Media Release

Amazon Pay and Kotak Mahindra Bank Announce Co-Branded Credit Card for Small Business Owners

Mumbai, 9th September 2026: Amazon Pay and Kotak Mahindra Bank ("KMBL") today announced the Amazon Pay Kotak Business Credit Card for sole proprietors and small business owners. It will be available to registered users of Amazon Business —the digital procurement platform serving millions of Indian businesses. The card will offer cashback rewards and an extended interest-free credit period, helping entrepreneurs manage business purchases more efficiently while preserving working capital.

India's MSME sector, comprising over 94 million[1] enterprises registered on the Udyam portal, contribute over 30% of the country's GDP[2]. Yet, many small business owners lack access to formal credit products designed specifically for their business needs. As entrepreneurs increasingly adopt digital procurement, GST-compliant record keeping and structured financial processes, there is growing demand for solutions that help them manage spending, cash flows and business operations more efficiently.

Mayank Jain, Director - Credit & Lending, Amazon Pay India, said, "*Sole proprietors on Amazon Business make up 70% of its small business customer base. We built this card listening to what these small business owners need. Meaningful rewards on purchases made on Amazon business, lower costs and access to credit. By partnering with Kotak Mahindra Bank, we're combining Amazon's reach across millions of businesses with Kotak's expertise in SME lending to create a compelling proposition for entrepreneurs across India.*"

Frederick Dsouza, Head - Credit Cards, Kotak Mahindra Bank, said, *"Small businesses are the engine of the Indian economy. They supply the goods, create the jobs and keep commerce moving in every town and city, often with modest teams and remarkable resourcefulness. What stands out is how enterprising they are. That confidence deserves the right tools. This card will offer benefits around how these businesses operate, with an interest-free credit period that eases cash flow, No Cost EMI for larger purchases, and cashback on the spending they are already doing to grow. With Amazon Pay, we can bring this to businesses across India on a platform they already trust."*

Proposed Card Features & Benefits

- 5% cashback on eligible Amazon Business purchases and flight and hotel bookings for Prime members and 3% cashback for non-Prime members (capped at 5% of the monthly credit limit)
- 2% cashback on bills and recharges through Amazon Pay and 1% cashback on all other spends
- Up to 48 days' interest-free credit period and three-month No Cost EMIs on eligible purchases
- Nil joining fee and annual fee of ₹499 plus taxes, waived on eligible annual spends of ₹3 lakh on Off-Amazon purchases
- Offers on AWS credits for AI services, cloud computing & data storage

Eligibility

Small business owners registered on Amazon Business will be able to apply for the Amazon Pay Kotak Business Credit Card through Amazon Business. The application process will be fully digital, requires minimal documentation and eligible applicants can receive a credit decision within minutes. To express interest Click here

[1] https://msmeregistration.gov.in/default.aspx?utm
[2] https://www.pib.gov.in/PressReleasePage.aspx?PRID=2142170&reg=48&lang=2

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About Kotak Mahindra Bank Limited

Established in 1985, Kotak Mahindra Group is one of India's leading diversified and integrated financial services conglomerates, providing a wide range of financial solutions across customer and geographic segments. The Group strives to deliver value for its key stakeholders – customers, company, colleagues, and the larger community – through an overarching focus on "Doing it Right by the Customer". The Group offers products across banking and lending, capital markets, asset management, and protection, enabling it to serve its customers across every spectrum of their financial needs. As on 30th June 2026, the Group has a national footprint of 5,916 branches and ₹10.1 trillion Consolidated Balance Sheet. For more information, please visit the company's website at https://www.kotak.bank.in/

About Amazon Pay

Amazon Pay is a trusted, convenient, and rewarding way to pay for anything, anywhere—on and off Amazon.in. It offers customers a wide choice of payment methods such as Amazon Pay UPI, Amazon Pay Balance, and Amazon Pay Later. With the vision of simplifying lives and fulfilling aspirations, Amazon Pay is building a frictionless, inclusive digital industry that supports India's transition to a less-cash economy. For more information on Amazon Pay visit: https://www.amazon.in/amazonpay/home

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