

Media Release

‘Spend Every Day, Save Every Day’ with Kotak Mahindra Bank’s ‘Everyday Savings Account’

Claim and Save with Everyday Offers on Dining, Travel, Movies, Groceries, Medicines & More | Make Occasions and Birthdays Sweeter with Deals

Mumbai, September 20, 2022: Kotak Mahindra Bank Limited (KMBL) today announced the launch of ‘Everyday Savings Account’ a unique Savings Account designed to help you ‘Spend Every Day and Save Every Day’.

In this account, the customer can either make 30 transactions of any value in a month and enjoy total freedom from monthly balance maintenance (get minimum balance charges waived) or choose to maintain an average monthly balance of Rs 20,000/.

The account comes with a power-packed Everyday Rupay Platinum Debit Card that enables customers to enjoy every day offers on common categories such as groceries, medicines, apparels, food delivery, travel, on popular brands like Myntra, Swiggy, 1MG, MakeMyTrip, Licious and more. One can indulge over the weekends with exclusive offers on movies and dining from BookMyShow and EazyDiner. Customers can also collect surprise rewards on achieving transaction milestones during the month and receive specials offers on festivals, birthdays & completion of account anniversary with the bank.

Puneet Kapoor, President-Products, Alternative Channels and Customer Experience Delivery Kotak Mahindra Bank said, “While average household income is projected to increase in India, there is also an accelerated growth in private household consumption and online retail spending. We are delighted to launch Everyday Savings Account designed exclusively to address the spending needs of new age customers, enabling them to save while they spend on their account every day. With the upcoming festival season, customers can make the most of this new offering to save while they spend.”

The Everyday Rupay Platinum Debit Card offers customers higher daily limits of Rs. 3,00,000/- for transactions within India and abroad and higher ATM withdrawal limits of Rs 1,00,000/-. It also offers free unlimited transactions at Kotak Bank ATMs and 10 free ATM transactions at other bank ATMs per month.

Watch Video Release here: - <https://youtu.be/qc1JPYpKQ1A>

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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