



Indian Olympic Association announces long-term partnership with Edelweiss Group for 2018 Commonwealth Games, 2018 Asian Games & 2020 Olympic Games

- Edelweiss Tokio Life Insurance offers a Life Insurance cover of INR 50 Lakhs for each athlete representing India at the 2018 Commonwealth Games
- IOA also announces Raymond as styling partner and Shiv Naresh as official sports apparel partner for the Indian contingent at 2018 Gold Coast Commonwealth Games

New Delhi, 26th February 2018: Indian Olympic Association (IOA) today announced Edelweiss Financial Services Limited, India's leading diversified financial services company, as sponsor of the Indian contingent for 2018 Commonwealth Games 2018, 2018 Asian Games and 2020 Olympic Games as well as National Games 2018 and 2019. In the press conference organised at Hotel Le Meridien today, IOA also announced Raymond as its official styling partner and Shiv Naresh Sports as its official sports apparel partner for the Commonwealth Games to be held in Gold Coast from 4-15 April 2018.

During the press conference, the official ceremonial attire and official sports apparel of the athletes was revealed by the Chief Guest, Hon'ble Minister of Youth Affairs and Sports Col. Rajyavardhan Singh Rathore, President IOA Dr. Narinder Dhruv Batra, and Secretary General IOA Mr. Rajeev Mehta.

Reaffirming this long-term partnership, Edelweiss Tokio Life Insurance, the life insurance arm of Edelweiss Group has offered a life Insurance cover of Rs 50 lakh for all the athletes representing India at the 2018 Commonwealth Games. Edelweiss had in 2016 announced a Rs. 1 crore cover for athletes representing India at the Rio Olympics.

The announcement was made in the presence of international athletes including HS Prannoy (Badminton) Mehuli Ghosh (Shooting), Anuraj Singh (Shooting), Manpreet Singh (Captain, Indian Men's Hockey Team), Rani Rampal (Captain, Indian Women Hockey Team), Rupinder Pal Singh (Hockey), Savita Punia (Hockey),

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Indian Olympic Association
Olympic Bhawan B-29, Qutab Institutional Area New Delhi - 110016, India
Web: www.olympic.ind.in, Email: ioa@nde.vsnl.net.in, ioa@olympic.ind.in

Dipa Karmakar (Gymnastics), Mohd Bobby (Gymnastics), Gaurav Kumar (Gymnastics) and Pranita Das (Gymnastics).

Announcing the partnership Dr. Narinder Dhruv Batra, President, Indian Olympic Association said "It brings me great delight to announce Indian Olympic Association's partnership with Edelweiss Group who shares our vision to make India a sporting super power. The Commonwealth Games will set the tone for an extremely crucial second half of the Olympic Cycle with major tournaments namely the Asian Games and other Olympic Qualifiers and their association comes at a vital juncture for Indian sports."

Dr Batra continued to add, "It is instrumental to have private sectors come forward to promote Indian sports and I am sure this new partnership will be a boon for our elite athletes preparing for the 2020 Olympic Games in Tokyo, Japan. IOA is committed to ushering a new era in Indian sports and this association will undoubtedly help create desired results. I am also happy to announce a first-of-its-kind association with Raymond's as official styling partner and Shiv Naresh as official apparel partner for the Gold Coast Commonwealth Games. We at IOA wish to seek their continued support for future major events too."

Secretary General Mr. Rajeev Mehta said, "Earlier, sponsors were associated only on the basis of select Games. But long-term planning and transformation of Olympic governance can only be achieved with long-term partnership. The new partners are making valuable contribution to the Olympic movement in India. Our athletes are direct beneficiaries of the support extended by our partners."

"More private sector players need to come forward to support eminent organisations such as the Indian Olympic Association and help co-create and develop a comprehensive sports framework," said **Mr. Rashesh Shah, Chairman & CEO, Edelweiss Group and President FICCI**. He added, "In order to be at par with our global peers, India needs a sports ecosystem, one which has both public and private partnerships across education, business, development, jobs, and more. Most importantly an ecosystem that will go a long way in securing our athletes future by offering more specialist jobs and entrepreneurial opportunities, thereby encouraging athletes to be unlimited in their aspirations and confidently come forward and play sports."

The Edelweiss Group has been a sports evangelist since 2008 and this partnership is an extension of its thought of making India a 'Pro Sports' nation. With this long-term commitment, Edelweiss has shown its vision to support India's agenda towards developing a Pro-Sports ecosystem, in an effort to place India at par with its global peers.

Edelweiss's journey of partnering with sports spans a decade, which began as early as 2008, with its philanthropic arm EdelGive Foundation partnering with the NGO Olympic Gold Quest to support women athletes like Ayonika Paul, Mary Kom, P.V Sindhu, even before they gained recognition. In 2014, Edelweiss Tokio Life Insurance organized a crowd funding initiative for Mary Kom to support the infrastructure needs for her boxing academy in Manipur. Taking a step further in 2015, Edelweiss group signed on ace shuttler, Saina Nehwal, as its brand ambassador.

Commenting on this association with IOA, Mr. Gautam Hari Singhania, Chairman & Managing Director, Raymond Limited said “It is a matter of honour for Raymond to associate with the Indian Olympic Association as the Official Style Partner to dress up the Indian contingent for 21st Commonwealth Games. As Indian athletes raise the bar of excellence in the international sports arena, Raymond is proud to dress them in ensemble that exude confidence and the true spirit of Indian sportsmanship. With our nationwide network of stores and our ability to turn around the project for the Indian contingent in the location of their preference has been a proud achievement for us.”

Mr. Shiv P Singh, Managing Director Shiv Naresh Sports Private Ltd said “We are proud to be official sports apparel partner of Indian contingent for Commonwealth Games 2018. We at Shiv Naresh Sports established in 1987 have been making quality garments and expanding our business over the years and today Shiv Naresh has been one of the most reputable brand in the sports apparel World. We are thankful to Indian Olympic Association for giving this opportunity and we wish contingent to come back with more medals this time”.

Indian Olympic Association would be sending a contingent of 227 athletes to 2018 Gold Coast Commonwealth Games.

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.

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 around 11.4 lakhs strong client base through 9,565 employees based out of 433 offices across 190 Indian cities and six international locations. Together with strong network of Sub-Brokers and Authorized Persons, Edelweiss group has presence across all major cities in India.

About Raymond Group

Incepted in 1925, Raymond has been synonymous with Trust, Quality and Excellence. Raymond is a diversified group with majority business interests in Textile & Apparel sectors as well as presence across diverse segments such as FMCG, Engineering and Prophylactics in national and international markets.

Being a vertically and horizontally integrated manufacturer of Textiles, Raymond produces 'The finest fabric in the world'. With over 1100 exclusive stores spread across 380+ cities and an expansive network of over 20,000 points-of-sale in India, Raymond has also been a leading player in Shirting fabrics and is the No.1 brand in the OTC space. A formidable player in the Denim space, Raymond is also the top producer & preferred supplier of high quality Ring Denim to world's leading Jeanswear brands.