

For Immediate Publication

Edelweiss Group sponsors Saina Nehwal and signs her as Brand Ambassador

Bangalore, September 4, 2015: Edelweiss Financial Services Limited, India's leading diversified financial services company today announced World No 1 women's badminton player and one of India's highest ranking woman sportsperson - **Ms. Saina Nehwal** as its Brand Ambassador. This is the first such brand association for Edelweiss. The association is for a period of three years and during this time Ms. Nehwal will feature in communication that will be part of a 360 degree multimedia national campaign. Additionally, as Sponsor, the Edelweiss brand logo will appear on Ms Nehwal's jersey across domestic and international tournaments that she will be participating in over the period of the association. The deal was initiated by IOS Sports & Entertainment.

Addressing the press, **Mr. Rashesh Shah, Chairman & CEO, Edelweiss Group** said, "Edelweiss today is expanding its presence pan India with the Insurance, housing finance and credit businesses rapidly scaling up while it continues to consolidate its leadership position in capital markets. Saina is an inspirational icon widely recognised by people across all corners of India, which is one of the compelling reasons to associate with her. More than that, she's different – it is because of her that badminton is now watched by millions across our country. We have all seen her commitment to the game, her unwavering focus, sheer hard work and mental discipline as she keeps on getting better and better. All qualities that we at Edelweiss strongly identify with and constantly practice. It is indeed a pleasure to sponsor the champion, Saina Nehwal and have her as Edelweiss's brand ambassador.

Interestingly, both Edelweiss and Saina share common beginnings. Saina has risen to being the World No.1 badminton player by consistent performance through years of rigorous practice and self-discipline. Edelweiss brings a similar commitment and rigour in providing financial solutions to its clients which has over the years helped the company transform into a leading diversified financial services firm."

Edelweiss Group, with a Rs. 27,000 crore asset base is amongst the top 200 companies in India in terms of profitability. The Group is present in all the significant areas of financial services - Credit (including Housing Finance, Retail Finance, Distressed Assets Credit and Agri Finance), Commodities, Financial Markets, Asset Management and Life Insurance.

Ms. Saina Nehwal said, "Edelweiss is a trusted friend as we go back a long time since our Olympic Gold Quest (OGQ) days where Edelweiss was one of the first companies to promote women empowerment and sports via OGQ. Thus Edelweiss and I share similar values. For me, it's about building a winning proposition to max the game and for Edelweiss, it's to develop long term meaningful solutions for clients. Actually, now I can fully concentrate on my game because with Edelweiss as a trusted advisor who understands my needs, I know my financial goals will be taken care of. The brand partnership with Edelweiss is indeed a happy match"

Edelweiss has a long and continuing association with Sports. Edelweiss and its philanthropic arm EdelGive Foundation closely work with Olympic Gold Quest to promote women in sports, becoming one of the first to support Olympians like Mary Kom long before she became a world boxing champion. Edelweiss' signing with Saina will witness the roll-out of a national level media campaign shortly.

Mr Neerav Tomar, MD & CEO IOS Sports & Entertainment said "In a multi- crore deal we have signed Saina's main sponsor branding on front of her Jersey today. We are very happy to have Edelweiss on board. We look forward to a new relationship with Edelweiss".

The 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. The five business clusters are broadly divided into Credit (including Structured Collateralised Credit, Housing Finance, Retail Finance, Distressed Assets Credit and Agri Finance), Commodities, Financial Markets, Asset Management and Life Insurance. Edelweiss has an asset base of Rs. 27,000 crores with Rs. 3,912 crores in revenues for FY15. Its consistent performance is evidenced by a PAT CAGR of 37% over the last three years and 30% over the last ten years.

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 Broking. It serves its 572,000 strong client base through 5,555 employees based out of 240 offices located in 125 cities across India as well as eight offices abroad. Together with over 4,800 strong network of Sub-Brokers and Authorized Persons, Edelweiss Group has presence across all major cities in India.

Edelweiss Financial Services trades under the symbols NSE: EDELWEISS, BSE: 532922, Bloomberg: EDEL.IN, Reuters: EDEL.BO. To learn more about the Edelweiss Group, please visit www.edelweissfin.com. Edelweiss Financial Services Limited Corporate Identity Number: L99999MH1995PLC094641.

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