



## Media Release

#GoForItMom

# Kotak Celebrates Indomitable Spirit of New-Age Moms

*Releases special song to pay respect to Mothers pursuing their dreams*

**Mumbai, 7<sup>th</sup> May, 2022:** Ahead of Mother's Day on 8<sup>th</sup> May, Kotak Mahindra Bank Limited ("KMBL"/"Kotak") has released a special song celebrating the indomitable spirit of modern mothers. The song, composed by popular singer Shaan, has been released under KMBL's #GoForItMom campaign that celebrates the go-getter spirit of new-age moms. Kotak Silk, a banking programme exclusively for women, recognises and appreciates the mettle of mothers who pursue their dreams while balancing their familial responsibilities.

*"Meri Udaan"* - a song by Moms, for Moms - is written by Mahimma Bharadwaj and is beautifully sung by four mothers – Rajalakshmee Sanjay, Arpita Chakraborty, Prajakta Ranade, and Dr. Neha Rajpal. The song echoes how today's mothers do not let their dreams be hampered by any barrier. While the song is primarily in Hindi, it also has multilingual verses in Tamil, Marathi, Bengali and Punjabi. The video features the four singer Moms and is interspersed with their photographs along with their children.

Elizabeth Venkataraman, Joint President – Marketing & Alliances, Kotak Mahindra Bank said, "Kotak Silk acknowledges all moms who strive hard every day for their families and also focus on their dreams. Being a mother is a full-time job in itself. #GoForItMom is our sincere effort to acknowledge and celebrate the indomitable spirit of today's moms, and encourages them to aim for the sky."

As part of #GoForItMom, Kotak Silk is celebrating Mother's May, a month-long festival under which KMBL has some interesting offers lined up for women customers throughout the month.

### Special offers during Mother's May from Kotak Silk

- Personal loans at a processing fee of flat Rs 999
- Smart EMI card available at a discounted price for Rs 99
- Two-wheeler loans start from flat 8.99% p.a at zero processing fees
- Offers on gold, diamond jewellery and a host of brands

### 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 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/>.

For further information, please contact:

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