

**Media Release**

**Kotak Securities' CSR Initiative with NISM - "Kona Kona Shiksha" Imparts Education on Financial Literacy to Over 55,000 Students across India**

**Mumbai, 2<sup>nd</sup> November, 2022:** Kotak Securities Limited (KSL) and its CSR Associate, National Institute of Securities Markets (NISM) today announced that "Kona Kona Shiksha" has imparted education on financial literacy to over 55,000 students across India. "Kona Kona Shiksha" is Kotak Securities' CSR Project on Education & Livelihood to promote financial literacy among the students of the country, which is being implemented by NISM. Since its launch in July, 2021, this CSR initiative has been implemented across 164 locations across India with 750 training programmes conducted so far.

NISM is the implementing agency for KSL's CSR Project "Kona Kona Shiksha" where NISM through empaneled resource persons train students at colleges across India and through online teaching modules (Kona Kona of India). Each student undergoes a rigorous 10-hour training module, which will conclude with an online assessment and certification by NISM. In cities like Bhopal, Indore, Pune and Surat the participation of the students was the maximum.

"Kona Kona Shiksha" empowers students with knowledge on personal finance, fundamentals of investing in securities markets, investment principles and practices, etc. The aim of KSL's CSR initiative is to create financially knowledgeable and skilled students and to open-up career opportunities in the financial services industry.

Dr. CKG Nair, Director, NISM said, "NISM is happy to be associated with Kotak Securities for its CSR Project on Financial Literacy for students. As India is going in the direction of Innovation and start-up culture where the students would not only be a job seeker, but also a job provider, therefore, having financial awareness is a must in this era. This CSR Project has helped many students to understand the topics ranging from the basics of investment to the details of the securities market products, Institutions and intermediaries. There is a huge requirement for such training programmes across India and we are determined to reach out to more cities and students in this financial year."

Narayan SA, Chairman, Kotak Securities Limited said, "I am truly excited with the milestone Kona Kona Shiksha has achieved in the last one year. The journey we had set forth at Kotak Securities in collaboration with NISM to impart financial literacy for the students across the country has been significant so far and inspires us to expand the programme to the unreached locations in the country. This CSR initiative will help the students craft their pursuit with adequate knowledge of finance and be there in the race well-equipped."

In addition to “Kona Kona Shiksha”, Kotak Securities’ implements its CSR Project on Education & Livelihood with partner organisations such as Kotak Education Foundation (KEF) and Pratham Education Foundation.

### **About Kotak Securities Limited**

Kotak Securities Limited (KSL), a subsidiary of Kotak Mahindra Bank, is one of India’s largest full-service stock broking firms catering to retail and institutional investors across all segments of the capital market. Through a tie-up with partner brokers, the company also provides direct access to the US markets. Supported by a strong research team, robust digital trading platform, large branch network & franchisee base, and referral coordinators spread across Kona Kona of India, KSL processes lakhs of secondary market trades every day. As on 30th September, 2022, KSL has a national footprint of 180 branches, 1317 franchisees and satellite offices across 388 cities in India serving 34.9 lakh active client base. KSL provides a wide array of services including investment options in equities, derivatives (equities, commodities, currency) and mutual funds. It also offers margin trading facility, depository services and third-party products like insurance.

### **About NISM**

The National Institute of Securities Markets (NISM) is an education initiative of Securities and Exchange Board of India established in 2006 as a public trust. NISM carries out a wide range of capacity building activities at various levels aimed at enhancing the quality standards in securities markets. A comprehensive view about NISM, its Board of Governors, Academic Council, its activities, etc., can be found at: [www.nism.ac.in](http://www.nism.ac.in)

For more information, please visit the company’s website at <https://www.kotaksecurities.com>

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