

Media Release

Get Ready to Rock: Kotak Mahindra Bank Unveils Exclusive Presale for Maroon 5's Historic Debut Concert in India

Exclusive pre-sale of tickets for Kotak Credit Card customers begins on November 6th, 2024 at 12 PM IST (Noon) exclusively on BookMyShow



National, October 30, 2024: Brace yourself for the concert India's been waiting for! The legendary Maroon 5, led by the one and only *Adam Levine*, is finally bringing their epic, chart-topping vibes to Mumbai. Clear your schedules for December 3rd, 2024, because Mahalaxmi Race Course is about to become the hottest concert venue in the country!

Kotak Mahindra Bank ("KMBL"/"Kotak") has partnered with **BookMyShow** to present the historic live concert of **Maroon 5** in Mumbai, India. The exclusive 48-hour Pre-Sale of tickets for **Kotak Credit Card** customers will begin on **November 6, 2024 at 12 Noon (PM) IST** on **BookMyShow**, allowing **Kotak** customers to be among the first to grab their tickets before they go on sale to the general public. Making this even more exciting **Kotak** has rolled out a special offer of 15% discount up to Rs 4,000 for **Kotak**



White and White Reserve Credit Card customers. General On-Sale of tickets will go live starting November 8th, 2024 at 2 PM IST on the platform.

With a career spanning three decades, *Maroon 5's* diverse discography has regularly topped global charts, earning them super stardom status. Their music—an infectious blend of pop, rock and funk, has not only dominated the charts but has also become the backdrop to countless memories for fans worldwide. Now, that same energy will reverberate through Mumbai as fans experience *Maroon 5* live, delivering a career-spanning set that will include everything from timeless classics to recent chart-toppers. The concert will feature a setlist spanning their greatest hits and fan favourites including hits like 'Girls Like You', 'Sugar', and more, offering a once-in-a-lifetime experience. Fans are encouraged to purchase their tickets, bring their best energy, and get ready for a night of unforgettable memories.

Kedarswamy Ravangave, Executive Vice President - Marketing, Kotak Mahindra Bank, said, *"At Kotak, we're dedicated to supporting the passions and ambitions of the emboldened Indian by anticipating their needs and creating experiences that matter. Offering first access to the best seats at Maroon 5's debut concert in India is one way we bring this commitment to life – by lifting our customers' passions and fuelling their dreams. Live events like this offer an extraordinary opportunity for connection and celebration, bringing people together in a vibrant atmosphere with exclusive benefits and experiences that Kotak is proud to help make possible."*

Frederick Dsouza, Business Head - Credit Cards, Kotak Mahindra Bank, said, *"At Kotak, we're committed to offering exclusive experiences for our growing no of credit card customers who appreciate premium live entertainment. Kotak recognized the rising popularity of live events featuring int'l artists very early, and presented India tours of some of the biggest artists globally in the last 18 months, offering our customers first access to the best seats at these concerts at attractive prices. Following a line-up of icons like Backstreet Boys, Westlife, Trevor Noah, and Ed Sheeran, we're thrilled to present Maroon 5's debut concert in India to create a truly exceptional live experience for our customers."*

Owen Roncon, Chief of Business - Live Events, BookMyShow, said, *"At BookMyShow Live, our mission has always been to bring world-class entertainment experiences to Indian audiences and cement India's place on the global entertainment map. Maroon 5 is one of the foremost and most loved bands globally, across generations and bringing them to India for the very first time marks a thrilling milestone for us. Their music has transcended boundaries and cultures and we're ecstatic to give Indian fans the unforgettable experience of seeing them live on home soil. BookMyShow Live is delighted to partner with Kotak Mahindra Bank for Maroon 5's India concert and offer Kotak Credit Card customers first access to the tickets this world-class experience through the Pres Sale. This collaboration underscores our commitment to building meaningful brand experiences that connect fans with their favourite artists, all while driving growth and brand loyalty through curated, premium events."*

Are you ready to witness this historic event? Tickets will be available starting November 6th, exclusively on BookMyShow.

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 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