

## Media Release

# Kotak White Credit Card is the Presenting Sponsor for the Backstreet Boys' DNA India Tour

**Mumbai, March 4, 2023:** Kotak Mahindra Bank Limited ("KMBL"/"Kotak") today announced Kotak White Credit Card's tie-up as Presenting Sponsor for The Backstreet Boys: DNA World Tour in India.

Under this partnership, all Kotak Credit Card holders will get an exclusive 48 hour access to the pre-sale of concert tickets from 12 PM on 6<sup>th</sup> March. General sale of tickets opens at 4 PM on 8<sup>th</sup> March.

Over and above the exclusive access, Kotak White and White Reserve Credit card customers shall also enjoy a 25% off, up to a maximum of Rs 7500, on the concert tickets. Given the expected high demand, this benefit shall be offered on a first come-first serve basis.

**Elizabeth Venkatraman, Joint President – Marketing & Alliances, Kotak Mahindra Bank Ltd. said,** *"At Kotak, we observed that there is an overall increase in interest in the music genre among our customers. Hence, we responded to this trend by actively associating ourselves with musical events, and offer unique experiences to our valued customers. We are excited about Backstreet Boys' DNA India Tour and the band's long-awaited return to India after 13 years. We are happy to curate exclusive benefits for our credit card holders, and we hope that they avail the benefits and enjoy this event to the fullest."*

Kotak Credit Card customers can register for the tickets to the event, clicking the below link: <https://in.bookmyshow.com/mumbai/events/backstreet-boys-dna-world-tour/ET00352578>

**About the DNA India Tour:**

The Backstreet Boys are returning to India after 13 years with their 'DNA India Tour' in May. This two-city tour will take place at Mumbai's Jio World Gardens and in New Delhi at Jawaharlal Nehru Stadium, on May 4 and 5, respectively. BookMyShow, India's leading entertainment destination, along with Live Nation, is bringing the Backstreet Boys to India. Registrations for the much-awaited concert are now live exclusively on their platform. However, ticket details have not been announced yet.

**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 31st December, 2022, Kotak Mahindra Bank Ltd has a national footprint of 1,752 branches and 2,814 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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