

Media Release

Kotak Mahindra Bank Seeks Digital Disruptors to Lead Next-Gen Financial Communication for Aspirational India

Mumbai, November 14, 2024: Kotak Mahindra Bank (“KMBL”/“Kotak”) announces an RFP inviting digital creative agencies to redefine the face of financial communication for India's ambitious and aspirational consumers. With a focus on engaging, fresh, and digitally native content, Kotak is looking for a partner who brings bold, innovative ideas to make financial services more accessible, relatable, and impactful in today's digital landscape.

Kedarswamy Ravangave, Executive Vice President - Marketing at Kotak Mahindra Bank, shared, “Kotak's vision is to reshape finance communication to be bold, data-driven, and digitally relevant for today's Indian consumer. We are looking for a partner who not only aligns with this vision but who can push the boundaries of traditional BFSI communication through creative, trend-driven, and innovative digital strategies. This is more than an RFP—it's a chance to lead the way in how finance is communicated and engaged with in India.”

Seeking Agencies Ready to Push the Digital Frontier

Kotak invites agencies with expertise in the following key areas to join this mission:

- ✓ **Digital Innovation:** Pioneering new ways to engage customers through dynamic digital platforms that bring a fresh energy to finance.
- ✓ **Social Media Relevance:** Creating strategies that make financial services resonate on social media, transforming finance into a relatable part of daily life.
- ✓ **Creative Content:** Developing compelling, boundary-pushing narratives that stand out and make finance communication engaging, current, and inspiring.

Submission Requirements

Agencies interested in partnering with Kotak should submit:

- ✓ **Vision for Digital Marketing:** A forward-thinking perspective on the future of digital marketing in BFSI, aligning with Kotak's mission to make finance relevant and exciting for aspirational Indians.
- ✓ **Credentials Deck:** A creatively curated portfolio showcasing work that demonstrates innovation, especially in BFSI or other relevant sectors.
- ✓ **Case Studies:** Successful campaign examples, with a focus on data insights, strategic creativity, and digital engagement that breaks traditional molds.

Join Kotak in Shaping the Future of Finance in India

Submissions (< 10 MB) should be sent to Digital.Rfp@kotak.com by [22/11/2024]. Shortlisted agencies will be invited to pitch their concepts in person. This RFP represents a unique opportunity to set new standards in digital engagement and content creation for the financial industry in India.

For more information about Kotak, please visit <https://www.kotak.com/>

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 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 30th September 2024, Kotak Mahindra Bank Ltd has a national footprint of 2,013 branches and 3,329 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	Rohit Panchal	Suvidha Awle	Laboni Santra
Kotak Mahindra Bank Mobile: 9820237909 Revathi.pandit@kotak.com	Kotak Mahindra Bank Mobile: 9664225963 Rohit.panchal2@kotak.com	Weber Shandwick Mobile: 9769777935 Sawle@webershandwick.com	Weber Shandwick Mobile: 8369975255 lsantra@webershandwick.com