplaces and we are pleased to welcome them on-board and to be able to expand our suite of offerings for our customers. Through KayMall, our customers can discover and transact with a wide choice of leading partners & brands."

"We continue to look for ways to innovate for the benefit of our customers and bring a superior shopping experience across India through such partnerships," said Kishore Thota, Director, Customer Experience & Marketing, Amazon India. "These innovation driven partnerships include expanding access for customers on platforms that they use. We are excited that Kotak customers can discover and access Amazon through their banking app," added Kishore.

As a part of Kotak's digital banking strategy and in its journey towards becoming a one-stop super app, Kotak has been expanding the scope of offerings on its mobile banking app. 'KayMall' on Kotak's mobile banking app offers customers a secure and convenient in-app shopping environment across a range of categories such as travel (flight, train and bus bookings), hotel bookings, shopping on e-commerce websites and magazine subscriptions.

### **About Amazon.in**

The [Amazon.in](https://www.amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](https://www.amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace to offer their products.

For more information, visit [www.amazon.in/aboutus](https://www.amazon.in/aboutus)

For news on Amazon, follow [www.twitter.com/AmazonNews\\_IN](https://www.twitter.com/AmazonNews_IN)

### **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/>

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