

## **This World Environment Day, pledge to do your bit for the planet by saying no to plastic**

The United Nations Environment Programme (UNEP) organizes World Environment Day every year on the 5th of June. To raise awareness and encourage action on pressing environmental issues globally. It brings together millions of people from over 150 countries around the world and engages them to take an effort to protect and restore the environment.

This year marks the 50<sup>th</sup> anniversary of World Environment Day and the theme is #BeatPlasticPollution.

### **Tackling the Bigger Problem**

Governments and corporations are key actors in the plastics value chain and other environmental issues. Individual actions are not enough; companies must act too.

Kotak Private Banking's constant endeavour has always been to remain environmentally conscious. Here are some initiatives taken by us in that direction:

- **Reducing paper usage and carbon footprint:** Going green by switching to e-statements instead of physical bank statements. Besides this, we have also adopted digital onboarding of advisory customers. We partnered with a legal-tech startup for e-signing and e-stamping solutions.
- **Biometric-authenticated account opening:** We launched a paperless assisted account opening platform which uses Aadhaar-based biometric authentication for undertaking the KYC process of customers.
- **Integration of robotics technology:** Introducing automation in business processes through Robotic Process Automation (RPA) technology for efficiency. RPA enhances customer experience by optimizing repetitive processes.
- **Mindful decisions and collaborations:** Choosing FSC certified paper to reduce plastic usage in all welcome kits. We work with corporate teams to conserve resources such as electricity amongst others.

### **Be the Change you Wish to See**

Being more mindful and intentional about the way you live and consume is the first step towards a sustainable future. Besides making these changes yourself, you can also become an advocate for change and do your part in raising awareness. Whatever you can do is important towards a positive change in restoring the earth.

We at Kotak Private have made it our purpose to #BeatPlasticPollution. Are you also changing your everyday lives towards a greener future?

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