

Media Release

Kotak Mutual Fund Launches Digital Campaign - #SapnoPeKoiLockdownNahiHota

An Investor Education Initiative to help investor navigate financial planning in the new normal

Mumbai, 6th October, 2020: “What will you do after the lockdown?” Addressing the consumer sentiment, Kotak Mahindra Asset Management Company (Kotak Mutual Fund) today announced the launch of its digital campaign #SapnoPeKoiLockdownNahiHota – there can be no lockdown on dreams. Launched through Kotak Mutual Fund’s ‘Let’s Plan’ educational online platform

www.kotakmf.com/letsplan, the campaign

highlights the importance of regular savings and investments to ensure dreams can become reality. With the help of content and an intuitive calculator, the campaign helps consumer to navigate through interim turbulences and continue to be on course of their financial journey to attain the financial goals that they want to achieve.



While the content answers relevant questions like *coping up with life even after losing a job or livelihood source, stop or continue with SIP in the given scenario, how to manage expenses and investments within the confines of salary and income etc.*, the campaign video that will be played across digital platforms, captures the aspirations of consumers from different walks of life and depicts how ‘Lets Plan’ can help give shape to people’s dreams, step by step.

Kinjal Shah, Head – Digital Business & Marketing, Kotak Mahindra Asset Management Co. Ltd said, “After our award-winning “Talk to Mr SIP” campaign, #SapnoPeKoiLockdownNahiHota is a unique investor education initiative to help consumers plan their future even more meticulously in the new normal. The core idea behind the campaign is that nothing - not even a deadly novel coronavirus pandemic - COVID-19 that has crushed lives and livelihood globally, should pause financial planning exercise. With ‘Lets Plan’, our endeavour is to empower the investor with the tools and information that they need to plan their future with the proven power of SIP.”

The campaign has been conceptualized by digital marketing agency, Hyper Connect. Kiran Khadke, Co-founder & Creative Head, Hyper Connect said, “Dreams are free, they make one believe in possibilities. We picked up this fundamental insight and married it to the core of an SIP, and the campaign was born. The video establishes this narrative and the content series helps new and existing investors plan their dreams meticulously with the help of intuitive calculators.”



About Kotak Mahindra Asset Management Company Limited

Kotak Mahindra Asset Management Company Limited (KMAMC) - a wholly owned subsidiary of Kotak Mahindra Bank Limited (Kotak), is the Asset Manager for Kotak Mutual Fund (KMF). KMAMC started operations in December 1998 and has approximately 75 lakh investor folios in various schemes. KMF offers schemes catering to investors with varying risk - return profiles and was the first fund house in the country to launch a dedicated gilt scheme investing only in government securities. The company is present in 82 cities and has 85 branches as on 31st August 2020.

For more information, please visit the company's website at <https://www.kotakmf.com>

For further information, please contact:

Rohit Rao Kotak Mahindra Group rohit.rao@kotak.com +91-22-6166-0001	Sakshi Talwar Kotak Mahindra Group sakshi.talwar@kotak.com +91 9820601402	Lalita Tiwari Fortuna PR lalita@fortunapr.com +91 9930252484	Charlotte D'souza Fortuna PR charlotte@fortunapr.com +91 8291204270
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