

**Media Release**

**Kotak811 Celebrates 5<sup>th</sup> Anniversary by Launching New Brand Identity**

*Kotak811's rebranding is a fresh take on what digital banks could be*

**Mumbai, 30<sup>th</sup> March, 2022:** On the occasion of the fifth anniversary (29<sup>th</sup> March, 2022) —India's first downloadable bank account, Kotak811, unveiled its new identity as a digital bank within a bank. This reaffirms Kotak's vision of democratised banking backed by world-class talent, technology and data science. Bollywood Superstar Ranveer Singh, the brand ambassador of Kotak Mahindra Bank Limited ("Kotak" /"Bank") and an integral part of Kotak811's journey, also attended the event at the Bank's corporate office – 27BKC, Mumbai and appreciated Kotak811 for its disruptions in the banking sector.

Emulating the superpower of the alphanumeric prefix '://', Version 2.0 of the logo connects with the audience as digital, approachable and relatable. On the internet, a URL is the doorway to all places in the digital world, and it begins with a set of characters that the brand has seamlessly integrated in its identity. It also stands for a link—something that enables access. With its newly done identity, Kotak811 aims to be recognised as the go-to place for digital banking. This new persona has been designed by the New Delhi-based creative agency -**Animal**.

Shanti Ekambaram, Group President – Consumer Banking, Kotak Mahindra Bank said, "With great delight, we celebrate Kotak811's fifth anniversary as one of India's first full-service digital bank within a bank. We are proud of our five-year journey. With Kotak811, we step into the next phase of growth. We reaffirm our brand promise to make all banking products and services available at the fingertips of our customers."

**About Kotak811**

When 8<sup>th</sup> November, 2016 changed the way India transacted forever, Kotak811 was launched to simplify banking and make it fully accessible online. As one of India's first full-service, truly digital bank, it offers customers a simple and convenient way to open a savings account and transact digitally using 180+ features on its Kotak811 Mobile Banking app, from home or on the move.

On 29<sup>th</sup> March, 2022, Kotak811 presented itself as a bank within a bank, adopting a fresh and new brand identity with 'digital' at its core. As a brand ethos, Kotak811 continuously inquires into India's banking challenges, innovates to bridge these gaps, and inspires Indians to adopt a way of banking that lets them take full control.

## 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 (KMBL).

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 31<sup>st</sup> December, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,647 branches and 2,609 ATMs, and branches in GIFT City and DIFC (Dubai).

For more information, please visit the company's website at <https://www.kotak811.com> and <https://www.kotak.com>

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