

Absolutely. Let's break down Kotak Mahindra Bank's extensive history and current standing, highlighting key points, salient features, and factual figures.

## **I. Foundation and Early Growth (1985-2003):**

- **1985:**

- Incorporated as "Kotak Capital Management Finance Limited."

- **1986:**

- Renamed "Kotak Mahindra Finance Limited."
  - Started bill-discounting activities.

- **1987:**

- Entered the lease and hire purchase market.

- **1990:**

- Launched the car finance division.

- **1991:**

- Started the Investment Banking Division.
  - Acquired FICOM, a large financial retail marketing network.

- **1994:**

- Formed Kotak Mahindra International in Mauritius.
  - Opened an office in Dubai.
  - Formed Kotak Mahindra(UK) with office in London.

- **1996:**

- Car finance business spun off into Kotak Mahindra Primus Ltd.
  - Ford Credit took a 40% stake in Kotak Mahindra Primus.

- **1998:**

- Formed Kotak Mahindra Inc with office in New York.

- **2001:**

- Kotak Securities Ltd became a subsidiary.

- **2003:**

- Received a banking license from the Reserve Bank of India (RBI), becoming the first NBFC in India to convert into a bank.
  - Renamed "Kotak Mahindra Bank Limited."
  - Commenced banking operations, opening the first branch in New Delhi.
  - Entered an ATM sharing agreement with UTI Bank (now Axis Bank).
  - Launched home finance products and online remittance services for NRIs.

## **Salient Points:**

- Early diversification into various financial services (leasing, hire purchase, investment banking, car finance).
- Strategic partnerships with international firms like Ford Credit.
- Pioneering move from NBFC to a full-fledged bank.

## **II. Expansion and Diversification (2004-2015):**

- **2004-2005:**

- Rapid expansion of retail banking branches across India (Gujarat, Bangalore, Chennai, Madhya Pradesh, Mumbai).
- Launched mobile banking.

- **2005:**

- Acquired Ford Credit's 40% stake in Kotak Mahindra Primus Ltd.
- Sold stake in Ford Credit Kotak Mahindra Ltd.

- **2006:**

- Increased stake in Kotak Mahindra Securities Ltd.

- **2007:**

- Entered into a subscription agreement with International Finance Corporation (IFC).

- **2007-2010:**

- Significant growth in branch and ATM network.
- Introduction of new products and services (Gold debit card, mobile banking, online term deposits).
- Opened a representative office in Dubai.
- Entered Ahmedabad Commodity Exchange as anchor investor.

- **2010:**

- Agreement with Sumitomo Mitsui Banking Corporation (SMBC) for a 4.5% stake acquisition.

- **2010-2011:**

- Expansion of branch and ATM network.
- Launch of Correspondent Banking Division.
- Strategic arrangement with PVR cinemas for credit card distribution.

- **2011-2013:**

- Business cooperation arrangement with CIMB Group Sdn. Bhd., Malaysia.
- Strategic partnership with Evercore Partners for M&A advisory.
- Strategic alliance with Scotiabank for NRI services.
- Acquisition of business loan portfolio from Barclays Bank.
- Investment from Heliconia Pte Ltd (GIC).

- **2013:**

- Opened 500th branch and 1,000th ATM.

- **2014:**

- Promoter group stake reduction.
- Acquisition of 15% stake in Multi Commodity Exchange of India Ltd (MCX).
- Announcement of plans to enter the general insurance business.

- **2015:**

- Merger with ING Vysya Bank Ltd., significantly expanding its reach.
- Investment in Airtel M Commerce Services Limited (AMSL).

### **Salient Points:**

- Aggressive branch and ATM expansion.
- Strategic acquisitions and mergers to enhance market presence.
- Expansion of product offerings across various financial segments.
- Increase of international partnerships.
- Entry into payment bank segment.

### **Facts and Figures:**

- Merger with ING Vysya Bank: Share exchange ratio of 725 Kotak Mahindra Bank shares for 1,000 ING Vysya Bank shares.
- Acquisition of MCX stake: Rs 459 crore.
- Investment from GIC: Rs 1296 crore.

### **III. Digital Transformation and Continued Growth (2016-Present):**

- **2016:**

- Launch of International Banking Unit (IBU) in GIFT City.
- Strategic partnership with Biz2Credit for small business finance.
- Acquisition of BSS Microfinance Private Limited.
- Received RBI approval to open Dubai branch.

- **2017:**

- Launch of "811," a digital banking platform.
- Acquisition of Old Mutual's stake in Kotak Life.
- Qualified Institutional Placement (QIP) raising Rs 5803.20 crore.
- Opened overseas branch in Dubai.

- **2018-2020:**

- Issued Perpetual Non-Cumulative Preference Shares and Bonds.
- Sold stake in Matrix Business Services India Pvt. Ltd.
- Launch of new digital products and services, including video KYC.
- QIP raising Rs 74,42,50,00,000.

- **2021-2024:**

- Continued Branch and ATM growth.
- New credit card product launches.
- Acquisition of Kotak Mahindra Pension Fund Limited shares.
- Acquisition of Sonata Finance Private Limited.
- Expansion of Micro ATM installations.

## **Salient Points:**

- Strong focus on digital banking and innovation (Kotak 811).
- Expansion into microfinance and pension fund services.
- Continued growth in branch and ATM network.
- Focus on increasing digital banking penetration.

## **Facts and Figures:**

- Kotak 811: Zero balance savings account.
- Acquisition of Sonata Finance: Approx. Rs 537 Crore.
- As of March 31, 2024:
  - 1,948 branches.
  - 3,291 ATMs and Recyclers.
  - 4,435 Micro ATM installations.
- 19 subsidiaries.

## **Key Business Segments:**

- **Consumer Banking:** Savings accounts, current accounts, credit cards, loans.
- **Commercial Banking:** Services for small and medium-sized enterprises.
- **Corporate Banking:** Services for large corporations.
- **Treasury:** Investment management, trading.
- **Investment Banking:** Mergers and acquisitions, IPOs.
- **Securities:** Brokerage services.
- **Asset Management:** Mutual funds.
- **Life Insurance:** Life insurance products.
- **General Insurance:** General insurance products.
- **Microfinance:** Lending to low-income individuals.
- **Pension fund management.**

Kotak Mahindra Bank's journey showcases a strategic and adaptive approach to growth, focusing on diversification, innovation, and customer-centricity.