

Media Release

Kotak Mahindra Bank taps Gen Next techies to envision the Future of Banking

- *Launches the first edition of a pan-India Fintech Hackathon themed “Reign: REImaGiNe the way we bank!” – exclusively for engineering students*
- *Besides giving students a platform to showcase new ideas, the hackathon is also designed to identify and recruit young talent*
- *Idea submissions open till 29th November 2021; Grand Finale to be held on 10th December 2021*

Mumbai, 22nd November, 2021: Kotak Mahindra Bank Limited (KMBL) today announced the launch of the inaugural edition of its pan-India fintech hackathon, [“Reign: REImaGiNe the way we bank!”](#), exclusively for undergraduate engineering students. The hackathon aims to partner with gen next techies to realise their vision of the future of banking by designing innovation solutions across five defined tracks. Further, the hackathon will also enable the bank to discover budding talent from India’s top engineering colleges.

The five tracks are:

- > Track 1: Reimagine banking with conversational AI
- > Track 2: Reimagine the banking user dashboard for the next-gen
- > Track 3: Reimagine personal financial management for mobile
- > Track 4: Reimagine voice in banking
- > Track 5: Reimagine payment gateway & payment pages

Deepak Sharma, President & Chief Digital Officer, Kotak Mahindra Bank said, “The future of banking lies with the future of this country. In our pursuit of staying ahead of the curve, Reign is an initiative to begin a long-term engagement with India’s bright young minds and give them a platform to showcase their skills and ideas as we reimagine the future of banking together.”

Students can participate in the hackathon by visiting [Reign](#). The registration for the hackathon is open until 25th November, 2021. The idea submission deadline is 29th November, 2021. The shortlisted entries will be declared on 5th December, 2021, with the Grand Finale to be held on 10th December, 2021.

Three teams will be selected per track - the winner, the 1st runners-up and the 2nd runners-up, for a total of 15 winning teams. They will receive prize money ranging from Rs 25,000 to Rs. 1,00,000 for each winning entry.

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.

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, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,622 branches and 2,601 ATMs, and branches in GIFT City and DIFC (Dubai).

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

For further information, please contact:

Phiroza Choksi Kotak Mahindra Bank Mobile: +91 98203 63681 Phiroza.Choksi@kotak.com	Mahesh Nayak Kotak Mahindra Bank Mobile: +91 98704 76989 Mahesh.Nayak@kotak.com	Rakesh Sharma Fortuna PR Mobile: +91 98335 37679 Rakesh@fortunapr.com	Himadri Buch Fortuna PR Mobile: +91 98203 46715 himadri@fortunapr.com
--	--	--	---