

Media Release

Kotak Mahindra Bank goes live with Kotak fyn

One of the most comprehensive business banking platforms in India, exclusively for Business Banking and Corporate clients

Mumbai, February 21, 2023: Kotak Mahindra Bank (KMBL) today goes live with Kotak fyn, a holistic digital platform developed specifically for business banking and corporate clients. The new integrated portal will offer Kotak Bank customers comprehensive digital banking and value-added services across all products, including trade & services, account services, payments, and collections.

Kotak fyn's single platform reduces complexity and friction for customers. It eliminates the need for multiple logins and disparate user interfaces, making all trade and service transactions seamless and convenient for customers. Kotak fyn portal assures paperless transactions and the facility to unify data across multiple product-specific portals and back-office systems to create a single view of transactions, positions and balances, enabling self-service and driving operational efficiency. The data is presented via persona-based dashboards, with insightful widgets and the ability for users to tailor their experience.

KVS Manian, Whole time Director, Kotak Mahindra Bank said, "In today's digital age we recognised that customers are in constant search for quick, agile and seamless banking. In our endeavour to offer superior banking experience we now introduce Kotak fyn, one stop digital platform that will take care of all your business-banking needs. We at Kotak truly believe that digital is the way forward, and with fyn, we are proud to not only embrace but promote the wave of digitization across the country."

Paritosh Kashyap, President & Head Wholesale Banking, Kotak Mahindra Bank said, "Kotak fyn will be a game changer. fyn's innovative user interface with several industry-leading features will further provide superior banking experience for our corporate customers. Kotak has always been at the forefront of implementing best-in-class digital interventions in our offerings. With the launch of fyn, we have tried to enhance the customer's experience through multiple features across the banking journey under a unified platform."

Shekhar Bhandari, President-Global Transaction Banking, Kotak Mahindra Bank said, "fyn is intuitive, easy-to-use, comprehensive, and integrated offering to our enterprise customers. It allows all our customers a universal access across Trade, Collections, Account Services, Loans and Payments through all channels like Mobile, API and web enabling a seamless customer experience. fyn is "For Your Needs" and a future ready portal designed to reduce complexity and friction for our customers and provide a truly differentiated user experience".

How to get started with Kotak fyn:

- 1) Click here www.kotak.com to access Kotak fyn
- 2) Login with Net Banking credentials and start your fyn journey

Click https://youtu.be/meus_KamCdo for the **Kotak fyn Demo**

For the video release: <https://youtu.be/QcMZFVK5Pfi>

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).

Kotak Mahindra Group (the Group) offers a wide range of financial services that encompass every sphere of life. From commercial banking to stock broking, mutual funds, life and general insurance and investment banking, the Group caters to the diverse financial needs of individuals and the corporate sector. 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.

Kotak Mahindra Group has a global presence through its subsidiaries in UK, USA, Gulf Region, Singapore, and Mauritius with offices in London, New York, Dubai, Abu Dhabi, Singapore and Mauritius respectively. As on 31st December 2022, Kotak Mahindra Bank Ltd has a national footprint of 1,752 branches and 2,814 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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