

Media Release

Kotak Mahindra Bank Launches Kotak Crème A Lifestyle Focused Premium Corporate Salary Banking Experience

- Kotak Crème is a “by invite salary solutions program” available to elite corporates which include MNCs, Consulting firms, Law firms, Non Retail FIs, Unicorn companies etc.
- A premium offering that comes with upgraded banking benefits and a wide range of lifestyle, travel, healthcare, dining and up skill related rewards and privileges
- All employees at partner corporates, regardless of their role or position, will be offered the Kotak Crème experience

Bangalore, 10th August 2022: Kotak Mahindra Bank Limited (“KMBL/Kotak) today announced the launch of Kotak Crème – a lifestyle-focused corporate salary account. With Kotak Bank’s flagship premium banking programme, Privy League at the core of its design, Kotak Crème offers an upgraded banking experience to new-age professionals working with eminent corporates including MNCs, Consulting Firms, Law Firms, Non Retail FIs and Unicorn companies, among others. Each Kotak Crème account will come with a host of privileges and rewards across lifestyle, travel, healthcare, dining, skilling and learning experiences. Most importantly, each Kotak Crème account will offer premium rewards and banking experiences to each employee of the partner corporate – whatever their position or designation in the organisation.

Commenting on the launch, Puneet Kapoor, President - Products, Alternate Channels & Customer Experience Delivery, said, “At Kotak Bank, we believe in pushing the boundaries of innovation and delivering unique experiences across our product portfolio. One of the key areas undergoing an overhaul in terms of customer experience is the corporate salary account. For a long time, the corporate salary account benefits used to include no minimum balance commitments, zero transaction charges and some access to other banking products with a sustained relationship. We believe now is the time to disrupt this space – by offering rewards that span beyond banking and designing a truly premium value proposition. Kotak Crème is all about banking like never before. In time, we aim to make Kotak Crème a key differentiator to the employee experience offered by our clients.”

Kotak Crème is being launched in Bangalore owing to the city’s diverse hotbed of talent and corporates. In this digital revolution, the city is home to the highest number of unicorns in the country and has also seen an increase of 10% in overall hiring trends in the recent past. Kotak Crème will be available to corporates pan India.

Each Kotak Crème salary account comes with preferential banking services, including a complimentary Zen Credit Card. Designed for globetrotters, every Kotak Crème account holder can avail of complimentary airport lounge access (domestic and international). Crème account holder can also gift Privy League privileges to their family members. Kotak Crème also offers subscription to top lifestyle brands offering Health & Wellness, Lifestyle, Entertainment,

Knowledge/Learning & Fitness experiences. It provides access to unlimited learning and entertainment powered by content and podcast platforms such as Harvard Business Review, ET Money Genius, Storytel, Bloomberg Quint, TOI+, Amazon Kindle and Disney Hotstar; as well as, health and fitness benefits led by special offers from Pharmeasy and Curefit. Kotak Crème also offers preferential pricing on a range of lending needs across Personal, Home and vehicle loans. Access to emergency funds via Over Draft facility upto 5x of Salary limit and Salary PayDay loan at attractive interest rates are added benefits.

*Terms and conditions apply. Please visit www.kotak.com for details.

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 30th 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/>.

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