

Navigating Future Horizons

To address evolving aspirations and differences in risk profiles of its growing client base, Kotak Private Banking, which manages wealth for over half of India's top 100 families, is expanding its offshore offerings, family offices, and investment funds.

What sets Kotak Private Banking apart from its competitors?

We take pride in managing wealth for over half of India's Top 100 families (Source: Forbes India Rich List 2021). Our two-decade leadership in the Indian private banking industry is grounded in a profound understanding of the financial landscape, asset classes, and associated risks, coupled with a keen insight into our clients' specific requirements. What sets us apart is our commitment to innovation and client-centricity.

Kotak Private offers a consolidated and comprehensive range of Private Banking services under a single, cohesive brand. Moreover, our approach of focused client segmentation helps us provide differentiated services suitable to the needs of specific client segments.

Our Open Architecture model provides our clients with access to a diverse range of investment products from various manufacturers, not limited to Kotak offerings. This allows us to distribute and refer innovative products across multiple asset classes including equities, debt and alternative investments, ensuring a comprehensive and tailored approach to wealth management.

What further distinguishes Kotak Private is our competence and the ability to leverage the collective experience and expertise across all asset classes within the Kotak Group. Our Asset Level Think Tanks, comprising internal and external members, serve as forums for brainstorming and strategizing on investments and approaches, ensuring a holistic perspective.

We have also been honoured with numerous awards in the wealth management and private banking space globally. Some recent ones include:

- PWM The Banker, Global Private Banking Awards, 2023
- Asiamoney Private Banking Award, 2023
- The Asset Triple A Digital Awards, 2023

What is the secret of the bank's success in servicing the richest business families of India?

Our performance-based, risk-adjusted platform, coupled with exhaustive advisory services, combined with our current focus on ease of onboarding and convenience, has been instrumental in ensuring high levels of client satisfaction.



Oisharya Das
CEO - Private Banking,
Kotak Mahindra Bank Ltd.

This includes achieving our paperless goal through digital on-boarding, with approximately 50% of on-boarding for advisory and fund management services now digital.

Our focus on process automation using low-code platforms and robotics lead to more streamlined operations, enhancing turnaround times and transparency. Notable initiatives include fee automation, robotics for data uploads, and workflow systems for inter-team coordination.

Unified platforms and service transformation improve customer experience with enhanced accountability and a single-stop solution for end-to-end service requirements.

In our endeavor to assist the clients to make well-informed financial decisions, we also provide cutting-edge training to our RMs through various programmes including collaboration with globally renowned Universities like Harvard and IIM Ahmedabad.

Memorable life experiences, from Michelin-starred dinners to live performances from leading artists to wellness treatments, also add an unforgettable touch to our client relationships.

What educational resources and support does Kotak Private Banking provide to empower clients to make informed financial decisions?

We are committed to financially empowering our clients through various educational initiatives:

- **Leading Ladies and NexGen:** Exclusive educational programmes targeting millennial and Gen Z clients, women clients, and spouses. These engagements facilitate interactions with industry experts, covering topics such as financial planning, equity, debt, stocks, estate planning, emotional wellness, and finding one's purpose.
- **Roundtable Conferences:** Knowledge-sharing sessions with my senior colleagues at Kotak and other industry leaders, providing valuable insights and learnings.

- **Product Focused Events:** Specialized events designed to educate clients on products and fund offerings, enabling them to make informed decisions.

These initiatives underscore our commitment to fostering financial literacy and providing a platform for meaningful engagement, ensuring our clients are well-equipped to make informed and empowered financial decisions.

Can you discuss any new initiatives or upcoming developments in the wealth management sector that clients and investors should be aware of?

In a dynamic landscape like ours, things keep changing at a very rapid pace. I'll discuss a few of the recent developments to give you a flavour of what's happening.



Digital transformation is playing a pivotal role in enhancing client experiences through technology. Automated financial planning services are gaining traction, but clients also seek personalized, tailor-made solutions, showing a willingness to pay higher fees.

The UHNI and large Family Offices are increasingly prioritizing sustainability and socio-economic impact in their investments. The recent surge in family offices calls for comprehensive solutions beyond traditional investment management.

Regulatory compliance remains a significant focus, necessitating substantial investments in expertise due to the array of new investment avenues.

In risk management, Artificial Intelligence (AI) and machine learning are being increasingly employed for data analysis and risk assessment.

At Kotak Private, we are committed to keeping our clients informed and helping them stay ahead of the latest trends. •

