

Edelweiss Group launches New TVC 'Saina and Daadi'

Mumbai, June 6, 2016: Edelweiss Group, India's leading diversified financial services conglomerate, has launched its latest TVC titled '**Saina and Daadi**', taking forward the brand's core idea of – '**We understand your needs**'. Edelweiss follows a customer centric approach – Suno Samjho Suljhao – to thoroughly understand client needs in order to provide the most appropriate financial solution.

The TVC uses a simple storyline using every day example of gifting – where most of us assume that the gift is appropriate or necessary to the one being gifted. And as probably experienced by many, a greater understanding of a person's needs or aspirations is probably the only way to finding the 'perfect gift' - the most appropriate and appreciated gift. The TVC aims at drawing parallels with Edelweiss where financial experts spend time in listening to customers for understanding their needs and aspirations in order to provide the right financial solution.

"Our research over the years has highlighted the issues that consumers grapple with repeatedly in dealing with financial services. Be it being saddled with a product that they don't need or inherent complexity of world of finance or confusion given the plethora of choices or lack of transparency.

At Edelweiss we believe in understanding our customers by spending time with them and then offering appropriate financial solutions. This message has been beautifully conceived and delivered in our film which shows our brand ambassador Saina Nehwal's endearing bond with her grandmother and shows her in as a regular person and not in her usual badminton avatar – something that even she liked very much", said **Shabnam Panjwani, CMO, Edelweiss Group**.

Explaining the campaign further, **Raghu Bhat, Founder Director, Scarecrow Communications** said that, "The creative challenge was to convert a claim into an endearing and believable human story. Also, integrating Saina into the storyline in a way she appears as a 'real' person rather than a 'badminton superstar' was an objective. **Vishal Manglorkar's** cinematic interpretation of the brief ensured that we captured lots of nuances without losing out on the 'soul' of the story or the essence of the Edelweiss brand."

"A very strong insight/observation is at the core of this campaign. And it needed to be told in a simple yet memorable manner. We believe this Saina and Daadi story achieves that and will be liked by all." concluded **Arunava (Joy) Sengupta, Founder Director, Scarecrow Communications**.

Watch the TVC here: https://www.youtube.com/watch?v=2qFQ9MPq_MQ

Credits:

Creative Agency: Scarecrow

Client: Edelweiss Financial Services Ltd.

Creative team: Raghu Bhat, Manish Bhatt, Joybrato Dutta, Vaishakh Jhunhunwala, Jayesh Pithada

Client servicing: Arunava Sengupta, Mangesh Mulajkar, Chayan Rahatekar

Production House: Infinity Films

Director: Vishal Mangalorkar

Producer: Kripa Lalwani

About Edelweiss Group

The Edelweiss Group is one of India's leading diversified financial services conglomerates 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 (Mortgages including Housing Finance, Structured Collateralised Credit, Distressed Assets Credit, SME and Agri Finance, Rural Finance and other loans), Non-Credit Business (Financial Markets, Asset Management, Commodity Intermediation Services and Balance Sheet Management Unit) and Life Insurance. Edelweiss has an asset base of ₹31,000 crore with revenue of ₹3,777 crore and net profit of ₹293 crore for 9MFY16. Its consistent performance is evidenced by a PAT CAGR of 37% over the last three years and 30% over the last ten years till FY15.

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 its 7,30,000 strong client base through 6,156 employees based out of 233 offices (including eight international offices) in 120 cities. Together with over 4,700 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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