

Kotak Rolls Out Hausla 2.0; To Back Dreams That Demand Courage and Conviction

If you have a crazy dream, we're here to help you build it: Kotak

Mumbai, 6th July 2026: Kotak Mahindra Bank has rolled out Hausla 2.0, the second chapter of its brand platform, building on the philosophy of Hausla Hai Toh Ho Jayega, which was introduced last year.

When Kotak launched *Hausla Hai Toh Ho Jayega* in 2025, it was rooted in a belief that reflects the spirit of modern India—that aspiration has become one of the country's most powerful forces. Across professions, cities and generations, Indians today are dreaming bigger, aiming higher and imagining possibilities that previous generations may not have considered.

With Hausla 2.0, Kotak talks the courage and conviction needed to pursue the dreams they already have. While aspirations are abundant, meaningful progress often depends on the courage to act on them. Kotak's belief is that people don't need bigger dreams, but courage and conviction. In that sense, Hausla is the bridge between aspiration and action.

[Click here](#) to watch the Hausla 2.0 brand films.

"Kotak underwrites ambition. At Kotak, we want to back bold entrepreneurial choices and growth aspirations, the difficult ones that have the potential to create something meaningful," said Rohit Bhasin, President, Head – Business Banking and Chief Marketing Officer, Kotak Mahindra Bank. "Indians want to see their biggest ideas become reality. What often stands in the way is the hesitation that appears just before action. We want to help people cross that bridge and take the step that brings those ideas to life. If you have a crazy dream, we're here to help you build it."

"Ambition is abundant in India today. Conviction is what converts ambition into action," said Ramakrishna Desiraju, CEO, Cartwheel Creative Consultancy. "People often know the path they want to take, but hesitate at the point of choice. Hausla 2.0 is built around that human truth and the belief that meaningful progress begins when individuals choose action over hesitation."

Specifically, Kotak believes that Indians are increasingly looking to build and create at scale—whether by making in India what is currently imported or assembled, contributing to the country's journey towards self-reliance, or seizing opportunities emerging from a changing global economic order.

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

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their financial needs. As on 31st March 2026, the Group has a national footprint of 5,584 branches and reported a consolidated balance sheet size of ₹ 10 trillion.

For more information, please visit the Company's website at <https://www.kotak.bank.in>

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