

Media Release

Kotak Silk salutes #MomsOnDuty this Mother's Day

Mumbai, 8th May, 2021: As India fights a fierce battle against the pandemic, on the occasion of Mother's Day, Kotak Silk is putting the spotlight on #MomsOnDuty and their steadfast & unwavering commitment to serve those in need. The videos can be accessed here - [#MomsOnDuty](#).



We salute all the
#MomsOnDuty

The campaign features two women – one is a doctor, the other runs a home tiffin service. In a tribute to mothers everywhere, the #MomsOnDuty campaign acknowledges their invaluable contributions during such a challenging time, caring for their own families, while serving so many more.

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, "This crisis has uncovered brave hearts all around us. Each one doing their bit to help those around them. On Mother's Day, Kotak Silk recognises all the passionate moms out there – they could be frontline heroes or playing a role behind the scenes. They are all warriors who are out to make a difference and we salute them."

Kotak Silk is a banking programme exclusively for women, designed keeping in mind the banking and financial requirements of today's woman.

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 March, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,604 branches and 2,598 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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