

*Media Release*

## **Kotak Mahindra Bank Announces New Distribution Structure to Enhance Customer Experience**

### ***Pranav Mishra joins as Head of Distribution***

**Mumbai, 16<sup>th</sup> July 2024:** Aligned to its vision of keeping customer at the centre, Kotak Mahindra Bank today unveiled its new Distribution structure as part of its growth strategy. This is aimed at bringing together all the ways in which our customers interact with the Bank and to deliver an omni-channel seamless experience across all Group products and services, thereby elevating service standards and operational efficiency.

The Distribution structure integrates the Physical branch network, Digital Branch channel (encompassing Mobile Banking and Net Banking platforms) and the Voice channel. This strategic initiative aims to ensure a seamless experience for customers across all interaction channels by building synergy and improving service delivery.

To lead this significant transformation the Bank has appointed Pranav Mishra, as the Head of Distribution. Pranav has a distinguished background in Banking & Financial Services organizations with over 30 years of experience. He joins from ICICI Bank, where he most recently served as Head of Liabilities, Deposit, Customer 360, Branch Banking, Marketing & Alliances, ATM and Micro Market Strategy. Prior to ICICI Bank, Pranav headed distribution for ICICI Prudential Life Insurance.

"I am pleased to welcome Pranav to the Kotak family. Under his leadership, we are committed to strengthening our distribution and delivering a seamless omni-channel experience across all Group products and services," said Ashok Vaswani, MD & CEO, Kotak Mahindra Bank. "The new Distribution structure underscores our dedication to embedding banking services seamlessly into our customer journeys, ensuring convenience and reliability at every touchpoint. We are excited about this strategic move and confident that it will further strengthen our ability to deliver exceptional value to our customers."

Pranav Mishra, Head of Distribution, Kotak Mahindra Bank, expressed enthusiasm about the new role, stating, "I am honoured to lead Kotak Mahindra Bank's Distribution structure and am eager to leverage our capabilities to enhance customer engagement and operational efficiency."

The teams responsible for Physical branch network, Digital channel and Voice will report to Pranav, streamlining operations and driving customer-centric initiatives forward.

### **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 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 Limited. 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 March, 2024 , Kotak Mahindra Bank Ltd has a national footprint of 1,948 branches and 3,291 ATMs (incl. cash recyclers), 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:

Revathi Pandit Kotak Mahindra Bank Mobile: 98202 37909 Revathi.pandit@kotak.c om	Rohit Panchal Kotak Mahindra Bank Mobile: 9664225963 rohit.panchal2@kotak.c om	Suvidha Awle Weber Shandwick Mobile: 9769777935 <a href="mailto:Sawle@webershandwick.c">Sawle@webershandwick.c</a> om	Laboni Santra Weber Shandwick Mobile: 8369975255 lsantra@webershandwick.c om
--	--	---	--