

SUMMER INTERNSHIP PROJECT REPORT

ON

Marketing Line of Kotak Mahindra Bank

AT

KOTAK MAHINDRA BANK



Under The Supervision Of

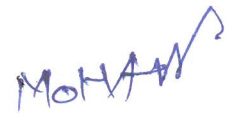
Dr. Kirti Jainani

Submitted In Fulfillment Of The Requirement For B.Com Degree

Institute Of Management

DECLARATION

I am Mohan Choudhary hereby declare that the work presented on this project **"Marketing Line of Kotak Mahindra Bank"** (a study of Kotak Mahindra bank)"submitted to JK Lakshmipat University is an authentic record of work and it has not been submitted or published anywhere.



Mohan Choudhary

2016bch005

Acknowledgement

This summer internship project at JK Lakshmipat University. It has been a great learning experience. The work done under the Title "**Marketing Line of Kotak Mahindra Bank**" represents not just my efforts to realize the goal of learning & training; in fact it reflects a combination of able guidance, recommendations & suggestions of a number of people. It has been one of the most enriching experiences for me to work along with employees of one of the best-managed organization.

First & foremost, I sincerely thank **Vishal Korni** (manager of branch mansover Jaipur Kotak Mahindra bank), for his invaluable support and cooperation.

I am profoundly grateful to **Dr. Kirti Jainani (Faculty)**, my mentor and guide for the project for her invaluable support and guidance throughout this project and giving me a better insight of the things and showed faith in me, without which the successful completion of this project would not have been possible.

August 02, 2018

To Whomsoever It May Concern

This is to certify that **Mohan Choudhary** has completed his internship with Kotak Mahindra Bank Ltd., for the period May 16, 2018 to July 16, 2018.

He has completed the project title "Marketing Line of Kotak Mahindra Bank Ltd" and has submitted the report.

We wish him all the best in his future endeavors.

For Kotak Mahindra Bank Ltd.



Minop Mullins
Associate Vice President-Human Resources

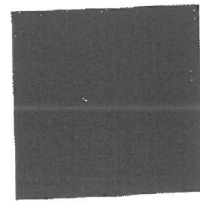
Kotak Mahindra Bank Ltd.
CIN: L65110MH1985PLC038137

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HR/2018/ 939080



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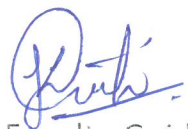
Certificate

It is certified that the summer Internship Report on

“Marketing Line of Kotak Mahindra Bank”

Submitted By **Mohan Choudhary** student of B.com program from
Institute of management JK Lakshmipat University, Jaipur is an original piece
Of

Research work out by the candidate under my supervision.



Sign. of Faculty Guide

Dr. Kirti Jainani

Project Summary:

This project is based on Consumer Behavior towards Kotak Mahindra Bank. Kotak Mahindra Bank has various types of Current and Savings account whose feature are described below. These accounts are prepared keeping in mind various classes of people and their needs. Different accounts have different facilities. Therefore, Kotak Mahindra Bank is one place for all the banking needs.

Apart from t

he description of the various kinds of accounts, the project end with the competitors of Kotak Mahindra Bank, its feature and the facilities providing its strength, the weakness and threats on the basis of two months' internship.

INTRODUCTION OF KOTAK MAHINDRA BANK

Established in 1984, The Kotak Mahindra Group has long been one of India's most reputed financial organizations. In Feb 2003, Kotak Mahindra Finance Ltd., the group's flagship company was given the license to carry on banking business by Capital Management Finance Ltd on 21st Nov 1985 and obtained a Certificate of Commencement of Business on 11th Feb 1986. The bank customers have access to entire VISA

Network of 4500 ATM'S in India and 800000 ATM'S worldwide accepted in more than 56000 establishments across India and 10 million worldwide. The customer also has access to over 800 ATM' with sharing arrangements with UTI BANK, of these 125 are in the NCR.

KEY GROUP COMPANIES AND THEIR BUSINESSES

Kotak Mahindra Bank The Kotak Mahindra Group's flagship company, , Treasury and Housing Finance. Kotak Mahindra Capital Company Kotak Mahindra Capital Company Limited (KMCC) is India's premier Investment Bank. KMCC's core business areas include Equity Issuances, Mergers & Acquisition Structured Finance and Advisory Services. Kotak Securities Kotak Securities Ltd. is one of India's largest brokerage and securities distribution houses. Kotak Securities Ltd. offers online and offline services based on well-researched expertise and financial products to non-institutional

investors. Kotak Mahindra Prime Kotak Mahindra Prime Limited (KMP) (formerly known as Kotak Mahindra Primus Limited) has been formed with the objective of financing the retail and who sale & trade of passenger and multi utility vehicles in India. KMP offers customers retail finance for both new as well as used cars and wholesale finance to dealers in the automobile trade. KMP continues to be among the leading car finance companies in India. Kotak Mahindra Asset Management Company Kotak Mahindra Asset Management Company Kotak Mahindra Asset Management Company (KMAMC), a subsidiary of Kotak Mahindra Bank, is the asset manager for Kotak Mahindra Mutual Fund (KMMF). KMMF manages funds in excess of Rs 20,800 crore and offers schemes catering to investors with varying risk-return profiles. It was the first fund house in the country to launch a dedicated gift scheme investing only in government securities. Kotak Mahindra Old Mutual Life Insurance Limited Kotak Mahindra Old Mutual Life Insurance Limited is a joint venture between Kotak Mahindra Bank Ltd. and Old Mutual plc. Kotak Life Insurance helps customers to take

THE SYMBOL OF KOTAK MAHINDRA BANK

It symbolizes that we have infinite no of way to meet the variety of needs. These are the key individuals of the bank

Executive Vice Chairman and Managing Director - Mr. Uday

Kotak Joint Managing Director - Mr. D. Gupta

Joint Managing Director- Mr. C. Jayram

OBJECTIVE OF PROJECT

(a) To study the product and services of Kotak Mahindra Bank

(b) To study marketing tools of Kotak Mahindra Bank

CURRENT ACCOUNT

Kotak Mahindra Bank offers unparalleled focal points with its Current Account offerings. Whether a man has a little/medium size business or have a venture spread over numerous areas in the nation, they would locate a Current Account that is simply intended for representatives. features ranging from Free DDs, Free Cheque Collection, Free At-Par Cheque facility to Free Trading Account & free De-mat Account, and more.

Edge Current Account

Features-

1. Multi City Banking:

Current account/s with Kotak Mahindra Bank will be recognized in every other branch. The customer can just walk into a Kotak Mahindra Bank branch in any of branches across country to satisfy all banking needs.

2. Active Money:

Term Deposit linked Current Account Kotak Active Money ensures that the money never stops working. Daily balances, above a threshold level, in Current Account are automatically swept out into Term Deposits (TD). This 'swept out amount' is brought back into account to meet fund requirements when withdrawals exceed the balance available in the account (or when the account balance goes below the specified threshold level.)

With Kotak Active Money customer can enjoy the twin advantages of attractive returns & maximum liquidity.

Savings Account:

Founded in the year 1985, Kotak Mahindra Bank is one of the most trusted financial institutions in the country. It has its headquarters in Mumbai and operates through a network of 1,369 branches and 2,163 ATMs across 689 locations in India. In 2016, Kotak Mahindra Bank was reckoned as the fourth largest private bank in the country. It offers a wide range of banking and financial services including investment banking, personal banking, general insurance, life insurance and wealth management.

Features:

- (1) **811 Savings Account :** 811 is a full service digital Bank account given to you within the convenience of the app. With zero charges and commitment on the balance to be maintained, this account gives you the flexibility to spend, earn up to 6% interest p.a., and save with the multiple offers we have in store 6% interest given.
- (2) **811 Edge Savings Account:** Kotak Bank's 811 Edge is a full service digital banking ecosystem on mobile that has been designed around the idea of simplicity and ease of use. Customers can earn up to 6%* p.a. on their savings account balances. 811 Edge offers a completely digital and paperless account opening experience by maintaining an average monthly balance of Rs. 10,000!
- (3) **Edge Savings:** The Edge Savings Account, you can enjoy the best of regular, as well as privileged services, to give you a truly memorable banking experience. So enjoy free access to all domestic VISA ATMs, or carry out NEFT transaction from your phone, all with one savings account
- (4) **Junior Savings Account:** The Kotak Mahindra Bank Junior Account is specifically designed to teach your children the benefits of saving, while also providing a host of privileges across dining, edutainment and shopping on kids' brands..

(5) **Silk Woman Savings Account** The Kotak Mahindra Bank Silk Programme provides women with the best of offers in finance, dining, health and lifestyle, empowering them to do more.

(6) **Pro Savings Account:** The Pro Savings Account, you can avail premium banking services and a plethora of benefits, all at a much lower Average Monthly Balance. So if you're interested in making the most of banking benefits, while enjoying unmatched free services, this savings account is the one for you.

(7) **Ace Savings Account:** The Ace Savings Account is exclusively designed to give you additional advantages and banking benefits, all without any extra premium. This means, you can get the most out of your banking experience with this one, power-packed savings account

Kotak Group Products & Services:

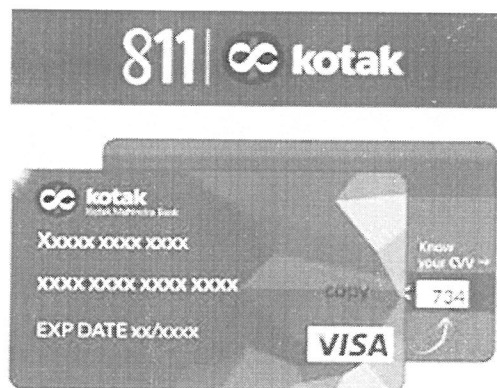
(1) Bank loan:

- Personal Loan
- Home Loan
- Business Loan

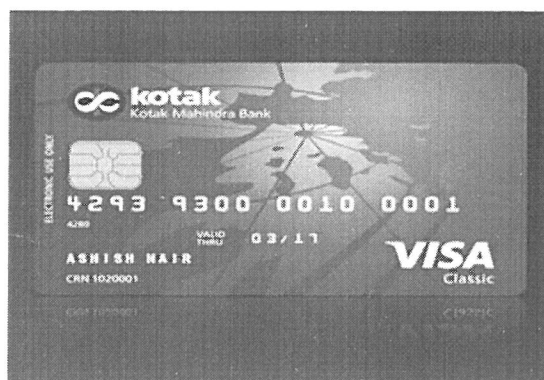
(2) Life Insurance:

- Car Insurance
- Health Insurance

(3) Credit Card:



(4) Debit Card :



(5) Fixed Deposits (FD)

Fixed Deposits with tenure below 181 days, interest will be calculated at maturity as Simple Interest. For monthly pay-out Fixed Deposit, minimum tenure is 181 days and interest payout will be discounted based on the prevailing rates.

* Conditions apply. Rate is applicable for FD less than Rs. 1 crore for a tenure of 12 months 25 days as a limited period offer. 0.50% p.a. extra for senior citizens.

ATM:

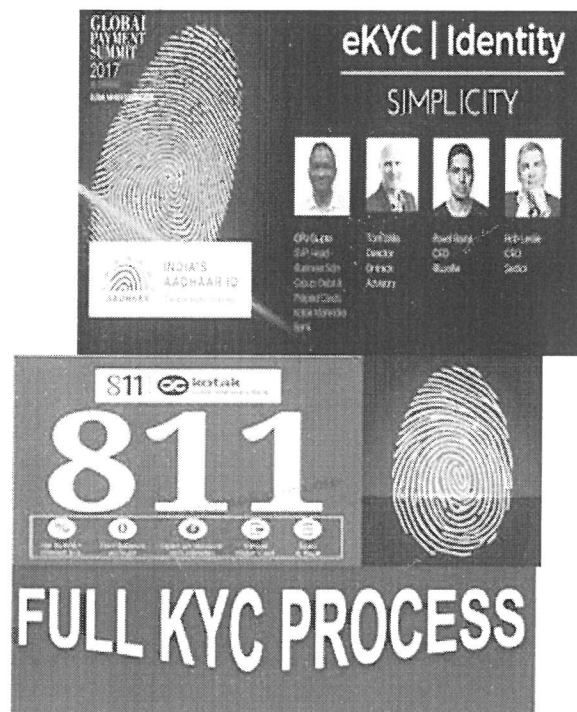


(7) Lockers: Property documents, Jewelry Loan Documents, Birth / Marriage Certificates, Savings Bonds, Insurance Policies, other confidential and private items which need safekeeping can be stored in our lockers.

Lockers purchase in to Kotak account , FD 10,000 saving plan 25,000

KNOW YOUR CUSTOMER (KYC)

“KNOW YOUR CUSTOMER” (KYC) is the platform on which the banking system operates to help control financial frauds, identify money laundering and suspicious activities, and for scrutiny and monitoring of large value transactions. RBI has issued several guidelines for identification of customers and monitoring of Get Alerts on mobile or by email for events that the customer would like to keep track



Tools

Digital tools:

- Video communication solutions
- Language Software Solutions
- Social Media
- Holding

Mobile Applications:

- Biometric Authentication
- Social media integration
- Video Conferencing

ANALYSIS

Strengths 1. Innovative financial products of diverse categories 2. Kotak Mahindra Finance Ltd. is the first company in the Indian banking history to convert to a bank 3. Comprehensive Cash Management System 4. Has over 20,000 employees 5. Customer account base of over 2.7 million	Weaknesses 1. Lesser penetration as being late entrants 2. Low publicity and marketing as compared to other premium banks in the urban areas
Opportunities 1. Increase in Industry banking 2. Explore opportunities abroad by International banking	Threats Economic slowdown Highly competitive environment 3. Stringent Banking Norms

Comparing To Other Banks Like

KOTAK MAHINDRA BANK	HDFC BANK	ICICI BANK
Interest Rate – 7.25% FD	Interest Rate- 6.50%	Interest Rate – 6.75%
Free Banking Charges	Chargeable	Chargeable
Home Banking from any of the branch	No Home Banking from any of the branch	No Home Banking from any of the branch
Gives interest in Current Account for 6%	No interest in Current Account	No interest in Current Account

REFERENCES:

GOOGLE.in

<https://www.kotak.com/en.htm>