

**Media Release**

## **Kotak Mahindra Bank's Big Festive *Dhamaka*: *Khushi Ka Season Reloaded***

- Over 10,000 offers in store on 'just about everything' - travel, dining, Everyday Specials, EMI schemes *et al*
- Customers can avail discounts at Amazon.in, Flipkart, Reliance Digital, Croma, Myntra, AJIO, PUMA, EazyDiner, DMart, Yatra, EaseMyTrip, Zomato, and many more
- Offers exclusively for KMBL debit and credit card holders

**Mumbai, 4<sup>th</sup> October, 2022:** Kotak Mahindra Bank Limited ("KMBL"/"Kotak") today announced launch of the fifth installment of its exclusive *Khushi Ka Season* (KKS) range of offers ahead of the festive season. KMBL has over 10,000 offers lined up on a host of brands across categories like dining, travel, online fashion, grocery, retail stores, jewellery, malls, online delivery, healthcare and home services, among others.

Customers can purchase a range of products like electronics and smartphones from Samsung, OPPO, Xiaomi, IFB etc., using EMI options on KMBL debit and credit cards. Mega discounts and cashbacks are available during sale on platforms like Amazon.in, Flipkart, Reliance Digital, Myjiostore, Croma, Myntra, AJIO, PUMA, Zomato, EazyDiner, DMart, Jiomart.com, bigbasket, MakeMyTrip, EaseMyTrip, Cleartrip, Yatra, Urban Company, TATA 1mg and many more. Under KMBL's 'Everyday Special' category, offers are available on over 10 brands covering all days of the week. All offers are available to KMBL debit and credit cardholders only.\*

Virat Diwanji, Group President and Head – Consumer Bank and Member, Group Management Council, Kotak Mahindra Bank said, "Kotak Mahindra Bank's "*Khushi Ka Season*" is back and how! This year, the offers are bigger and better, and have 'just about everything' for everyone. Groceries, food deliveries, clothing, smartphones, travel, dining - shopping was never better than this. Our customers can avail from a plethora of discounts, cashbacks and EMIs on purchases and spends this festive season. These offers are part of our constant endeavour to introduce benefits for our patrons and deliver a delightful banking experience for our customers. With this, we wish our customers a Happy Festive Season!"

**Everyday offers from *Khushi ka Season*\*:**

Day of the Week	Merchant
Monday	Myntra
Tuesday	Swiggy Instamart,

	Urban Company
Wednesday	TATA 1mg
Thursday	Swiggy, Licious
Friday	Licious, Zomato
Saturday	Zomato
Sunday	MakeMyTrip, Zomato
First 7 days of month	DMart
Last 5 days of month	bigbasket

#### EMI Brand Offers\*:

S NO	Brand
1	Samsung Mobiles
2	IFB
3	Xiaomi
4	Samsung CD
5	OPPO
6	LG
7	Sony
8	Voltas
9	HP
10	Whirlpool
11	Bosch & Siemens
12	Bose

\*Terms & conditions apply

#### 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 licence 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 30<sup>th</sup> June, 2022, Kotak Mahindra Bank Ltd has a national footprint of 1,702 branches and 2,761 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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