

Media Release**Kotak Mahindra Bank Announces Appointment of Prasanna Kotian as Head of Group Corporate Communication**

Mumbai, 27th February 2024 – Kotak Mahindra Bank Limited (“KMBL”/“Kotak”) today announced the appointment of Prasanna Kotian as the new Head – Group Corporate Communication to oversee and drive external and internal communications for the Kotak group of companies. A seasoned communications professional, Prasanna brings with him a wealth of experience of over two decades in leading corporate affairs and strategic corporate communications for some of India’s top business conglomerates.

Prior to joining Kotak, Prasanna led Corporate Communication for Visa across India and South Asia and was instrumental in establishing & strengthening Visa’s reputation as a technology leader across the payments landscape. He also held senior leadership roles in a global PR firm and is known for his work in brand building through active media engagement as well as reputation management for leading corporates.

Rohit Bhasin, President - Retail Liabilities Product and Chief Marketing Officer, Kotak Mahindra Bank, said, "We welcome Prasanna Kotian to the Group Marketing and Communication team.. His experience and leadership will be instrumental in strengthening our brand and fostering effective communication with all our stakeholders."

Prasanna Kotian, Head – Group Corporate Communication, Kotak Mahindra Bank, said, "I am excited to join Kotak at an interesting time when the company is focussed on transformative change across the Group. I look forward to collaborating with the talented team here to enhance our corporate communication strategies and stakeholder communications helping strengthen the organisation’s reputation across our key stakeholders."

Beyond his professional commitments, Prasanna is an active speaker and participant in PR events and conversations and continues to train and mentor young PR professionals keen to make a mark in the industry.

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 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 31st December 2023, Kotak Mahindra Bank Ltd has a national footprint of 1,869 branches and 3,239 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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