

MBA(B)-1st Ye

INTRODUCTION

- otak Mahindra Bank is an Indian bank and financial service firm established in 985.
- was previously known as Kotak Mahindra Finance Limited, a non-banking nancial company.
- February 2003, Kotak Mahindra Finance Ltd, the company was given the licence carry on banking business by the Reserve Bank of India (RBI).
- otak Mahindra Finance Ltd. is the first company in the Indian banking history to novert to a bank.
- s of 2011 to October 2013, it has more than 500 branches, over 1000 ATMs
- ne Bank has its registered office at Nariman Bhavan, Nariman Point, Mumbai.

PRODUCTLINE

Kotak Mahindra Bank Limited

Kotak Securities Limited (KSL)





Kotak Mahindra Capital Company (KMCC)



Kotak Mahindra Prime Limited (KMPL)

Kotak International Business



Kotak Mahindra Asset Management Company Ltd (KMAMC)



Kotak Private Equity Group (KPEG)



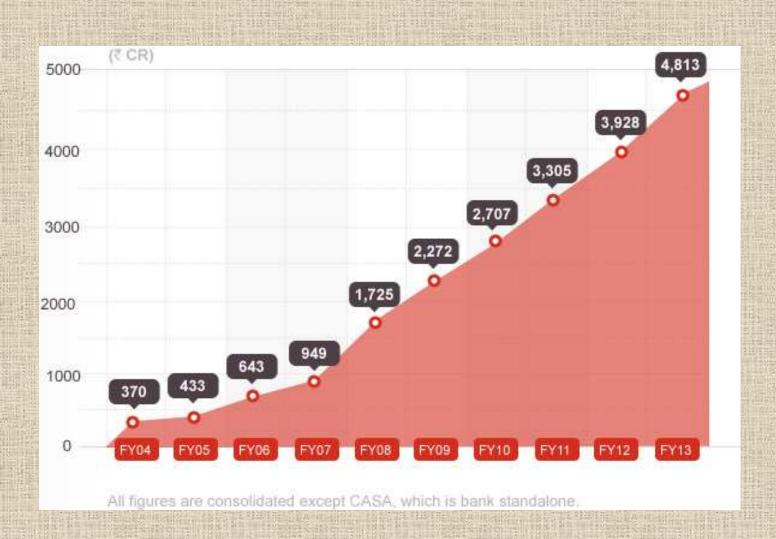
Kotak Reality Fund



Kotak Mahindra Old Mutual Life Insurance Limited



NET INCOME



COMPANIES

Competitors and Current position

Name	Last Price (₹)	Market Capital (₹ Crore)	Net Interest Income	Net Profit	Total Asset
HDFC Bank	789.65	189,597.77	41,135.54	8,478.40	400,331.90
ICICI Bank	1,460.80	168,834.57	44,178.15	9,810.48	536,794.69
Axis Bank	1,864.50	87,782.96	30,641.16	6,217.67	340,560.66
Kotak Mahindra	878.35	67,663.73	8,767.12	1,502.52	83,693.68
Indus Ind Bank	560.85	29,520.81	8,253.53	1,408.02	73,306.52
Yes Bank	563.35	20,332.16	9,981.35	1,617.78	109,015.79
ING Vysya Bank	651.70	12,316.49	5,205.22	657.85	54,836.45

***statistics as on 23rd May 2014

Some ofher competitors are



ABN-AMRO Bank













KEY NEWS ITEM

Kotak Mahindra Bank Ltd updates on dividend.

KMBL directors approved issuance of securities upto 50 BLn Indian Rupees.

KMBL sale of company shares by Kotak Trustee Company Private Ltd KMBL agrees to buy 15% equity share in Multi Commodity Exchange of India from Financial Technologies India Ltd.

KMBL recommends dividends.

FUTURE PLANS

Plans to open 100 branches in FY14

Has committed to provide a safe and secure online banking sperience.

Kotak Mahindra Bank plans to open 50K 'Kotak Junior' A/cs.

Kotak Mahindra Bank is looking for acquisition opportunities ithin India on a top priority basis.

CONCLUSIONS

tak Mahindra Bank is positioning themselves as 'the bank of the future'.

e management has ensured they serve the customer of the future, i.e. the young lnd

cater the category of the rural population, they are strategically gone for partnersh

th Micro Finance Institutions, NGO's and even the government.

ducing lending's to the retail customers is a short term strategy.

r a longer term, they should come up with products which would cater both the quirement of the customer as well as reduce the risk of the lending too.

us, on a whole, the 'bank of the future' is playing their cards smartly. They survived wn turn without much wounds. This proves the ability of the promoter and the

inagement to guide the bank to a better stronger future.

YOU