

#ArtMeetsBanking

## **Kotak Mahindra Bank Launches its 2019 edition of Art in 2" X 3" Canvas with Seema Kohli Paintings**

**Offers 10 Special Edition Image Debit Cards featuring Exclusive Artworks by Seema Kohli to its customers**

**New Delhi, 6<sup>th</sup> February, 2019:** Kotak Mahindra Bank (Kotak) today introduced a series of ten distinctive image debit cards featuring exclusive artworks by Seema Kohli – a renowned contemporary Indian artist. Seema Kohli is globally accredited for her unique style of etchings, drawings, murals, installations and sculptures. Her work revolves around the feminine form and explores various aspects of womanhood, right from her beauty, intellect and courage to ambition, dreams and realities.



Elizabeth Venkataraman and Seema Kohli launching the Special Edition Debit Cards featuring artworks by Seema Kohli

The special edition debit cards with artworks by Seema Kohli, curated by Trinity Arts, have been designed especially for Kotak Silk customers. Customers can choose from a collection of ten unique Seema Kohli designs displayed on the Kotak MyImage Gallery - <http://kotak.com/myimagecard/>.

The card designs feature an intricate world of feminism, perpetual change, order, strength and fragility, colors and rhythm, melody and exuberance as well as myths and legends.

Seema Kohli said, “Through this exclusive association with Kotak Mahindra Bank, art lovers from across the country can now own an artwork of their choice. It’s a unique opportunity for me, an artist who has always believed that art cannot be confined to any boundaries - as it is not about the canvas it occupies, but the vision it evokes. Having had the honour of building installations and art murals several feet in size, it is indeed a pleasure to see my artworks adorn a 2” by 3” canvas of a debit card. This partnership is a unique blend of art with banking.”

Puneet Kapoor, Senior Executive Vice President, Kotak Mahindra Bank said, “We follow a customer-centric approach with a focus on introducing distinctive and customised products that appeal to a cross-section of our customers. Kotak Silk is a savings account programme designed especially for women. Seema Kohli is one of India’s most versatile and celebrated artists with a loyal fan following and we are pleased to be able to offer our customers a unique opportunity to own a Seema Kohli masterpiece on their debit cards.”




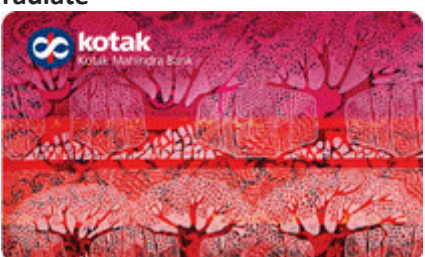


Elizabeth Venkataraman, Executive Vice President - Marketing, Kotak Mahindra Bank said, “We are seeing a growing interest in art in the country – people who understand, value and appreciate art. But not everyone has the ability to own an artwork of their favourite artist. Through this initiative, our customers can choose their preferred Seema Kohli creation which they can carry with them all the time.”




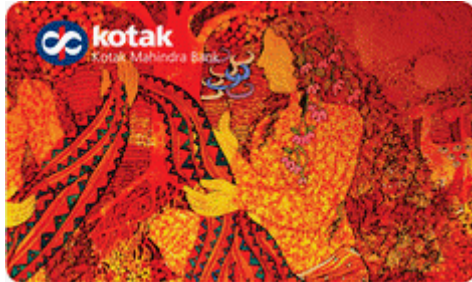
Kotak Silk is a specially curated savings programme for women designed to meet their banking and investment needs. Silk customers can earn up to 6% interest p.a. and get cashback up to Rs. 4,500 annually (subject to debit card spends). It also offers special features such as 35% discount on locker rentals, Rs. 2 lakh debit card spend limit and a range of

offers across finance, dining, health and lifestyle. The Kotak Silk account offers a Platinum Debit Card which provides air accidental death cover up to Rs 50 lakh and personal accidental death cover up to Rs 10 lakh. Kotak Silk also enables mothers to own a Kotak Junior account for their children and introduce them to early banking.

In 2018, Kotak introduced special edition debit cards featuring the artworks of Paresh Maity and in 2019, the bank has added Seema Kohli's works to its **Art in 2" X 3" Canvas** Initiative.

**The Ten Seema Kohli Masterpieces for Kotak Customers**

<p><b>Debit Card Design #1: Armed with solace and caring</b></p>  <p>Armed with solace and caring, I am the earth. Ancient, primeval, modern, and all encompassing. So the world – all nature – tells me. So it shall tell you.</p>	<p><b>Debit Card Design #2: I am the tree</b></p>  <p>I am the tree, I hold the universe in the spread of my arms to the rhythm and the dance of the flapping wings to the swing and the sway of the viridian leaves in the unleashed laughter of the roaring thunder in the quietness of the soft drizzle. I sense You taking me closer to You....</p>
<p><b>Debit Card Design #3: I desire You as an autumn leaf desires the earth</b></p>  <p>I desire You as an autumn leaf desires the earth Superficial wings carry my bodyless soul Engulfing my desires, fragrance, fragility, existence I owe it to the duality of doubt I wait for the alchemy of change</p>	<p><b>Debit Card Design #4: Like silver crochet thread you radiate</b></p>  <p>Like silver crochet thread you radiate on the landscape of consciousness oh tree of life You know only to give and take not The more you reach out The more you expand within</p>
<p><b>Debit Card Design #5: The chinar leaves melting into gold</b></p>  <p>The chinar leaves melting into gold The stars singing lyrics to a deep cadmium sky The moon morphs into the golden sun Satyrs leaping and exhausting themselves Icarus's wings melting into the sun</p>	<p><b>Debit Card Design #6: Sunshine washes with abundance of gold</b></p>  <p>Sunshine washes with abundance of gold brocade Nature nurtures inside out. With immortality and growth Connecting all the three worlds. Earths, heavens and what lies beneath the earth. Oh tree are you human walking upside down</p>

<p><b>Debit Card Design #7: I am neither an angel nor the devil</b></p>  <p>I am neither an angel nor the devil, god or goddess.        I pervade everything, reside everywhere as Consciousness</p>	<p><b>Debit Card Design #8: Consciousness delves in everything</b></p>  <p>Consciousness delves in everything, everywhere,        everything is throbbing with life, rhythm, dance, movement;        energy creating love, life, death, re-coursing in a cycle again.        'I' am everywhere</p>
<p><b>Debit Card Design #9: Reds of the morning</b></p>  <p>Reds of the morning        The blacks of the night        The yearnings of the past        The freshness of the present        All caught up in an amalgamation of the five elements</p>	<p><b>Debit Card Design #10: Celebrate</b></p>  <p>Celebrate...        for all those women exploring, unearthing,        in the rhythm of their smiles and the laughter in their souls        Celebrate...        to being a woman        not only in the body but in the soul</p>

**About Seema Kohli**

Born in 1960, Seema Kohli has created her own niche in the world of contemporary art over the past 35 years. Her creative repertoire is eclectic, encompassing a wide range of mediums ranging from paintings, murals, experiential installation performances and films to installations and sculptures, and each has a unique expression of her style. She has over time brought a synergy of her unique sensibilities and her art. Seema Kohli has had over 30 solo shows in Venice, Brussels, Melbourne, London, New York, Dubai, Singapore, Delhi, Mumbai, Hyderabad, Bangalore and many more. She has participated in International Biennale (Venice, Shanghai, India) and art fairs (Hong Kong, Basel, Beijing, Madrid, India). Her work can be seen as public art as murals of 10' x 100' at the T3 Delhi International Airport, Mumbai International/Domestic Airport, the Defence Ministry, Tata Residency, Manipal University, ONGC, Tata Center of Excellence, Park Hyatt-Chennai, Leela Hotel-Delhi and Bangalore and many more.

**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.

Effective April 1, 2015, ING Vysya Bank Ltd. merged with Kotak Mahindra Bank Ltd. As on December 31, 2018, Kotak Mahindra Bank Ltd. has a national footprint of 1,453 branches and 2,270 ATMs.

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.

For more information, please visit the company's website at <http://www.kotak.com/>

For further information, please contact

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