

Media Release

Kotak Mahindra Bank boards Mumbai's new lifeline, Wins Branding Rights for Two Metro Stations

- BKC & CSMT (VT) metro stations to sport Kotak branding as a tribute to the origins and journey of the City of Dreams and Kotak Group
- Rights awarded by Mumbai Metro Rail Corporation for prefixing brand names to the station names till 2028

Mumbai, September 21, 2022: Kotak Mahindra Bank Limited (KMBL) today announced winning the semi-naming rights for two upcoming metro stations – Chhatrapati Shivaji Maharaj Terminus (erstwhile Victoria Terminus) and Bandra Kurla Complex. These rights have been awarded by Mumbai Metro Rail Corporation Ltd (MMRCL) for five years, starting from the commissioning of the line, expected by late 2023.

For Kotak Group, these two stations are significant, because one represents where Kotak was born, and the other is where the nerve centre of the firm is, currently. The Group commenced operations in a small office in the erstwhile Victoria Terminus area and, in time, evolved into an integrated financial services conglomerate presently headquartered in Bandra Kurla Complex.

Shanti Ekambaram, Group President and Whole-Time Director Designate, said, “The past meets the present and that too on the high-speed rails of the city’s new preferred lifeline. Winning these branding rights is a celebration of our Group’s humble beginnings at the four-storied Navsari building in Fort, CSMT area, to our current address – our twin office buildings at BKC. A blend of our Janmabhoomi and Karmabhoomi will not only resonate with the brand’s rich legacy but, more importantly, will enable us to once again partner the government’s vision of inclusive growth, ease of access and community empowerment beyond banking.”

Karthi Marshan, President and CMO, Kotak Mahindra Bank, said, “Kotak Mahindra Bank’s presence in the two iconic business districts will celebrate the rich heritage of the city as well as our firm belief in its future. Mumbai Metro has become a highly effective mode of transport – providing comfort, better experience and reliable performance to a new generation of Mumbaikars. The upcoming line connecting South Mumbai to BKC will attract huge footfalls and translate into eyeballs for the Bank, offering opportunities to engage, educate and elevate millions of Mumbaikars every day.”



Navsari Building at Victoria Terminus where the group commenced operations



Kotak Group Current Headquarters at 27 BKC



Kotak Group Office at 12 BKC

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 a 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- catering 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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