

Media Release**Kotak Mahindra Bank Announces Appointment of Kedarswamy Ravangave as Head of Marketing for Consumer and Commercial Bank**

Mumbai, 9th August 2024: Kotak Mahindra Bank Ltd (“KMBL” / “Bank”) announced the appointment of Kedarswamy (Kedar) Ravangave as Head of Marketing for Consumer and Commercial Bank.

Kedar joins Kotak Mahindra Bank from Amazon India, where he was a pivotal member of the leadership team, driving marketing, brand, and category initiatives. With extensive experience across esteemed organizations like Marico and Amazon India, Kedar brings a wealth of knowledge and expertise to Kotak. He holds a B.Tech in Electronics and Communication from Malaviya National Institute of Technology Jaipur and an MBA from Symbiosis Institute of Business Management, Pune.

Kedar will be working closely with Consumer and Commercial Bank business teams on driving marketing initiatives and shall report to Rohit Bhasin, President, Head – Propositions & Chief Marketing Officer, Kotak Mahindra Bank.

Rohit Bhasin said, "We are delighted to welcome Kedar to the Kotak family. With his extensive experience in e-commerce and FMCG, and his proven track record in marketing, Kedar will be instrumental in our efforts to build Kotak as the go to financial services brand for the Aspirational Indian. His leadership and innovative approach, combined with his strong focus on customer centricity, will help us navigate the dynamic market landscape and achieve our strategic objectives".

Kedarswamy Ravangave, Head of Marketing for Consumer and Commercial Bank, Kotak Mahindra Bank, expressed enthusiasm about his new role, stating, "I am thrilled to take on this challenge and work for a brand in the BFSI sector. The banking industry is dynamic and constantly evolving, with technology at the forefront. I am grateful for this opportunity and eager to contribute to the bank's growth journey. I look forward to collaborating with the talented team at Kotak in the journey to continue to build a strong, innovative, and customer-centric brand."

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 June 2024, Kotak Mahindra Bank Ltd has a national footprint of 1,965 branches and 3,279 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/>

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