

Kotak Mahindra Bank taps Gen-Next @ premier B-Schools to envision The Future of Banking

Mumbai, 29th December, 2022: Kotak Mahindra Bank Limited (“KMBL”/Kotak) today announced that it has collaborated with India’s premier B-Schools to launch the inaugural edition of a case study competition titled “*ExpLORe - Experience Learning Opportunities in Retail Lending*”.

With this program, Kotak Mahindra Bank intends to tap into Gen-Next for innovative solutions to real business challenges in Retail Lending products such as Credit Cards, Personal Loans, Consumer Finance, and Housing Finance, among others.

Kotak Mahindra Bank has partnered with 9 premier B-schools for this initiative - IIM Lucknow, IIM Indore, IIM Kozhikode, XLRI Jamshedpur, Jamnalal Bajaj Institute of Management Studies, National Institute of Industrial Engineering, Narsee Monjee Institute of Management Studies, Management Development Institute Gurugram and Indian Institute of Foreign Trade, Delhi.

The competition follows a case studies based approach. These case studies have been designed with focus on technology-first approach to solve customer problems.

"We are delighted to launch 'EXpLORe' - an initiative to not only explore bright young minds at B-schools in the country but also tap them. This initiative is part of Kotak's Technology first approach to solving customer problems," says Mr Ambuj Chandna, President – Consumer Assets, Kotak Mahindra Bank Limited. "With this unique Industry-Academia collaboration, we are commencing a long-term engagement with the Gen-Next at premier B-Schools."

The entries will be evaluated by the leadership team of Kotak Mahindra Bank. The winning entries will receive cash prizes from a pool of Rs. 2 lakh, in addition to certificates and exciting goodies.

To know more, please [click here](#).

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 Ltd.

A Great Place to Work-Certified™ organization, 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, 2022, Kotak Mahindra Bank Ltd has a national footprint of 1,710 branches and 2,802 ATMs, and branches in GIFT City and DIFC (Dubai).

For further information, please contact:

Revathi Pandit Kotak Mahindra Bank Mobile: +91 98202 37909 Revathi.pandit@kotak.com	Rohit Panchal Kotak Mahindra Bank Mobile: +91 9664225963 Rohit.panchal2@kotak.com	Sujit Dongre Weber Shandwick Mobile: +91 9833313639 SDongre@webershandwick.com	Suvidha Awle Weber Shandwick Mobile: +91 9769777935 SAwle@webershandwick.com
--	--	---	---