

**Media Release**

#SheIsTheChange

## **Kotak Silk Launches Eduseries for Financial Independence of Women** *Informative series exclusively for women customers*

**Mumbai, 5<sup>th</sup> March, 2021:** Ahead of the International Women’s Day on 8<sup>th</sup> March, Kotak Mahindra Bank Limited (KMBL) today announced that it will be conducting an informative education series on financial matters for customers of [Kotak Silk](#), a banking programme designed exclusively for women, under its #SheIsTheChange initiative.

The financial webinar, which will kick-start from 6<sup>th</sup> March, will feature leading female financial experts who will enlighten Kotak Silk customers on saving, investments, and financial behaviour. The 30-minute session will be followed by a question and answer round where the expert will clear the doubts that the attendees may have.

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, “Women are often dependent on male members of the family for financial advice. Through our #SheIsTheChange initiative, we want to change this male-dominated narrative. Why shouldn’t a woman take control of her money matters? Women today are making a mark in every field. They have every right to take charge of their finances in the way they like. #SheIsTheChange calls upon all women to lead, take charge of their financial matters and make well-informed financial choices. The webinars will be interactive and explanatory and will help in calming the financial worries of our esteemed Kotak Silk patrons.”

The first chapter of the #SheIsTheChange series will feature chartered accountant Rachana Ranade, who will talk about the basics of investing with Kotak Silk and women customers. The second chapter, to be aired on 17<sup>th</sup> March, will feature CFP Shweta Jian, who will speak on financial planning for women. Further, Kotak Silk has also launched a website dedicated to financial knowledge - <https://www.silkmoneymatters.com>. The website will feature financial tutorial videos, articles, and webinars.

### **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 (KMBL).

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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