

Indian Olympic Association Announces Edelweiss Group as Principal Sponsor and Bollywood Superstar Salman Khan as Brand Ambassador of the Indian Contingent for Rio Olympics 2016

Edelweiss Tokio Life Insurance offers a Life Insurance cover of Rs One Crore for each athlete representing India at the Rio Olympics 2016

New Delhi, 23 April 2016: The Indian Olympic Association (IOA) today announced that Edelweiss Group, India's leading Diversified Financial Services Conglomerate, will be its Principal Partner for the Rio Olympics 2016. IOA also announced Bollywood superstar, Salman Khan, as the Brand Ambassador of the Indian Contingent for Rio Olympics 2016 during this mega press event held at the Olympic Bhawan, New Delhi.

Flagging off this association with IOA, Edelweiss Group announced a life Insurance cover of Rs One Crore for all the athletes representing India at the Rio Olympics 2016 by Edelweiss Tokio Life Insurance, the life insurance joint venture of the Group.

The announcement was made in the presence of Olympic medalist M C Mary Kom (Olympic medalist boxer), and Rio Olympic qualified athletes Sardar Singh, Captain of the India Men's Hockey Team and Ritu Rani, Captain of the India Women's Hockey Team.

Edelweiss has had a long and consistent association with sports and through its philanthropic arm, EdelGive Foundation, has supported various sports personalities including M C Mary Kom, P V Sindhu and Ayonika Paul amongst others. Last year, the Group signed Saina Nehwal as its Brand Ambassador.

"The Olympics is an institution which brings together people from all walks of life, breaks down boundaries and lays a strong foundation based on mutual trust and respect, said **Mr Rujan Panjwani, Executive Director, Edelweiss Financial Services, while addressing the Press Conference.** "This association with the Olympics is a seamless and compelling fit. Just as High Performance and Excellence, are a key focus in sports, so is it for us at Edelweiss. An athlete rises to excel in their chosen field through years of commitment, rigorous practice, and consistent high performance, which are also the qualities that we value at Edelweiss." he added.

With his huge fan following, Bollywood star, Salman Khan will certainly bring in yet more people into the fold of the Olympics. The resulting increased support from India will be a big motivation for our athletes in their quest for medals at Rio Summer Olympics this year. This is the first time in the history of Indian Olympic Association that a brand ambassador has been appointed from Bollywood. The association between IOA and Salman Khan has been initiated by IOS Sports & Entertainment, Official agency of Indian Olympic Association.

Speaking on this new association with Indian Olympic Association Mr. Salman Khan said "I am grateful to the Indian Olympic Association for having chosen me as the brand ambassador for Indian Contingent and it gives me great pride and honour to support Indian athletes participating in the Rio Olympic Games. I am happy that our medal tally in Olympics has been increasing from 2008 onwards, in 2004 we got only one medal while in 2008 our medal tally reached 3 and in 2012 our medal tally was doubled to 6. This time I am confident that our athletes will bring back from Rio more than double the medals we have won in 2012 London Olympics. I wish the very best to all the sportspersons and will be waiting to welcome them when they comeback with medals from Rio".

Commenting on the announcement Mr. N Ramachandran, President Indian Olympic Association said "We welcome Salman Khan as the Brand Ambassador of the Indian Contingent for Rio Olympics and his association is in line with our focus to create the required excitement in the country. His

association will not only attract sports lovers but even excite the players to do well in the Olympics. We are sure our association with Salman Khan will go a long way”

Mr. N Ramachandran, President and Mr. Rajeev Mehta Secretary General Indian Olympic Association also presented an official jersey to the superstar actor Salman Khan and felicitated him.

Speaking on this occasion Mr. Rajeev Mehta, Secretary General Indian Olympic Association said “We are happy to have Bollywood superstar Mr. Salman Khan on board as our brand ambassador. I am sure his association with IOA for Rio Olympics will boost morale of Indian athletes during Olympics. I would also like to welcome Edelweiss as our Principal Partner and Li-Ning as an Apparel Partner for Rio Olympics. The preparations of our Indian athletes are in full swing and i am hopeful that India will win maximum medals this time.”

MC Mary Kom, Olympic medalist boxer said “This is a big moment for all of us that Mr. Salman Khan has joined us as our family member during Rio Olympics. My preparations for Rio Olympic qualification are going on and will be competing in the World Championship soon.”

Sardar Singh, Captain Indian Men Hockey Team said “I am happy that Salman Khan has come forward to support and cheer for us during Rio Olympic Games. It’s a big moment for all the athletes participating in the Rio Olympics. Our preparations for the Rio Olympics are going well and we are hopeful of a delivering our best results this time.”

Till date 75 Indian athletes in 8 disciplines have qualified for the Rio Olympic Games and many more likely to qualify in the next two months.

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:

Mona Kwatra Senior Vice President - Corporate Communications Edelweiss Group Tel: +91 (22) 4040 7545 Email: Mona.Kwatra@edelweissfin.com	Sporshita Goswami Group Account Director Perfect Relations Mobile: +91 9920883234 Email: sporshitag@perfectrelations.com
---	--