

Media Release

Kotak Alts announces winner of the inaugural Katalyst Awards

*Ms Himani Choudhary named Katalyst for the year - India's Best Financial Content Creator;
wins Rs. 25 Lakhs*

Mumbai, 10th March 2026: Kotak Katalyst Awards, a national initiative instituted to recognise excellence and responsibility in financial content creation has announce the winner of its first Katalyst edition. Kotak Alternate Asset Managers Limited (“Kotak Alts”) today announced Himani Choudhary as the winner. The winner was awarded a prize of INR 25 Lakhs, positioning Katalyst among the most meaningful recognitions for financial content creators in India.

Srini Srinivasan, Managing Director, Kotak Alts, said, “The Kotak Alts Katalyst Awards were instituted to recognize content creators who are contributing meaningfully to financial literacy in India. As investor participation deepens, audiences are seeking clarity, context, and credibility. The response from creators was overwhelming and points to the new generation of financial educators. As the inaugural winner Ms. Himani Chaudhary, exemplifies the standard of financial communication that Katalyst seeks to encourage.”

The first edition of the Kotak Alts Katalyst Awards received over **Six hundred entries** from across **19 states and in 8 languages**, reflecting the growing role of digital creators in shaping financial awareness. Conceived in response to increasing clutter and misinformation in the financial ecosystem, Katalyst is designed to recognize creators who place accuracy, transparency, and investor interest at the core of their work.

The winning content, “**Personal Finance & Major Finance Updates**” by Himani Choudhary, was recognised for its clarity, originality, and credibility. The jury noted the content’s ability to explain complex financial concepts in a clear and measured manner, supported by strong research and a consistent focus on investor education over virality.

To ensure a robust and transparent evaluation process, the awards framework was designed and audited by EY. The top thirty entries were assessed by an academic jury.

The top 10 finalists were subsequently evaluated by a grand jury comprising Kunal Shah, Founder and CEO of CRED; Radhika Gupta, Managing Director and CEO of Edelweiss Mutual Fund; and Alpesh Shah, Managing Director and Senior Partner at Boston Consulting Group, and chaired by Ananth Narayan, former Whole-Time Member of SEBI with extensive capital markets and regulatory experience.

The Katalyst Awards recognise financial content creators who priorities financial literacy, substance, and long-term investor interest. Through this initiative, Kotak Alts aims to encourage responsible financial communication and support the development of informed and confident investors across India.

About Kotak Alternate Asset Managers Ltd: Kotak Alternate Asset Managers Limited (“Kotak Alts”), a part of Kotak Mahindra Group (“Kotak”), focuses on Alternate Asset Management and Investment Advisory businesses. Kotak Alts was set up in early 2005 and has raised, managed, and advised over USD 22 billion across different asset classes, including Private Equity, Real Estate, Infrastructure, Special Situations, Private Credit, and Investment Advisory. The asset management business and investment advisory vertical are managed by independent specialist teams. For more information, visit <https://www.kotakalternateasset.com/>

For further information, please contact:

Jimit Harde Kotak Mahindra Group +91 99300 29645 Jimit.Harde@kotak.com	Biswajit Dash Kotak Mahindra Group +91 91670 44405 Biswajit.Dash@kotak.com	Sriresh Menon The GoodEdge PR +91 98212 22190 sriresh@thegoodedge.com
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