

**Media Release****Kotak Unveils All New Privy League-an Exclusive Premium Banking Programme**

*Privy League Programme aims at 'Building Exclusivity via Experiences'*

**Mumbai, 11<sup>th</sup> May, 2023:** Kotak Mahindra Bank Limited (“KMBL”/“Kotak”) today announced the launch of all new Privy League programme– an exclusive premium banking programme with unique lifestyle privileges & bespoke financial solutions curated for high net-worth individuals.

As the flagship premium banking program of Kotak Mahindra Bank, Privy League has been crafted to celebrate the achievements of their customers by bringing to them unmatched lifestyle experiences and superior banking services.

The new value proposition provides multifaceted offerings to bring priceless experiences to its customers. It comprises privileges across **travel** with a complimentary MMT Black Elite Annual Membership. Flaunting of unparalleled luxury, it offers Lafayette Luxury Concierge Services which facilitates incomparable experiences ranging from arranging private charters to getting front row seats to international sporting events. It also includes offers on **dining** with complimentary EasyDiner Prime Annual Membership & attractive discounts on Swiggy.

To top it off, the new Privy League Programme also curates distinguished experiences across health and wellness, culinary experiences, knowledge based sessions, and more.

With the Privy League programme, customers can get tailored portfolio and investment solutions catering to their diverse needs. The skilled specialists employ a meticulous approach to curate an investment portfolio based on the customer’s risk profile and financial goals that could help grow their wealth. Customers get access to a robust 3-in-1 Integrated Account featuring a Bank Account, Demat Account, and Trading Account. They can also enjoy exclusive access to personalized investment insights and research reports.

The **Premium Metal Debit Card**, designed by renowned artist Arunanshu Chowdhury, for the Privy League black tier lets customers enjoy luxury deals, complimentary airport lounge access among many other benefits. The **Signature LED Debit Card**, designed for Privy League Platinum tier is India’s first LED card, which lights up the customer’s transacting experience and is packed with features such as a 75% discount on Priority Pass. The programme offers an array of Business Banking solutions, and also provides preferential rates on loans, locker rentals, brokerage and other specialized products.

Mr Rohit Bhasin, President – Retail Liabilities Product and Chief Marketing Officer, Kotak Mahindra Bank Ltd, said “Over the last decade, the consumer ecosystem has undergone a paradigm shift with higher disposable incomes, purchasing power and the new age consumer demanding personalization and superior product experience. Consumers today are increasingly staking claims to luxury products, brands and services on their own terms. In line with this, Kotak’s Privy League programme is focusing on a value proposition that provides exclusivity and

experiences beyond banking. We are excited to launch our flagship premium banking programme – Privy League in a new avatar of ‘Building Exclusivity via Experiences’ a value proposition that provides exclusivity and experiences beyond banking.”

**About Artist Arunanshu Chowdhury**

Born in 1969 in Hoogli, West Bengal, Arunanshu Chowdhury received The Elizabeth Greenshields Foundation Award (Canada) and the Ravi Jain Foundation Award (New Delhi) in 1995. His recent works focus on the new generation, the influence of modern technology on society, and the theme of race against time. It is the new which appears with the contemporary label, the old is reborn as new. “Time will always look onwards. It is memories which are relived in images of Art, structure and in words”. Arunanshu has experimented with his work across multiple mediums by juxtaposing several images.

**Black Metal Debit Card**



**Platinum LED Debit Card**



**Neon Textured Debit Card**



**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 31<sup>st</sup> March, 2023, Kotak Mahindra Bank Ltd has a national footprint of 1,780 branches and 2,963 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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