

Edelweiss Group Cheers Team India to #BeUnlimited at the Commonwealth Games 2018

Mumbai, March 28, 2018: The [Edelweiss Group](#), India's leading diversified financial services conglomerate has inked a long term partnership with India Olympic Association (IOA) towards sponsorship of the Indian contingent for all games including Commonwealth Games 2018, Asian Games 2018, the Tokyo Olympic Games 2020 and the National Games 2019 & 2020.

The 21st Commonwealth Games being held at Gold Coast Australia will see a total of 71 nations participating in 275 events in 19 sports. The 225 strong Indian contingent sponsored by Edelweiss will be participating in 17 sports.

Edelweiss has launched a campaign saluting the **#BeUnlimited** spirit of our athletes, aimed at garnering support for Team India. The **Be Unlimited** campaign comprises four films that are tributes to those champions, who are undeterred by obstacles and are limitless in mind and spirit. Edelweiss is a firm supporter of the same belief system. The films feature Saina Nehwal (Badminton), Dipa Karmakar (Gymnastics), Mandeep Jangra (Boxing), Heena Sidhu (Shooting), Rani Rampal (Hockey) and Manpreet Singh (Hockey). A 360 degree campaign, it will run across Print, Digital, Activations and Outdoor media on 54+ TV channels, 250+ PVR cinemas across 3+ weeks. One can watch the film by clicking on the following link – <https://www.youtube.com/watch?v=fEl1ztOk5dI>

Commenting on the film, **Shabnam Panjwani, Head – Marketing and Communications, Edelweiss Group**, said, “Edelweiss has always saluted and supported an athlete’s sheer grit and tireless attitude. We resonate with their constant pursuit of excellence. Truly for them, *‘Koi bhi limit, limit nahi hoti’*. Our campaign pays homage to Team India, invites good wishes from cheering fans and aims to popularize all sports as we continue to pitch for India truly becoming a formidable sporting nation!”

Edelweiss understands that the dearth of public resources hampers the nation’s performance in the global sporting arena. There is a strong need for the corporate world to take support sportspersons across sporting disciplines and make sports a way of life. The diversified financial giant takes great pride in spearheading this initiative with a multi-year commitment to alternative sports.

Explaining the campaign further **Kapil Mishra, Executive Vice President, Contract Advertising** said, “Limits exist only in the mind. Once transcended, there is nothing that humans cannot achieve. Edelweiss believes in being unlimited in every aspect. The fit is natural, the ground common. The campaign thought of ‘Koi bhi limit, limit nahi hoti’ flows naturally. Our stars like Saina, Dipa, Manpreet and Mandeep exemplify the #BeUnlimited belief”.

In addition to the sponsorship, Edelweiss Tokio Life Insurance, the life insurance arm of Edelweiss Group, has offered a life Insurance cover of Rs 50 lakh each for the athletes representing India at the 2018 Commonwealth Games. Edelweiss has also created a microsite to garner support for Team India. You can leave them your wishes here <https://www.edelweissfin.co>

Credits:

Client: Edelweiss Financial Services Ltd

Creative Agency: Contract Advertising

Client Servicing: Arjun Sen, Rohit Chatterjee, Rebecca Dsouza & Anvita Shetty

Production House: Radhika Produces Films

Director: Vijay Prabakaran

Producer: Radhika Sawhney & Suresh Triveni

Music Director: Karan Kulkarni

About Edelweiss Group

The Edelweiss Group is one of India's leading diversified financial services company providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss's products and services span multiple asset classes and consumer segments across domestic and global geographies. Its businesses are broadly divided into **Credit Business (Retail Credit comprises of Retail Mortgage, SME and Business Loans, Loan against Securities, Agri and Rural Finance, Corporate Credit comprises of Structured Collateralized Credit to Corporates and Wholesale Mortgages, and Distressed Credit), Franchise & Advisory Business (Wealth Management, Asset Management and Capital Markets) and Insurance.** The Balance Sheet Management Unit operations manage the liquidity and Balance Sheet. Edelweiss has an asset base of ~INR 48,800 cr with revenue of INR 5,999 cr and PAT of INR 642 cr for 9MFY18. Its consistent performance is evidenced by a consolidated PAT CAGR of 38% over last 27 quarters.

The group's research driven approach and proven history of innovation has enabled it to foster strong relationships across all client segments. The group has sizeable presence in large retail segment through its businesses such as Life Insurance, Housing Finance, Mutual Fund and Retail Financial Markets. It serves around 11.4 lakhs strong client base through 9,565 employees based out of 433 offices across 190 Indian cities and six international locations. Together with strong network of Sub-Brokers and Authorized Persons, Edelweiss group has presence across all major cities in India.

For more details, please reach out to:

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