

Media Release

Making Dreams Come True **The story of Ashok Das – brought to you by Kotak**

The campaign captures the power of dreams and the rise of a confident India supported by the #KhwabonKaKhaata

After #IndiaInvited and #DreamsInvited, Kotak continues to champion the idea of an inclusive and ambitious India

#KonaKonaCricket
#KonaKonaKhwab

Mumbai, 26th April, 2021: Kotak Mahindra Bank (KMBL) today unveiled its latest campaign that chronicles the story of Ashok Das, a young, aspiring cricketer from one corner of the country, as he realizes his ultimate dream – to showcase his talent on the world’s biggest stage.

The campaign celebrates the bold and audacious ambitions of a new, confident India that cuts across identities and also what it means to one’s family, friends, neighbourhood et al when a dream is in fact fulfilled. In their quest to achieve their aspirations, KMBL stands by them, promising to financially empower and support them with the *Khwabon Ka Khaata*.

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, “We are in the midst of another exciting season of cricket. And as the entire country watches the stars in action, behind the scenes there are scores of young sportspeople from every corner of India, indeed now worldwide, working tirelessly so that they can one day get an opportunity to emulate their heroes. We chose to celebrate the enormous opportunity this platform presents, and we are proud to be the official team partner of seven cricket teams this year.”

Ramakrishna (Ramki) Desiraju, Founder & Creative Director, Cartwheel Creative Consultancy Pvt. Ltd. said, “No other sporting event has given as many Indians an opportunity to excel, earn and entertain on the global stage. It has made it possible for a player of the most modest means from the smallest of places to aspire for and achieve greatness. To lift their families several rungs up the economic ladder. This campaign captures the emotions that accompany this dizzying journey. In a way that Kotak has made its own ever since the *Kona Kona Kotak* campaign.



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



Kotak continued the celebration of inclusive growth with its *India Invited* and *Dreams Invited* campaigns. The story of Ashok Das's spectacular success at the player auction continues Kotak's chronicling of emerging India.”

This campaign has put together an ensemble cast of lovable Indians that anybody in the country will be able to relate to.

The videos can be viewed here: [Main Film](#), [Delhi Capitals](#), [Kolkata Knight Riders](#), [Mumbai Indians](#), [Punjab Kings](#), [Rajasthan Royals](#), [Royal Challengers Bangalore](#), [Sunrisers Hyderabad](#).

The creative agency that worked on the campaign is Cartwheel Consultancy Pvt Ltd and the media agency is Wavemaker. The videos will be amplified across prominent digital media platforms and will be accompanied by a social media campaign and on-ground engagements across the country.

KMBL is the official team partner of seven cricket teams this year – Delhi Capitals, Kolkata Knight Riders, Mumbai Indians, Punjab Kings, Rajasthan Royals, Royal Challengers Bangalore and Sunrisers Hyderabad. And in support of the teams and their adoring fans, it has launched the 2nd innings of the Kotak MyTeam Image Card – a special cricket edition range of debit and credit cards.

Both existing and new KMBL customers can apply for their preferred Kotak fan card by visiting the website at www.kotak.com or by sending an SMS **MyTeam** to 5676788.

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 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:

Phiroza Choksi Kotak Mahindra Bank Phone: +91 98203 63681 Phiroza.Choksi@kotak.com	Sakshi Denis Kotak Mahindra Bank Phone: +91 70454 74287 Sakshi.Denis@kotak.com	Rakesh Sharma Fortuna PR Mobile: +91 98335 37679 Rakesh@fortunapr.com	Lalita Tiwari Fortuna PR Mobile: +91 99302 52484 Lalita@fortunapr.com
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