

*Media Release*

## **Kotak Brands BKC station of Metro 3 Aqua Line to Kotak Bandra-Kurla Complex Metro Station**

**Mumbai, 5<sup>th</sup> October 2024** – Kotak Mahindra Group has branded the BKC station of Metro 3 Aqua Line as Kotak Bandra-Kurla Complex metro station. Prime Minister Narendra Modi will dedicate the city’s first underground Metro - the Aqua Line to *Mumbaikars* at this newly branded station, marking a significant milestone in enhancing urban mobility in Mumbai. This collaboration between public infrastructure and private partnership aims to improve the city’s public transit system.

Strategically located in the heart of Mumbai’s busiest business district, the Kotak Bandra-Kurla Complex metro station is set to serve lakhs of commuters daily, easing traffic congestion and reducing travel times. The station offers state-of-the-art facilities and modern amenities, including automated ticketing systems, a digital bank branch, an ATM, and accessibility options for all passengers.

Kotak Mahindra Bank Limited ("KMBL"/"Kotak") has partnered with Mumbai Metro Rail Corporation Limited (MMRCL) to brand the station, reinforcing its strong ties to Bandra-Kurla Complex (BKC). The upscale commercial hub is also the “Karmabhoomi” of Kotak Mahindra Group, which has two large offices employing thousands. The Kotak Bandra-Kurla Complex Station will feature prominent branding, enhancing its visual appeal and solidifying Kotak’s commitment to innovation and excellence in financial services.

Kotak has secured branding rights for the BKC and CSMT (VT) metro stations to enhance visibility. These two stations are significant for Kotak Group, as one represents where the firm was founded (“Janmabhoomi”), and the other is its current nerve centre. The Group began operations in a small office in the erstwhile Victoria Terminus area and has since evolved into an integrated financial services conglomerate headquartered in BKC.

Rohit Bhasin, President, Head – Affluent, NRI, Business Banking and Chief Marketing Officer, Kotak Mahindra Bank, said, “BKC serves as a vital hub for countless working Indians who navigate its bustling streets daily. Over the years, we have seen a multitude of dreamers arrive in Mumbai to carve their own paths while contributing to the growth and development of others. However, one major hurdle that slows their pace is everyday traffic congestion. The Metro line will significantly enhance their commuting experience, allowing them to focus on pursuing their life goals. As they chase their dreams, Kotak will be a steadfast partner in their financial journey. Our branding efforts will showcase a comprehensive range of products and offerings all available under one roof, empowering Indians in every aspect of their lives.”

As Mumbai continues to expand, the Kotak Bandra-Kurla Complex metro station stands as a testament to the city’s commitment to building a robust public transport network that meets the demands of its large and vibrant population.

**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 its 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 of 30th June 2024, Kotak Mahindra Bank Ltd has a national footprint of 1,965 branches and 3,279 ATMs (including cash recyclers), and branches in GIFT City and DIFC (Dubai). For more information, please visit the company's website.

<https://www.kotak.com/>

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