

Media Release

Employees of Kotak Mahindra Asset Management Co. Ltd. to Invest Only in Own Schemes

Mumbai, July 20, 2015: In a first of its kind initiative in the Indian mutual fund industry, Kotak Mahindra Asset Management Co. Ltd (KMAMC) announced that, effective July 15, 2015; its employees will invest only in its own mutual fund schemes.

Employee investments are a miniscule percentage of the fund's total Assets Under Management (AUM). However, their endorsement plays a pivotal role in a business, which is essentially into managing investor's trust and not just their money. All employees making their incremental investment in KMAMC's own fund schemes drives home a strong message of confidence in its own offerings and management to the investor community.

Nilesh Shah, Managing Director, Kotak Mahindra Asset Management Co. Ltd said, "I strongly believe in "the owner eats here" sign displayed at restaurants. Majority of our employees largely invest their savings in Kotak Mutual Fund schemes, which shows their trust and confidence in our schemes and management. This first-of-its kind initiative is our way of showing faith in our product offerings. This will assure all our stakeholders – distributors and investors that we practice what we preach."

"Indian equity markets are poised for a brilliant long innings, and we want our employees to be amongst the biggest beneficiaries. This step will take us closer to our vision of making Kotak Mutual Fund the most trusted mutual fund company in India", added Shah.

There is no compulsion on employees to invest in mutual funds. This is a voluntary decision. Should they choose to invest, KMAMC employees have a wide range of investment options to choose from our liquid, short term, equity, debt, balanced funds, fund of funds, exchange traded funds, etc.

About Kotak Mahindra Asset Management

Kotak Mahindra Asset Management Company Limited (KMAMC), a wholly owned subsidiary of Kotak Mahindra bank Limited (KMBL), is the Asset Manager for Kotak Mahindra Mutual Fund (KMMF). KMAMC started operations in December 1998 and has approximately 7 lakh investors in various schemes. KMMF 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 76 cities and has 79 branches.

For further information, please contact

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