

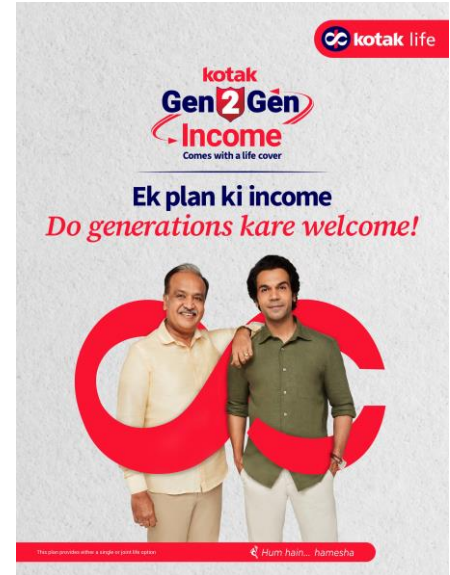
Media Release

Kotak Life Insurance launches Kotak Gen2Gen Income: A Dual Generation Savings Plan Pass on your financial legacy while enjoying lifetime income benefits

Mumbai, March 6, 2025: Kotak Mahindra Life Insurance Company Ltd ("Kotak Life") today announced the launch of its new product, Kotak Gen2Gen Income—a non-linked savings plan designed to provide comprehensive financial protection. This product features an industry-first offering that provides income and protection for two generations within a single plan on choosing the legacy option, thus passing on the financial security.

Kotak Gen2Gen Income offers flexible plan options with four distinct choices, each tailored to meet diverse financial goals - from building a robust retirement corpus to creating a legacy of wealth for your next generation.

Mahesh Balasubramanian, MD of Kotak Mahindra Life Insurance Company Limited, said, "Today's consumers have diverse financial needs and life insurance solutions must be clear, compelling and aligned with their life stages. At Kotak Life, our endeavour is to innovate products that are rooted in deep research and consumer insights, allowing us to not only meet but exceed consumer expectations. Kotak Gen2Gen Income is a testament to this commitment. We understand that passing down values and legacy is deeply ingrained in Indian culture. With this unique offering, families can secure income and protection for two generations within a single plan—helping them achieve financial security while creating a lasting legacy for the future".



Key Features of Kotak Gen2Gen Income:

1. **Dual Generation - Income and Protection:** Unique offering that covers two generations under a single policy, upon selecting the legacy plan option
2. **Multiple Plan Options:** Flexibility to choose from four plan options to fulfill your goals: Life Income, Legacy Income, Life Paid-Up Additions and Legacy Paid-Up Additions
3. **Inbuilt Wellness Benefits:** Complimentary wellness benefits included with every policy
4. **Optional Riders:** Comprehensive coverage with six rider options for enhanced protection
5. **Enhanced Benefits for Women:** Higher Sum Assured offered for female policyholders at the same premium rate
6. **Enhanced Benefit for ECS / Auto Debit:** Additional benefit for premiums paid through ECS/Auto Debit option

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 322 branches across 152 cities and has covered more than 5 crore active lives as on 31st December 2024.

For more details, visit www.kotaklife.com

For further information, please contact:

Shazin Motorwala Kotak Mahindra Life Insurance Company Ltd. +91 9833240021 Shazin.Motorwala@kotak.com	Jimit Harde Kotak Mahindra Bank +91 99300 29645 Jimit.Harde@kotak.com	Meenakshi Verma The Good Edge +91 9987568227 meenakshi@thegoodedge.com
---	---	--