

Media Release

#KripyaDhyaanRakhein

Beware! Kotak Home Loans at 6.5%

Kotak launches an entertaining omnichannel campaign on its limited period home loan offer

Taps regional influencers to build a greater connect

Mumbai, 5th October, 2021: Kotak Mahindra Bank Limited (KMBL) has launched an extensive multi-media marketing campaign to amplify the message of Kotak Home Loans starting at an astonishing interest rate of 6.5%* per annum, one of the lowest in the market. The omnichannel and multi-lingual campaign is spread across TV, online and outdoor platforms. Further, to build greater engagement with audiences across the country, KMBL has added a regional twist to its social media campaign by partnering with some well-known and popular local social media influencers.

Using a dash of humour, the campaign comprises short videos crafted to communicate KMBL's unique home loan proposition. On social media, KMBL has collaborated with content creators with regional influence to spread the message of its surprisingly low home loan rate across the length and breadth of the country. Actor Aparshakti Khurana, digital creator Shraddha and actor Swapnil Joshi, who have a loyal base of followers among Hindi, Kannada and Marathi audiences respectively, have come on-board. The campaign will also be promoted via out-of-home (OOH) advertising with a range of hoardings designed to simply highlight the surprise factor of the rate.

Elizabeth Venkataraman, Joint President - Consumer, Commercial & Wealth Marketing, Kotak Mahindra Bank said, "The festive season has just started and it is the perfect time to make new beginnings. With our unique offering of 6.5%* p.a. interest rate on home loans, we are empowering home buyers to translate their dreams into reality. The central point of our campaign is to establish the surprising effect that Kotak's 6.5%* p.a. interest rate is causing in the market in a fun, quirky but direct manner, making it an enjoyable and relatable campaign. To ensure that we reach out to consumers across the country, we have also introduced a strong regional flavour in our advertising strategy. On digital, we have collaborated with regional influencers and the TVCs and OOH campaign are being run in multiple languages."

The three ad films - [Bomb Squad](#), [Tattoo](#) and [Wedding Cake](#) will be aired across television and leading online channels in seven languages - English, Hindi, Gujarati, Marathi, Telugu, Kannada and Tamil. The outdoor campaigns are in eight languages - English, Hindi, Gujarati, Marathi, Tamil, Telugu, Bengali, and Kannada. Click to watch the social media videos here: [Aparshakti Khurana](#), [Swapnil Joshi](#), [Anjana Rangan](#), [Shraddha](#) and [Jahnvi Dasetty](#).

For details on Kotak home loan rates, [click here](#). The special offer of 6.5%* p.a. home loan rate ends on 8th November, 2021. Kotak Home Loans are linked to an external benchmark i.e. RBI's policy repo rate.

**Terms & Conditions apply*

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 30th June, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,612 branches and 2,591 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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