

Media Release

The Kotak MyTeam Card for Every Cricket Enthusiast

**Kotak Partners Kolkata Knight Riders;
Launches 2nd Innings of the MyTeam Image Card - Special Cricket Edition Debit & Credit
Cards for KKR Fans**

Kolkata, 9th April, 2021: Kotak Mahindra Bank Ltd (KMBL) today announced that it is the proud official partner of Kolkata Knight Riders (KKR) for the second consecutive year. Encouraged by the enthusiastic response from KKR fans for the Kotak MyTeam Image Card last year, KMBL is introducing the 2nd innings of the MyTeam Card this year – a range of Cricket-themed Debit and Credit Cards, designed especially for ardent KKR fans.

The Kotak MyTeam Image Cricket Edition range of Debit and Credit Cards feature striking team visuals of the players, the Kolkata Knight Riders logo & watermark, and the official KKR team colours, making the card a perfect reward for every KKR supporter. The Kotak MyTeam Image Card is available for a special price of Rs 199/- only.

Puneet Kapoor, President - Products, Alternate Channels and Customer Experience Delivery, Kotak Mahindra Bank Ltd. said, “We are pleased to announce our partnership with Kolkata Knight Riders. After an enthralling series with Australia, followed by England, a cricket-loving nation that eats, breathes and lives cricket is all set for more. And Kotak is ready with a delightful offering for fans. As they cheer for their side, KKR fans can enjoy a pocket-sized replica of their favourite team with the Kotak MyTeam card.”

Kaustubh Jha, Marketing Head, Kolkata Knight Riders said, “We are delighted to have Kotak Mahindra Bank continue its partnership with Kolkata Knight Riders. The people of Kolkata love their sport and they are eagerly looking forward to some exciting cricket from the Knights over the next few weeks. With the launch of the second edition of the KKR-themed image debit and credit cards from Kotak, we will be spreading even more joy among KKR’s legion of fans.”

Both existing and new KMBL customers can apply for their preferred Kotak MyTeam Image debit and/or credit card by visiting the website at www.kotak.com or by logging into net banking or mobile banking.

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:

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