

Media Release

The Big Logo Reveal – **Cherry by Kotak**; *Trends on Social Media ☺*

Brands across the spectrum participate in #CherryChart

Mumbai, 14th January, 2021: Ahead of the launch of its personal finance platform, Kotak Investment Advisors Limited (KIAL) today unveiled its brand identity “Cherry by Kotak”.

The #CherryChart campaign idea, launched to help make the brand relatable, relevant and familiar to its core target audience of millennials, resulted in the “Cherry by Kotak” logo trending on Instagram before the brand was finally revealed. The digital-first campaign broke through and grabbed the attention of its target audience for sure, but it also had over 70 content creators and brands - big and small brands, local brands and even industry peers – enthusiastically participating in the #CherryChart format.



Karthi Marshan, President & Chief Marketing Officer, Kotak Mahindra Group said, “If it takes a village to bring up a child, it also takes a community to bring a brand to life. We are gratified that consumers as well as brands cut across boundaries to get involved in the birth of #CherrybyKotak.”

Riding on the unique logo of Cherry which is in the shape of a pie chart, the campaign invited social media users, content creators and brands to make their own #CherryChart. Kotak’s digital marketing agency, Fulcro, worked on the campaign.

Cherry by Kotak trends on social media ☺

<https://www.instagram.com/p/CJtLFPk9O/?igshid=8dujr3v87fqc>
<https://www.instagram.com/p/CJu6IJCBIYU/>
<https://www.instagram.com/p/CJyOOIpLcUx/?igshid=1cdefkp4xl0aq>
<https://www.instagram.com/p/CJye8OPhG8D/>
<https://www.instagram.com/p/CJ0zvObJVy2/?igshid=hqxtdfm9e18>
<https://www.instagram.com/p/CJyipTFohrT/>
<https://www.instagram.com/p/CJ8cyQvLg-U/?igshid=54cd1vo4cys>
<https://www.instagram.com/p/CJ5zgvAAuHS/?igshid=n2itupmoq0u9>

About Kotak Investment Advisors Limited

Kotak Investment Advisors Limited (KIAL), a wholly owned subsidiary of Kotak Mahindra Bank Limited, focuses on the Alternate Assets business of the Group. KIAL was set up in early 2005 to bring a sharper focus to the Group’s alternate assets and has raised in aggregate US\$ 4.2 billion across different asset classes including Private Equity Funds, Real Estate Funds, Infrastructure Funds, Special Situations Fund, Listed Strategies and Investment Advisory, all led by independent investment teams. For more information, visit alternateassets.kotak.com.

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