

## Media Release

### Kotak Group Unveils Kotak Private – a Comprehensive Platform for UHNIs and HNIs

*The new brand theme 'Live Your Purpose' focusses on enabling clients to think beyond managing their wealth, and pursuing their deeper purpose in life*

**Mumbai, 17<sup>th</sup> May, 2022:** Kotak Mahindra Group (“Kotak Group”) today unveiled Kotak Private – a new proposition that offers a comprehensive platform covering the entire gamut of solutions for ultra-high net worth individuals (UHNI) and high net worth (HNI) individuals, comprising entrepreneurs, business families, and professionals.

Kotak Group marked the launch of Kotak Private with [Live Your Purpose](#) – its new brand theme that enables clients to take their minds off their money, and pursue their deeper calling in life. Falguni Nayar, Founder & CEO, Nykaa graced the occasion and shared engaging insights on how she has found her purpose in life.

Falguni Nayar, Founder & CEO, Nykaa said, “Following one's own dream is never easy. It requires the courage to believe in oneself. Sometimes it involves starting again and entering unfamiliar and uncharted territory that may have many challenges. But as long as the spirit of adventure stirs you and as long as you remember that the journey is more important than the destination, you will get there enjoying the journey and not waiting for the rewards. This idea of doing what's right by 'you' was the inspiration for the name Nykaa itself, a message to all that one must pursue their dreams and shine the spotlight on their lives.”

KVS Manian, Whole Time Director & Member of Group Management Council, Kotak Mahindra Bank Limited said, “At Kotak Private, being client centric is at our core. With nearly two decades of experience in the Indian Private Banking industry, we have come to understand what it truly means to be able to *Live Your Purpose*. Kotak Private, our bespoke and comprehensive platform offers the comfort and expertise of a trusted institution, enabling clients to think beyond financial matters, and pursue their deeper purpose in life.”

#### About Kotak Mahindra Group

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).

Kotak Mahindra Group (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 31<sup>st</sup> March, 2022, Kotak Mahindra Bank Ltd has a national footprint of 1,700 branches and 2,705 ATMs, and branches in GIFT City and DIFC (Dubai).

For more information, please visit the Company's website at <https://www.kotak.com> and [www.kotakprivate.com](http://www.kotakprivate.com).

For further information, please contact:

Sakshi Denis Phone: +91 70454 74287 <a href="mailto:Sakshi.Denis@kotak.com">Sakshi.Denis@kotak.com</a>	Rakesh Sharma Fortuna PR Mobile: +91 98335 37679 <a href="mailto:Rakesh@fortunapr.com">Rakesh@fortunapr.com</a>	Deepa Menon Fortuna PR Mobile: +91 9867684883, <a href="mailto:Deepa@fortunapr.com">Deepa@fortunapr.com</a>
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