

Media Release

Kotak Celebrates Senior Citizens by Bringing New Life Experiences to Grand Savings Programme

An exclusive subscription with GetSetUp to access a variety of health and wellness experiences

Mumbai, 14th December, 2023: Kotak Mahindra Bank Limited ("KMBL"/Kotak) has partnered with GetSetUp, a peer-to-peer platform, to offer a variety of health and wellness experiences for senior citizens with the Kotak Grand Savings Programme. Under this initiative, senior citizens get exclusive access to thousands of classes, events and experiences in health, nutrition, wellness, etc., and in the process become a part of a community and foster genuine connections, as part of their membership.

According to the National Statistical Office (NSO)'s Elderly in India 2021 report, India's elderly population (aged 60 and above) is expected to touch 194 million in 2031- from 138 million in 2021, a 41% increase over the decade. With the GetSetUp subscription, Kotak Grand customers participate in diverse experiences around lifelong learning organised through interactive and engaging classes. Initially launched as a pilot program across Mumbai, Pune and Ahmedabad, this offering will be extended to Kotak Grand customers pan India through a free subscription to the GetSetUp platform.

Puneet Kapoor, President and Head of Distributions- Retail Liabilities, Kotak Mahindra Bank said, "We want to celebrate senior citizens by focusing on their overall well-being. By partnering with GetSetUp, we are offering a consistent social engagement programme for Kotak Grand customers to encourage them to lead healthier and more fulfilling lives."

Ashwini Kapila, Managing Director – Business Development and Partnerships, GetSetUp said, "GetSetUp, a community platform designed to empower senior citizens aged 55 and above, is a treasure trove of resources that enhances their quality of life through their interactive, personalized courses and experiences. The partnership will provide Kotak Grand Savings Programme customers with a wide array of enriching experiences and skill-building opportunities".

Kotak Grand Savings Programme is designed to elevate the quality of life for those who are 55 years and above. The programme has many offerings such as priority service at branches, home-banking facilities, Kotak Rewards, discounts on locker rentals, overdraft facilities, health care benefits and more. From culinary adventures to art seminars and from wellness classes to rejuvenating exercises, Kotak Grand customers can now embark on a journey of self-discovery and skill enhancement, fostering personal growth and enriching their overall quality of life.

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 Limited

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 September 2023, Kotak Mahindra Bank Ltd has a national footprint of 1,850 branches and 3,170 ATMs, and branches in GIFT City and DIFC (Dubai).

For more information, please visit the company's website at <https://www.kotak.com/>

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