

Kotak Life Insurance Honours All Fathers with Heartfelt Father's Day Film

Mumbai, June 14, 2024: In celebration of Father's Day, Kotak Mahindra Life Insurance Company Limited ("Kotak Life") has launched a heart-warming digital film that acknowledges the invaluable essence of a father's love, support and inspiration in life. The key insight hinges on the premise that a father's love is often referred to as tough love but they always stand strong with their children in every stage of life, no matter what. Starring Rajkummar Rao, Kotak Life's brand ambassador, the film captures the actor's profound moments with his father, honouring him as his hero.

Subhasis Ghosh, Joint President & Head - Institutional Business & Marketing, Kotak Mahindra Life Insurance Company said, "This film is our heartfelt tribute to all fathers, who stand as pillars of strength, offering unwavering support during the good and tough times of life. This commitment resonates deeply with our brand ethos of 'Hum hain... hamesha' as we take pride in being there for our customers, assuring support at every juncture of their life's journey.



Please click on the link to watch the film: <https://youtu.be/Oy3BVs0eIbQ>

About Kotak Mahindra Life Insurance Company Ltd

Kotak Mahindra Life Insurance Company Limited (Kotak Life) is a 100% owned subsidiary of Kotak Mahindra Bank Limited (Kotak). Kotak Life provides world-class insurance products with high customer empathy. Its product suite leverages the combined prowess of protection and long term savings. Kotak Life is one of the fastest growing insurance companies in India with 292 branches across the country and has covered more than 5 crore active lives as on 31st March 2024.

For more details, please visit www.kotaklife.com

For further information, please contact:

Mahesh Nayak Kotak Mahindra Bank +91 98704 76989 Mahesh.Nayak@kotak.com	Jimit Harde Kotak Mahindra Bank +91 99300 29645 Jimit.Harde@kotak.com	Pushkar Gupta The Good Edge +91 93230 80909 pushkar@thegoodedge.com	Shalini Srivastava The Good Edge +91 99208 26757 shalini@thegoodedge.com
--	---	---	--