

Media Release

Kotak Mahindra Bank Launches 'Hausla Talks' – A Platform to Celebrate Bold Dreams and Relentless Determination

Mumbai, March 17th, 2025 – Kotak Mahindra Bank (“KMBL” / “Kotak”) today announced the launch of 'Hausla Talks', a powerful platform to sharing real stories of ambition, courage and success.

Hausla Talks is a key pillar of Kotak's new brand philosophy, 'Hausla Hai Toh Ho Jayega', reinforcing Kotak's commitment to evolving as a Bank and establishing itself as the go-to financial services organisation for the Aspirational Indian.

As a challenger brand in the Indian BFSI sector, Kotak has always been guided by the ethos of dreaming big and acting with confidence. At a time when ambition drives progress in the country, the Hausla Talks platform will showcase extraordinary individuals—both Kotak customers and employees—who dared to dream big, face adversity head-on, and emerged victorious across all walks of life.

The inaugural episode features the Hausla Hero—Swati Bedekar speaking about breaking social and economic barriers to launch the Sakhi Project, providing biodegradable, low-cost sanitary napkins to rural women. The following episodes of 'Hausla Talks' celebrates Sirisha Raju and Kaamya Karthikeyan; each sharing their journey of overcoming challenges to achieve extraordinary success. Sirisha shares her story of defying small-town limitations to become a pilot while Kaamya highlights how endurance, patience, and trust helped her overcome financial challenges to become the youngest female to complete the Seven Summits challenge in 2024.

Kedarswamy Ravangave, Executive Vice President - Marketing, Kotak Mahindra Bank, said, *“At Kotak, we believe that ambition, when met with the right support, can create extraordinary success stories. 'Hausla Talks' is a testament to that belief—spotlighting individuals who dared to dream big and had the resilience to turn those dreams into reality. Through this platform, we aim to fuel India's unstoppable spirit, reaffirming our commitment to being the financial partner that empowers ambition at every stage.”*

With Hausla Talks, Kotak Mahindra Bank is not only celebrating stories of resilience but also reinforcing its role as a catalyst for India's growth story. This initiative marks the beginning of a bold new chapter—one where ambition meets opportunity, and every aspirational Indian has the financial support to turn possibilities into reality.

Click here ([link](#)) to watch the Hausla Talks videos.

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 Limited.

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 31st December 2024, Kotak Mahindra Bank Ltd has a national footprint of 2,068 branches and 3,337 ATMs (incl. cash recyclers), and branches in GIFT City and DIFC (Dubai). For further information, please contact:

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