

Media Release

Bonanza for Indian Cricket Fans - Kotak Partners Seven Cricket Franchises This Season

Launches 2nd innings of the MyTeam Image Card - Special Cricket Edition Debit & Credit Cards

Official Team Partner of Delhi Capitals, Kolkata Knight Riders, Mumbai Indians, Punjab Kings, Rajasthan Royals, Royal Challengers Bangalore and Sunrisers Hyderabad

Mumbai, 31st March, 2021: Kotak Mahindra Bank Ltd (KMBL) today announced that it is an 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. Encouraged by the enthusiastic response from customers for the Kotak MyTeam Image Card last year, KMBL is introducing the 2nd innings of the MyTeam Card this year – a special cricket edition range of debit and credit cards.

The Kotak MyTeam Image debit and credit cards have been designed especially for the true cricket fan. Sporting eye-catching imagery of each of the seven teams, the cards boast visuals of the players, team logos, watermarks and the official team colours, giving fans a unique memento of their favourite team and an opportunity to display their team loyalties in a fun way. The Kotak MyTeam Image Card is available for a special price of Rs 199/-.

Puneet Kapoor, President - Products, Alternate Channels and Customer Experience Delivery, Kotak Mahindra Bank said, "It's that time of the year when cricket fever grips the country. We are delighted to once again play a part by extending our support to the fans of the seven world-class cricket franchises. As we look ahead eagerly to some mouth-watering action, our customers have even more to look forward to by sporting their favourite MyTeam debit and/or credit card of their favourite team."

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, "Cricket is the most followed sport in India, a game that connects, binds and ignites passion. Our customers loved the first edition of the Kotak MyTeam Cards – a card that is more than just a standard debit or credit card to them; one that customers attach a strong emotional value to. We are happy to continue our association with the game, supporting more teams and tying that in with unique offerings for our customers."

Both existing and new KMBL customers can apply for their preferred Kotak MyTeam Image debit and/or credit card.

The Kotak MyTeam Image Cards

Delhi Capitals



Delhi Capitals



Kolkata Knight Riders



Kolkata Knight Riders



Mumbai Indians



Mumbai Indians



Punjab Kings



Punjab Kings



Rajasthan Royals



Rajasthan Royals



Royal Challengers Bangalore



Royal Challengers Bangalore



Sunrisers Hyderabad



Sunrisers Hyderabad



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:

Rohit Rao Kotak Mahindra Bank Phone: +91-22-6166 0001 Rohit.Rao@kotak.com	Phiroza Choksi Kotak Mahindra Bank Phone: +91 98203 63681 Phiroza.Choksi@kotak.com	Rakesh Sharma Fortuna PR Mobile: +91 98335 37679 Rakesh@fortunapr.com	Lalita Tiwari Fortuna PR Mobile: +91 99302 52484 Lalita@fortunapr.com
---	---	--	--