

## **Edelweiss #iAmTeamIndia Campaign to support Indian Olympic Team Launches an anthem and a Greetings E-book**

**Mumbai, July 28, 2016:** Edelweiss Group, India's leading diversified financial services conglomerate and proud sponsor of Indian Olympic team, has launched a campaign to garner support for the Indian team going to Rio Olympics. Edelweiss launched a foot tapping anthem inspiring people to support the Indian team and has also released an e-book which tells the Indian team to 'Go fearless, entire India is with you'. This book was handed over to IOA chairman, Mr. N Ramachandran and IOA general secretary, Mr. Rajeev Mehta by Mr. Rashesh Shah, Chairman, Edelweiss Group at the official send-off held in Delhi earlier this month. The #iAmTeamIndia anthem was also released at this ceremony.

Edelweiss was announced as the Principal Sponsor of the Indian Olympic team in April this year. In addition to the sponsorship, Edelweiss offered a life insurance cover of Rs 1 crore each to every athlete representing India at Rio Olympics. This insurance cover was provided by Edelweiss Tokio life insurance, the life insurance joint venture between Edelweiss Group and Tokio Marine Holdings of Japan.

In keeping with its philosophy of offering need based solutions, Edelweiss has made this anthem keeping in mind the needs of athletes – protection and support. Edelweiss believes that while it has taken the first step towards protection with sponsorship and insurance cover, it is the support for the athletes that is needed the most. Through this anthem, Edelweiss is garnering the support for the Indian team, which is the largest Indian contingent ever to go for the Olympic Games. One can watch the anthem by clicking on the link – <https://youtu.be/2zBqO4pHWIY>

Conceptualized by Scarecrow communications, the anthem is catchy and fast paced and aims to build excitement about India's medal hope at the Olympics this time. The vibrant video highlights that the team of over 120 athletes is backed by cheers and support of a nation that is over a billion strong. Edelweiss is using 360-degree communication, from Television to Digital, Print, Outdoor, Radio and Cinema to make the anthem popular and take it to the masses.

The E-book was given to the Indian team to convey the message that the entire country is standing behind them, cheering them as they go and participate in the largest sporting event. The E-book is a compilation of pictures collected from across the country through the fully integrated campaign which included print, outdoors, on-ground events, digital medium and internal events to invite people of India to come forward and support the team by sharing, liking, uploading pics holding the #iAmTeamIndia placard and till date has garnered over 3 lakh pictures and over 1.5 million interactions, shares and comments. The campaign also managed to garner support from current Olympians like Saina Nehwal, Tintu Luka, Saardar Singh, Gagan Narang, Abhinav Bindra, with past Olympians like Geet Sethi, Prakash Padukone with celebs like Shilpa Shetty, Madhavan, etc. The video of the e-book can be seen here - <https://youtu.be/1DH8fLMKkmw>

“Through #iAmTeamIndia anthem and the E book, we at Edelweiss have taken our association with Indian Olympic team to the next level. The main objective is to attract the interest of as many people as possible towards Olympics. This campaign is a beautiful way to motivate and promote the Indian contingent at the Olympics. It will re-energise the spirits of not only the Indian team but also the Indian audience who is going to watch it. In fact, our hashtag #iAmTeamIndia was trending at No. 1 on Twitter. Through this anthem and E book, we really wish the Indian team well for Rio Olympics which starts from August 5 and pray that they bring as many gold and silver medals possible.” said **Shabnam Panjwani, CMO, Edelweiss Group**.

Explaining the campaign further, **Raghu Bhat, Founder Director, Scarecrow Communications** said that, “Indian sport needs all the support it can get. Through this film, Edelweiss exhorts Indians to stand behind the national team. Our brief to the film maker (Naren Multani) and the music composers (Rohan & Vinayak) was to create a contemporary rendition of 'veer ras'. The final result has scale, visual drama and emotion. Something we are proud of.”

“India is right up there with the rest of the world, when it comes to most everything today. However, we have a long way to go when it comes to sports. Olympics, is the ultimate platform for us to show that we are catching up. But the

onus is not only on the athletes who are representing the country but on each and every one of us. It's not just about a 100+ strong contingent but about a Billion plus Team India. That's what we are trying to say with this campaign.” said **Arunava (Joy) Sengupta, Founder Director, Scarecrow Communications.**

Amongst other activities to encourage more people to support the Indian team, Edelweiss is running a Sports Quiz for school students across 100 schools where sports merchandise, laptops, and cash prize will be given to the winners. Edelweiss is also running contests for their customers, channel partners and employees and is giving away exciting prizes including Tickets to Rio and is distributing the Olympic schedule in print and across our digital assets.

**Credits:**

**Creative Agency:** Scarecrow

**Client:** Edelweiss Financial Services Ltd.

**Creative Team:** Raghu Bhat, Manish Bhatt, Joybrato Dutta, Vaishakh Jhunjhunwala, Jayesh Pithada

**Client Servicing:** Arunava Sengupta, Mangesh Mulajkar, Chayan Rahatekar

**Production House:** Puppet Pictures

**Director:** Naren Multani

**Producer:** Hozefa Alibhai

**Music:** Rohan & Vinayak

**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 (Capital Markets, Asset Management, Agri Services and Balance Sheet Management Unit) and Life Insurance. Edelweiss has an asset base of over Rs. 32,000 crore with revenue of Rs. 5,316 crore and net profit of Rs. 414 crore for FY16. Its consistent performance is evidenced by a PAT (excluding insurance) CAGR of 38% over the last four 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 Financial Markets. It serves its 887,000 strong client base with over 6000 employees based out of 237 offices (including nine international offices) in 122 cities. Together with over 4,500 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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