

**Media Release**

## IndiGo partners with Kotak Mahindra Bank to launch Ka-ching credit card

*Turn Spends into IndiGo Air Tickets*

*Welcome offer includes complimentary air ticket and 6E Prime add-on*

**Delhi, 14<sup>th</sup> December, 2021:** The sound of cash is going to excite even more as India's leading carrier IndiGo and the country's leading bank Kotak Mahindra Bank (KMBL) launch its travel credit card – '**Ka-ching**'. The co-branded credit card was officially launched at the Delhi Airport by William Boulter, Chief Commercial Officer, IndiGo and Ambuj Chandna, President – Consumer Assets, Kotak Mahindra Bank in the presence of officials from both the organizations.

Designed for those who love to travel, Ka-ching empowers customers to spend anywhere and redeem rewards for free IndiGo air tickets. Launched under the 6E Rewards program, the Kotak IndiGo Ka-ching Credit Card comes in two variants -- 6E Rewards and 6E Rewards XL, each providing exclusive benefits and unmatched rewards on domestic and international travel.



As a part of the welcome benefits, customers of the Kotak-IndiGo Ka-ching Credit Card will enjoy a complimentary air ticket worth up to Rs 3,000. Ka-ching will enable customers to accrue accelerated 6E Rewards on all spends that can be redeemed against the purchase of airline tickets anytime with no blackout dates. Furthermore, customers will have access to other special benefits on IndiGo, including discounted convenience fee, priority check-in, choice of seat and a complimentary meal, besides earning additional rewards on dining, shopping, transport, medical bill, utilities, fuel and other major categories.

**Ambuj Chandna, President – Consumer Assets, Kotak Mahindra Bank** said, "For us it has always been customer first and it has

been our constant endeavour to provide the most attractive proposition that meets the aspirations and preferences of customers. With travel taking off in a big way, we have partnered with IndiGo to help our customers go places with Ka-ching. We have designed Kotak-Indigo Ka-ching to deliver a magical experience to our customers who love to travel. The Kotak-IndiGo Credit Card is a valuable addition to our growing portfolio of cards and will be the preferred card in our customer's wallet."

**William Boulter, Chief Commercial Officer, IndiGo** said, "We are pleased to partner with Kotak Mahindra bank to launch our co-branded credit card Ka-ching to provide the customers a memorable and hassle-free experience when they fly IndiGo. It is a perfect partnership as KMBL's huge base of customers will be able to avail benefits including IndiGo flight tickets and other services with 6E rewards accumulated on flight bookings, dining, entertainment and other spends. We strive to offer the best service to our customers every single day, as their satisfaction is at the heart of what we do. We have immense conviction in our partner KMBL, as both the brands believe in consistently enhancing engagement to deliver an outstanding customer experience."

**Features and Benefits of Kotak IndiGo Credit Card**

	<b>6E Rewards</b>	<b>6E Rewards XL</b>
Welcome Benefits	Complimentary Air Ticket worth Rs 1500 on activation	Complimentary Air Ticket worth Rs 3000 on activation
6E Prime	Add-ons worth INR 899 (Priority check-in, choice of seat, a complimentary meal and quicker baggage claim)	Add-ons worth INR 899 (Priority check-in, choice of seat, a complimentary meal and quicker baggage claim)
Welcome vouchers from partner merchants	<ul style="list-style-type: none"> <li>● Accor Dining voucher worth INR 1000</li> <li>● Accor stay voucher – 30% off on stay</li> <li>● Budweiser voucher worth INR 250</li> <li>● 30 days free trial on Lionsgate Play</li> </ul>	<ul style="list-style-type: none"> <li>● Accor Dining voucher worth INR 1000</li> <li>● Accor stay voucher – 30% off on stay</li> <li>● Budweiser voucher worth INR 250</li> <li>● 30 days free trial on Lionsgate Play</li> </ul>
Complimentary Lounge Access		8 (2 per quarter)
Rewards on IndiGo Spends	3%	6%
Rewards on Dining, Entertainment & Grocery Spends	2%	3%
Rewards on other category spends including fuel	1%	2%
Joining Fee /Annual Fee	Rs 700/-	Introductory offer of Rs 1500/-

**How to apply for the Kotak IndiGo Ka-ching Credit Card:**

Customers can apply for **Ka-ching 6E Rewards XL Credit Card** on [www.kotak.com](http://www.kotak.com) and **Ka-ching 6E Rewards Credit Card** on [www.kotak.com](http://www.kotak.com). Customer can also apply through [www.goindigo.in](http://www.goindigo.in)

**About 6E Rewards**

IndiGo's 6E Rewards program partnered with India's leading banks to offer great benefits and privileges through its 'Ka-ching credit cards'. Launched with the vision of providing a richer travel experience and engagement with varied benefits and unmatched rewards to the cardholders. The credit card allows customers to accrue accelerated 6E Rewards on IndiGo transactions, grocery, entertainment and also earn additional 10-15% 6E Rewards on dining, shopping, transport, medical bill spends with Feature Partners.

**About IndiGo**

IndiGo is amongst the fastest growing low-cost carriers in the world. IndiGo has a simple philosophy: offer fares that are affordable, flights that are on time, offering a courteous, hygienic, and hassle-free travel experience. With its fleet of 275+ aircraft, the airline is operating over 1,500 daily flights and connecting 71 domestic destinations and 24 international destinations. For more information, please visit [www.goIndiGo.in](http://www.goIndiGo.in). You can also connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).

**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 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 30<sup>th</sup> September, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,622 branches and 2,601 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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