

## Edelweiss Group pledges support to women athletes; signs on Dipa Karmakar and Rani Rampal as Sports Champions

**Mumbai, 19 April, 2018:** Edelweiss Group, India's leading diversified financial services conglomerate, has signed on India's female sporting legends - Dipa Karmakar, the first ever Indian female gymnast to compete in the Olympics and attempt the Produnova, and Rani Rampal (Captain of the Indian women's hockey team). This is yet another step towards building a strong association with sports and encouraging more young women to take up sports.

Edelweiss has been a sports evangelist since 2010, supporting some of India's top female athletes including Saina Nehwal, PV Sindhu, Mary Kom & Ayonika Paul amongst 4 others. Through its philanthropic arm, EdelGive Foundation, and its long-term partnership with the Olympic Gold Quest (OGQ), Edelweiss has encouraged several women athletes to come to the forefront and has been empowering them to have no limits to their aspirations.

Speaking about the association, **Shabnam Panjwani, Chief Marketing Officer, Edelweiss Group** said, "We are delighted to welcome Dipa and Rani to the Edelweiss family. As India's leading sports champions, they are now a beacon for the next generation of Indian athletes. We all know that every single time a sportswoman's achievement is flashed in media, thousands of girls across India are inspired and encouraged to break traditional moulds in conservative societies and take up sports. We are happy to be part of a movement that encourages young women to overcome limitations and achieve their dreams."

**Rani Rampal** commented, "It's great to know that women in sports are finally stealing the spotlight. The Indian women's hockey team has worked very hard to get to this stage. For me, partnering with a brand like Edelweiss, who have been garnering support for alternative sports in the country, is a step in the right direction." Ace striker Rani is behind the hockey team's recent success and has influenced a positive mind-set towards Indian women's hockey. Rani is also the youngest player in the national team that participated in the 2010 World Cup and won the 2017 Asia Cup.

"Edelweiss has always been focused on creating awareness of alternative sports in India and generating interest in different sports champions. Growing awareness helps the younger generation of athletes gain the confidence of pursuing their sports aspirations, medals for India. I am looking forward to a great partnership", commented **Dipa Karmakar** at the announcement. Dipa created history when she conquered the Produnova in the 2016 Summer Olympics. Being the first Indian female gymnast to compete in the Olympics, she is an inspiration to many Indian women and the first Indian gymnast to do so in 52 years. An Arjuna Awardee at the age of 22, Dipa is also last year's Khel Ratna awardee.

The association with Dipa was facilitated by **Meraki Sport and Entertainment Pvt. Ltd.**, and speaking on the occasion, **Namrata Parekh, Co-Founder & Director**, said, "Edelweiss is one of the few brands that has leveraged the power of sports effectively, especially alternative sports, by offering long term support to our women athletes. Given Dipa's focus on training, while we have been very selective about her associations, the partnership with Edelweiss is one we believe is complete value match."

Earlier this year, Edelweiss partnered with IOA for the 2018 Commonwealth Games (CWG), 2018 Asian Games and 2020 Olympic Games as well as National Games 2018 and 2019 with an aim to help and encourage sports talent in the country. Edelweiss Tokio Life Insurance, the life insurance arm of Edelweiss Group, has also offered a life Insurance cover of Rs 50 lakh for all the athletes representing India at the 2018 Commonwealth Games.

At the beginning of 2018 Commonwealth Games, Edelweiss had launched a campaign saluting the **#BeUnlimited** spirit of our athletes, supporting them for their CWG journey. The **#BeUnlimited** 360 degree campaign comprised of four films that were tributes to the inspirational champions, who remained undeterred by obstacles and are limitless in mind and spirit. The films featured Saina Nehwal (Badminton), Dipa Karmakar (Gymnastics), Mandeep Jangra (Boxing), Heena Sidhu (Shooting), Rani Rampal (Hockey) and Manpreet Singh (Hockey). Additionally a large and concerted digital push was maintained to build awareness around the athletes and the various daily events during the Commonwealth Games held at Gold Coast, Australia.

Campaign link –

[https://www.youtube.com/watch?v=fEl1ztOk5dl&list=PLf8aN99KuDg\\_DjuAVzmF4FO3ovQHd\\_gL2](https://www.youtube.com/watch?v=fEl1ztOk5dl&list=PLf8aN99KuDg_DjuAVzmF4FO3ovQHd_gL2)

India shone with its outstanding performance at the Commonwealth Games, finishing third with 26 gold, 20 silver and 20 bronze medals. The nation proudly cheered them on via the Edelweiss microsite specially created to garner more than 1 million+ cheers for the Indian contingent from across the nation.

#### **About Edelweiss Financial Services**

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 Collateralised 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. To learn more about the Edelweiss Group, please visit [www.edelweissfin.com](http://www.edelweissfin.com).

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