

**Online Coverage Report**

on

IndusInd Bank launches “IndusInd For Sports” - a non-banking sports vertical

as on April 11, 2016



| Sr no.        | Publication             |
|---------------|-------------------------|
| <b>Online</b> |                         |
| 1.            | Business Standard       |
| 2.            | Mint                    |
| 3.            | The Hindu Business Line |
| 4.            | Mumbai Mirror           |
| 5.            | The Asian Age           |
| 6.            | The Hindu               |
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| <b>Website</b> | Business Standard   |
| <b>Link</b>    | <a href="http://www.business-standard.com/article/pti-stories/indusind-bank-to-support-para-athletes-at-rio-games-116040700994_1.html">http://www.business-standard.com/article/pti-stories/indusind-bank-to-support-para-athletes-at-rio-games-116040700994_1.html</a> |
| <b>Date</b>    | April 07, 2016  |

## **IndusInd Bank to support para athletes at Rio Games**

IndusInd Bank today announced its support to the Indian para athletes, who qualify for this year's Rio Paralympics, through its Para Champions Programme -- IndusInd Umang -- designed for differently-abled sportspersons.

Fifteen emerging and elite para athletes have been selected to receive support under the programme in the first year with two among them -- Amit Saroha and Devendra Jhajharia -- having already qualified for the Paralympic Games in Rio de Janeiro in Brazil this September, a media release said today.

Para swimmer Suyash Jadhav, also among 15 athletes, has already breached the 'A' qualification mark for the Paralympics this year.

The programme is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in the country with an advisory board comprising sporting icons Abhinav Bindra, Rahul Dravid and Pullela Gopichand.

"The programme seeks to impact the lives of the selected 15 athletes positively, and boost them to the next level in their sporting journeys," the release said.

This is the first time a cohesive and comprehensive programme and commitment have been put in place for para athletes by any corporate in the country, it added.



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| <b>Website</b> | Mint  |
| <b>Link</b>    | <a href="http://money.livemint.com/news/market/company/news/indusind-bank-informs-about-press-release-444540.aspx">http://money.livemint.com/news/market/company/news/indusind-bank-informs-about-press-release-444540.aspx</a> |
| <b>Date</b>    | April 07, 2016  |

## IndusInd Bank informs about press release

IndusInd Bank has informed about a Press Release dated April 07, 2016 titled 'IndusInd Bank launches 'IndusInd For Sports'- a non-banking sports vertical'.

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| <b>Website</b> | The Hindu Business Line   |
| <b>Link</b>    | <a href="http://www.thehindubusinessline.com/companies/announcements/others/indusind-bank-launches-indusind-for-sports-a-nonbanking-sports-vertical/article8446638.ece">http://www.thehindubusinessline.com/companies/announcements/others/indusind-bank-launches-indusind-for-sports-a-nonbanking-sports-vertical/article8446638.ece</a> |
| <b>Date</b>    | April 07, 2016  |

## **IndusInd Bank launches "IndusInd For Sports"- a non-banking sports vertical**

April 7, 2016:

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| <b>Website</b> | Mumbai Mirror   |
| <b>Link</b>    | <a href="http://www.mumbaimirror.com/sport/others/Paralympians-gearing-up-for-battle-royale-at-the-Games-in-Rio/articleshow/51736683.cms">http://www.mumbaimirror.com/sport/others/Paralympians-gearing-up-for-battle-royale-at-the-Games-in-Rio/articleshow/51736683.cms</a> |
| <b>Date</b>    | April 08, 2016  |

## Paralympians gearing up for battle royale at the Games in Rio

Deepa Malik suffered chest-below paralysis after turning 30. Suyash Jadhav had both his hands amputated when he was in sixth standard after getting accidentally electrocuted.

But instead of getting baulked down by adversities, Malik went on to win multiple medals on the international stage, including the Asian Games. Jadhav (22) has already bagged the 'A' qualification for the Rio Games. Malik and Jadhav are not isolated cases as the para-athletes from the country have been performing exceptionally well on the international stage for a decade.

While the government had been proving financial assistance to the top athletes, there was a serious need for personalised support system for these athletes and Bangalore-based Go Sports Foundation yesterday launched their Para Champions Programme in which they will support 15 para-athletes — most of whom are aiming for glory in Rio Paralympics.

"We have been supporting a few para-athletes for the last four years. But we have now managed to put together the infrastructure and the support system to support a bigger group with the support of IndusInd Bank," said GoSports Foundation's Trustee Nandan Kamath.

The support has come at the right time for the para-athletes who have been fending for themselves ever since the government suspended the Paralympic Council of India last year. Since then, Sports Authority of India has been funding the training and competition of these athletes.

"Ever since we started winning medals at the Asian and world level, the government has been supporting us financially. But para-athletes need support in many other areas like awareness, infrastructure and sports science," said Malik.

When asked about the primary motivation for para-athletes to excel, Malik put it bluntly that the first real reason is to create an identity. "At 30, I was paralysed below my chest. Everyone started looking at me as a patient. And sports came as a relief because while competing, you start feeling better about yourself. Playing itself is tough for us. But it gives us an identity."

Devendra Jhajharia, 2004 Athens Paralympics gold medallist, echoed the same sentiment. "I come from a small village in Rajasthan and when I lost my hand people always used to make me feel like I am liability. But my parents supported me and my performance at the district and state-level motivated me," said the 34-year-old, who also broke the world record in Athens then.



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| <b>Website</b> | The Asian Age   |
| <b>Link</b>    | <a href="http://www.asianage.com/other-sports/para-athletes-get-sponsorship-boost-ahead-rio-games-637">http://www.asianage.com/other-sports/para-athletes-get-sponsorship-boost-ahead-rio-games-637</a> |
| <b>Date</b>    | April 07, 2016  |

## Paralympic athletes get sponsorship boost ahead of Rio Games

Apr 07, 2016 |

Fifteen emerging and elite para athletes including Rio Paralympic Games-bound Amit Saroha and Devendra Jhajharia will get external support for the preparations for the Rio Games.

IndusInd Bank under its non-banking sports vertical 'IndusInd For Sports' has launched a para champions programme — IndusInd Umang, for differently-abled sportspersons. The programme will provide a series of support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity.

Jhajharia won gold at the first Paralympic Games in 2004 in Athens in the javelin throw with a record distance of 62.15m and he is looking to repeat the same at Rio.

"There is no reason why we can't do well at the Olympics. The support has boosted our morale and we are looking to better our previous performances," an emotional Jhajharia said.

Saroha won gold in the discus and silver in the club throw at the 2016 IPC Athletics Asia Oceania Championships and is one of India's top medal prospects for the 2016 Para Games in Rio.

Para swimmer Suyash Jadhav, also among the 15 athletes, has already breached the 'A' qualification mark for the Paralympics this year.

The 45-year-old Deepa Malik spoke about her inspirational story, how she faced society in a wheelchair after being diagnosed with a spinal tumour. "I wanted to do something and carry on with my dreams. Sports allowed me to be physically fit and it is good for para-athletes to get some support."



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| Website | The Hindu   |
| Link    | <a href="http://www.thehindu.com/todays-paper/tp-sports/major-fillip-for-paraathletes/article8449778.ece">http://www.thehindu.com/todays-paper/tp-sports/major-fillip-for-paraathletes/article8449778.ece</a> |
| Date    | April 07, 2016  |

## Major fillip for Para-athletes

In a country where numerous Olympics sportspersons don't really get their due, Para-athletes tend to be an even more ignored lot. Their achievements — eight medals in Paralympics over the last 10 editions — often go unnoticed. But on Thursday, the Para-athlete movement in India got a major fillip with a sports development institution roping in a major corporate house for a programme that will contribute for improvement of Para-athletes in India.

GoSports Foundation, a Bengaluru-based not-for-profit venture working on sports development, announced a tie-up with IndusInd For Sports — the non-banking sports arm of IndusInd Bank — for a Para-athlete development programme. The programme, titled 'IndusInd Umang', will lend support to 20 Para-athletes who are associated with the foundation.

The Para-athletes, five of them including world record-holder and Paralympics gold medallist javelin thrower Devendra Jhajharia, were thrilled with the support lent to them, especially in the wake of the Paralympics federation being in tatters.

"For me, sport is about identity," said Deepa Malik, a 45-year-old multi-faceted athlete who took to para-sport after multiple tumours in her thirties paralysed her chest down. "A differently-abled person finds it difficult to be treated equally, but sport gave me the identity and recognition."

## Passion for sport

While Malik found sport as a means to fill the vacuum, sport has been a passion for Suyash Jadhav since childhood. Jadhav, an aspiring swimmer, was electrocuted by an unprotected wire at a construction site in Grade 6 and had both his arms amputated. However, he continued to swim and has already qualified for the Rio 2016 Paralympics.

"For me, sport is a passion. If you are passionate about something, you tend to give it everything. Now that we have received a great support with funding and other support programme in place, I am sure we will continue to impress at the international level."

Jhajharia, gold medallist at Athens 2004 and the first differently-abled athlete to have been honoured with the Padma Shri, signed off with a promise to impress at Rio. "While Suyash and I have already qualified for Rio, so many of us have been planning to compete in various international meets over the next few months and book an Olympics ticket," Jhajharia said.

"I assure with an excellent support system in place, we will bring more laurels to the country for Rio."





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| <b>Website</b> | IBN Live  |
| <b>Link</b>    | <a href="http://www.ibnlive.com/news/other-sports/indusind-bank-lends-support-to-paralympic-athletes-1226804.html">http://www.ibnlive.com/news/other-sports/indusind-bank-lends-support-to-paralympic-athletes-1226804.html</a> |
| <b>Date</b>    | April 07, 2016  |

## IndusInd Bank lends support to Paralympic athletes

Posted on: 08:08 PM IST Apr 07, 2016

Press Trust of India

Mumbai: IndusInd Bank on Thursday announced its support to the Indian para athletes, who qualify for this year's Rio Paralympics, through its Para Champions Programme -- IndusInd Umang -- designed for differently-abled sportspersons.

Fifteen emerging and elite para athletes have been selected to receive support under the programme in the first year with two among them -- Amit Saroha and Devendra Jhajharia -- having already qualified for the Paralympic Games in Rio de Janeiro in Brazil this September, a media release said on Thursday.

Para swimmer Suyash Jadhav, also among 15 athletes, has already achieved 'A' qualification mark for the Paralympics.

The programme is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in the country with an advisory board comprising sports icons Abhinav Bindra, Rahul Dravid and Pullela Gopichand.

"The programme seeks to impact the lives of the selected 15 athletes positively, and boost them to the next level in their sporting journeys," the release said.

"This is the first time a cohesive and comprehensive programme and commitment have been put in place for para athletes by any corporate in the country," it added.



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| <b>Website</b> | IIFL  |
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| <b>Date</b>    | April 07, 2016  |

IndusInd Bank launches "IndusInd For Sports"

India Infoline News Service | Mumbai | April 07, 2016 17:28 IST

Using the unique power of sports to attract, mobilise and inspire, "IndusInd For Sports" attempts to bring out the sporting best --human values, inclusion and sustainability.

IndusInd Bank announced the launch of its non-banking sports vertical, 'IndusInd For Sports', to make sports an integral, intrinsic and strategic element for both internal and external stakeholders. Using the unique power of sports to attract, mobilise and inspire, "IndusInd For Sports" attempts to bring out the sporting best --human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme - IndusInd Umang, a first-of-its-kind platform exclusively designed for differently-abled sportspersons. The programme will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity. This is the first time that a cohesive and comprehensive programme and commitment have been put in place for para-athletes by any corporate, in the country.

The Para Champions Programme - IndusInd Umang - is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in India. In addition to financial scholarships the Programme will also help athletes with access to the top sports science and sports medicine experts provide opportunities for high-performance training and enable them to travel to events with their escorts/guardians.

Fifteen emerging and elite para athletes have been selected, through a comprehensive process, to receive support under the programme in the first year. Two among these, Amit Saroha and Devendra Jhajharia, have already qualified to represent India at the Paralympic Games in Rio de Janeiro this September. Para swimmer Suyash Jadhav, also among the 15 athletes, has already breached the 'A' qualification mark for the Paralympics this year. The programme seeks to impact the lives of the selected fifteen athletes positively, and boost them to the next level in their sporting journeys.

The GoSports Foundation's advisory board comprises sporting icons Abhinav Bindra, Rahul Dravid and Pallela Gopichand, who guide their athlete and sports ecosystem development programmes.

Romesh Sobti, Managing Director and CEO, IndusInd Bank said, "Sport is all about celebrating the triumph of the human spirit, and the ability to overcome the odds. It is a great way to learn how grit and determination



# ***IndusInd Bank***

can help overcome perceived limitations. Through the IndusInd For Sports vertical, our aim is to tap the latent sporting culture of the country through various engaging programs.”

Emphasising the importance of sustainability and inclusion, Paul Abraham, COO, IndusInd Bank, said, “The newly launched vertical seeks to tap into sports as a means of empowerment and showcase the extraordinary achievements of sports which could be on the principles around inclusion, fairness, and teamwork. From a CSR perspective, our association with the sports world would herald new opportunities and enable our organization to make a difference.”

Excited about the initiative, Sanjeev Anand, Country Head - Commercial Banking, and in-charge of the sports vertical at IndusInd Bank, said, “There is a sportsperson in everyone and this new vertical endeavour to unleash this very sporting spirit. The first of such programme is the Para-Champions Programme; we really look forward to support some of India’s most talented differently-abled athletes, who have the potential to put India on the sporting map. In GoSports Foundation, we have a team that is credible and passionate about the cause. We believe that this will be a rewarding long-term association that will impact the lives of para-athletes and change perceptions about differently-abled people.”

“At GoSports Foundation, we are committed to creating a positive sports ecosystem that is responsive to the needs of our athletes, whether they are able-bodied or differently-abled. We are grateful to IndusInd Bank for their wholehearted support towards helping para-athletes achieve their sporting goals. By showcasing the sporting accomplishments of differently-abled athletes, we can inspire others to look at sport as a means of empowerment,” Deepthi Bopaiah, Executive Director at GoSports Foundation said.

The Advisory Board of the Para Champions Programme, consisting of Sanjeev Anand, Country Head – Commercial Banking, IndusInd Bank; Nandan Kamath, Managing Trustee, GoSports Foundation; and Deepthi Bopaiah, Executive Director, GoSports Foundation will oversee the initiative.



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| <b>Date</b>    | April 07, 2016  |

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PTI  
April 7, 2016 | UPDATED 19:55 IST  
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As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme – IndusInd Umang, a first-of-its-kind platform exclusively designed for differently-abled sportspersons. The programme will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity. This is the first time that a cohesive and comprehensive programme and commitment have been put in place for para-athletes by any corporate, in the country.

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Emphasising the importance of sustainability and inclusion, Paul Abraham, COO, IndusInd Bank, said, “The newly launched vertical seeks to tap into sports as a means of empowerment and showcase the extraordinary achievements of sports which could be on the principles around inclusion, fairness, and



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Excited about the initiative, Sanjeev Anand, Country Head – Commercial Banking, and in-charge of the sports vertical at IndusInd Bank, said, “There is a sportsperson in everyone and this new vertical endeavour to unleash this very sporting spirit. The first of such programme is the Para-Champions Programme; we really look forward to support some of India’s most talented differently-abled athletes, who have the potential to put India on the sporting map. In GoSports Foundation, we have a team that is credible and passionate about the cause. We believe that this will be a rewarding long-term association that will impact the lives of para-athletes and change perceptions about differently-abled people.”

“At GoSports Foundation, we are committed to creating a positive sports ecosystem that is responsive to the needs of our athletes, whether they are able-bodied or differently-abled. We are grateful to IndusInd Bank for their wholehearted support towards helping para-athletes achieve their sporting goals. By showcasing the sporting accomplishments of differently-abled athletes, we can inspire others to look at sport as a means of empowerment,” Deepthi Bopaiah, Executive Director at GoSports Foundation said.

The Advisory Board of the Para Champions Programme, consisting of Sanjeev Anand, Country Head – Commercial Banking, IndusInd Bank; Nandan Kamath, Managing Trustee, GoSports Foundation; and Deepthi Bopaiah, Executive Director, GoSports Foundation will oversee the initiative.



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| <b>Website</b> | Daily Business News   |
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| <b>Website</b> | Dynamic Levels.com  |
| <b>Link</b>    | <a href="https://www.dynamiclevels.com/en/current-news/indusind-bank-share-price-160407000123">https://www.dynamiclevels.com/en/current-news/indusind-bank-share-price-160407000123</a> |
| <b>Date</b>    | April 07, 2016  |

IndusInd Bank launches non-banking sports vertical 'IndusInd for Sports'

April 07, 2016 - 05:34:00 PM

IndusInd Bank Ltd has unveiled a non-banking sports vertical called 'IndusInd for Sports' to make sports an essential, central and tactical element for both internal and external stakeholders. Using its newly launched vertical, IndusInd aims to bring out the sporting best – human values, inclusion and sustainability. The vertical will involve year-long engagement activities for customers, employees and the community via well planned out activities.

As part of its 'IndusInd for Sports' initiative, the Bank has launched a para-champion programme called IndusInd Umang. The programme is tailored as per the needs of the differently abled people. It is one of its kind programme which will be employed for the first time for the para-athletes by any corporate house. The Para-champions programme – IndusInd Umang – is being held together with the GoSports Foundation, a self-governing, professionally managed and a donor sponsored organisation focussed on promoting sports in India. In addition to providing financial scholarship, the programme will also provide access to the top athletes to the best sports science and sports medicine experts. This will allow newer prospects for high-performance training and allow athletes to travel to events with their companions/caretakers.

Around fifteen evolving and leading para athletes have been nominated through a rigorous process for support under the programme in the first phase. Two among these fifteen have already qualified to represent India at the Paralympic Games at Rio de Janeiro in the coming September. Suyash Jadhav, a Para Swimmer, has already crossed the 'A' qualification mark for the Paralympics in 2016. The programme seeks to impact the lives of all the selected athletes positively and push them to the next level in their sporting journeys.

The advisory board for the GoSports Foundation consists of big sporting icons like Abhinav Bindra, Rahul Dravid and Pullela Gpichand. These experts guide the athletes and sports ecosystem development programmes.

Meanwhile, IndusInd Bank share price closed at Rs 938.95, down 1.72 per cent on the NSE.



# *IndusInd Bank*

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| <b>Website</b> | Finalaya.com  |
| <b>Link</b>    | <a href="http://www.finalaya.com/Companies/Announcements/IndusInd-Bank-launches-IndusInd-For-Sports-a-non-banking-sports-vertical-A1206328.aspx">http://www.finalaya.com/Companies/Announcements/IndusInd-Bank-launches-IndusInd-For-Sports-a-non-banking-sports-vertical-A1206328.aspx</a> |
| <b>Date</b>    | April 07, 2016  |

## Indusind Bank

Indusind Bank Ltd has informed BSE regarding a Press Release dated April 07, 2016 titled "IndusInd Bank launches "IndusInd For Sports"- a non-banking sports vertical".



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| <b>Website</b> | Equity Bulls  |
| <b>Link</b>    | <a href="http://www.equitybulls.com/admin/news2006/news_det.asp?id=182706">http://www.equitybulls.com/admin/news2006/news_det.asp?id=182706</a> |
| <b>Date</b>    | April 07, 2016  |

## **IndusInd Bank launches "IndusInd For Sports" - a non-banking sports vertical**

IndusInd Bank has announced the launch of its non-banking sports vertical, 'IndusInd For Sports', to make sports an integral, intrinsic and strategic element for both internal and external stakeholders. Using the unique power of sports to attract, mobilise and inspire, "IndusInd For Sports" attempts to bring out the sporting best - human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme - IndusInd Umang, a first-of-its-kind platform exclusively designed for differently-abled sportspersons. The programme will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity. This is the first time that a cohesive and comprehensive programme and commitment have been put in place for para-athletes by any corporate, in the country.

The Para Champions Programme - IndusInd Umang - is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in India. In addition to financial scholarships the Programme will also help athletes with access to the top sports science and sports medicine experts provide opportunities for high-performance training and enable them to travel to events with their escorts/guardians.

Fifteen emerging and elite para athletes have been selected, through a comprehensive process, to receive support under the programme in the first year. Two among these, Amit Saroha and Devendra Jhajharia, have already qualified to represent India at the Paralympic Games in Rio de Janeiro this September. Para swimmer Suyash Jadhav, also among the 15 athletes, has already breached the 'A' qualification mark for the Paralympics this year. The programme seeks to impact the lives of the selected fifteen athletes positively, and boost them to the next level in their sporting journeys.

The GoSports Foundation's advisory board comprises sporting icons Abhinav Bindra, Rahul Dravid and Pullela Gopichand, who guide their athlete and sports ecosystem development programmes.

Romesh Sobti, Managing Director and CEO, IndusInd Bank said, "Sport is all about celebrating the triumph of the human spirit, and the ability to overcome the odds. It is a great way to learn how grit and determination can help overcome perceived limitations. Through the IndusInd For Sports vertical, our aim is to tap the latent sporting culture of the country through various engaging programs."

Emphasising the importance of sustainability and inclusion, Paul Abraham, COO, IndusInd Bank, said, "The newly launched vertical seeks to tap into sports as a means of empowerment and showcase the extraordinary achievements of sports which could be on the principles around inclusion, fairness, and



# ***IndusInd Bank***

teamwork. From a CSR perspective, our association with the sports world would herald new opportunities and enable our organization to make a difference."

Excited about the initiative, Sanjeev Anand, Country Head - Commercial Banking, and in-charge of the sports vertical at IndusInd Bank, said, "There is a sportsperson in everyone and this new vertical endeavour to unleash this very sporting spirit. The first of such programme is the Para-Champions Programme; we really look forward to support some of India's most talented differently-abled athletes, who have the potential to put India on the sporting map. In GoSports Foundation, we have a team that is credible and passionate about the cause. We believe that this will be a rewarding long-term association that will impact the lives of para-athletes and change perceptions about differently-abled people."

"At GoSports Foundation, we are committed to creating a positive sports ecosystem that is responsive to the needs of our athletes, whether they are able-bodied or differently-abled. We are grateful to IndusInd Bank for their wholehearted support towards helping para-athletes achieve their sporting goals. By showcasing the sporting accomplishments of differently-abled athletes, we can inspire others to look at sport as a means of empowerment," Deepthi Bopaiah, Executive Director at GoSports Foundation said.

The Advisory Board of the Para Champions Programme, consisting of Sanjeev Anand, Country Head - Commercial Banking, IndusInd Bank; Nandan Kamath, Managing Trustee, GoSports Foundation; and Deepthi Bopaiah, Executive Director, GoSports Foundation will oversee the initiative.

Shares of INDUSIND BANK LTD. was last trading in BSE at Rs.939.55 as compared to the previous close of Rs. 955.3. The total number of shares traded during the day was 29464 in over 1681 trades.

The stock hit an intraday high of Rs. 959.3 and intraday low of 935.2. The net turnover during the day was Rs. 27931006.



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| <b>Website</b> | Orissa Diary  |
| <b>Link</b>    | <a href="http://orissadiary.com/ShowBusinessNews.asp?id=66240">http://orissadiary.com/ShowBusinessNews.asp?id=66240</a> |
| <b>Date</b>    | April 07, 2016  |

IndusInd Bank launches 'IndusInd For Sports' - a non-banking sports vertical

Thursday, April 07, 2016

Mumbai: IndusInd Bank today announced the launch of its non-banking sports vertical, 'IndusInd For Sports', to make sports an integral, intrinsic and strategic element for both internal and external stakeholders. Using the unique power of sports to attract, mobilise and inspire, "IndusInd For Sports" attempts to bring out the sporting best --human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

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# **IndusInd Bank**

Emphasising the importance of sustainability and inclusion, Paul Abraham, COO, IndusInd Bank, said, “The newly launched vertical seeks to tap into sports as a means of empowerment and showcase the extraordinary achievements of sports which could be on the principles around inclusion, fairness, and teamwork. From a CSR perspective, our association with the sports world would herald new opportunities and enable our organization to make a difference.”

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| <b>Website</b> | Web India 123   |
| <b>Link</b>    | <a href="http://news.webindia123.com/news/Articles/Sports/20160407/2832865.html">http://news.webindia123.com/news/Articles/Sports/20160407/2832865.html</a> |
| <b>Date</b>    | April 07, 2016  |

Para-athletes aim for glory at Rio Paralympics

India's prominent para-athletes Devendra Jhajharia and Amit Saroha, who have already qualified for the Paralympic Games in Rio de Janeiro said they will give their best to bring laurels for the country.

Jhajharia, who won gold at the 2004 Athens Paralympics in javelin throw, said the medal was the biggest achievement of his career and he is now looking forward to the Rio Games in September this year.

"Winning the gold medal at 2004 Athens Paralympics has been the greatest achievement of my life. I have always kept a high ambition. I am looking forward to Rio Para Games and I hope I will give my best to bring laurel for my country," Jhajharia said at the launch of 'IndusInd For Sports', a non-banking sports vertical here on Thursday.

The Arjuna Awardee, who won a silver medal in Club Throw at the 2015 World Championship in Doha, said he is currently aiming at training well and giving his best at the Rio Para Games.

"My aim is to train well now and then give my best in the Para Games. We have come this long way only because of hard effort and hard work and we want to continue that," Saroha said.

Other para-athletes present -- Niranjan Mukundan, Suyash Jadav and Deepa Malik -- echoed similar sentiments. As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme - IndusInd Umang -- a first-of-its-kind platform exclusively designed for differently-abled sportspersons.

The programme will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity.

The programme seeks to impact the lives of the selected 15 athletes positively, and help them to reach the next level in their sporting careers.



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| <b>Website</b> | New Kerala  |
| <b>Link</b>    | <a href="http://www.newkerala.com/news/2016/fullnews-46327.html">http://www.newkerala.com/news/2016/fullnews-46327.html</a> |
| <b>Date</b>    | April 07, 2016  |

Para-athletes aim for glory at Rio Paralympics

IANAS

Mumbai, April 7 : India's prominent para-athletes Devendra Jhajharia and Amit Saroha, who have already qualified for the Paralympic Games in Rio de Janeiro said they will give their best to bring laurels for the country.

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| <b>Website</b> | India CSR   |
| <b>Link</b>    | <a href="http://indiacsr.in/indusind-bank-launches-indusind-for-sports-a-non-banking-sports-vertical/">http://indiacsr.in/indusind-bank-launches-indusind-for-sports-a-non-banking-sports-vertical/</a> |
| <b>Date</b>    | April 07, 2016  |

## **IndusInd Bank launches “IndusInd For Sports” – a non-banking sports vertical**

April 8, 2016

IndiaCSR News Network

MUMBAI: IndusInd Bank on April 7, 2016 announced the launch of its non-banking sports vertical, ‘IndusInd For Sports’, to make sports an integral, intrinsic and strategic element for both internal and external stakeholders.

Using the unique power of sports to attract, mobilise and inspire, ‘IndusInd For Sports’ attempts to bring out the sporting best -human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme – IndusInd Umang, a first-of-its-kind platform exclusively designed for differently-abled sportspersons. The programme will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity. This is the first time that a cohesive and comprehensive programme and commitment have been put in place for para-athletes by any corporate, in the country.

The Para Champions Programme – IndusInd Umang – is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in India. In addition to financial scholarships the Programme will also help athletes with access to the top sports science and sports medicine experts provide opportunities for high-performance training and enable them to travel to events with their escorts/guardians.

Fifteen emerging and elite para athletes have been selected, through a comprehensive process, to receive support under the programme in the first year. Two among these, Amit Saroha and Devendra Jhajharia, have already qualified to represent India at the Paralympic Games in Rio de Janeiro this September. Para swimmer Suyash Jadhav, also among the 15 athletes, has already breached the ‘A’ qualification mark for the Paralympics this year. The programme seeks to impact the lives of the selected fifteen athletes positively, and boost them to the next level in their sporting journeys.

The GoSports Foundation’s advisory board comprises sporting icons Abhinav Bindra, Rahul Dravid and Pullela Gopichand, who guide their athlete and sports ecosystem development programmes.



# *IndusInd Bank*

Romesh Sobti, Managing Director and CEO, IndusInd Bank said, “Sport is all about celebrating the triumph of the human spirit, and the ability to overcome the odds. It is a great way to learn how grit and determination can help overcome perceived limitations. Through the IndusInd For Sports vertical, our aim is to tap the latent sporting culture of the country through various engaging programs.”

Emphasising the importance of sustainability and inclusion, Paul Abraham, COO, IndusInd Bank, said, “The newly launched vertical seeks to tap into sports as a means of empowerment and showcase the extraordinary achievements of sports which could be on the principles around inclusion, fairness, and teamwork. From a CSR perspective, our association with the sports world would herald new opportunities and enable our organization to make a difference.”

Excited about the initiative, Sanjeev Anand, Country Head – Commercial Banking, and in-charge of the sports vertical at IndusInd Bank, said, “There is a sportsperson in everyone and this new vertical endeavour to unleash this very sporting spirit. The first of such programme is the Para-Champions Programme; we really look forward to support some of India’s most talented differently-abled athletes, who have the potential to put India on the sporting map. In GoSports Foundation, we have a team that is credible and passionate about the cause. We believe that this will be a rewarding long-term association that will impact the lives of para-athletes and change perceptions about differently-abled people.”

“At GoSports Foundation, we are committed to creating a positive sports ecosystem that is responsive to the needs of our athletes, whether they are able-bodied or differently-abled. We are grateful to IndusInd Bank for their wholehearted support towards helping para-athletes achieve their sporting goals. By showcasing the sporting accomplishments of differently-abled athletes, we can inspire others to look at sport as a means of empowerment,” Deepthi Bopaiah, Executive Director at GoSports Foundation said.

The Advisory Board of the Para Champions Programme, consisting of Sanjeev Anand, Country Head – Commercial Banking, IndusInd Bank; Nandan Kamath, Managing Trustee, GoSports Foundation; and Deepthi Bopaiah, Executive Director, GoSports Foundation will oversee the initiative.

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on December 31, 2015, IndusInd Bank has 905 branches, and 1621 ATMs spread across 568 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges – BSE and NSE – and major commodity exchanges in the country, including MCX, NCDEX, and NMCE. IndusInd Bank on April 1, 2013 was included in the NIFTY 50 benchmark index. Recently, IndusInd Bank ranked 13th amongst the Top 50 Most Valuable Indian Brands 2015 as per the BrandZ Top 50 rankings powered by WPP and Millward Brown.

GoSports Foundation is a not-for-profit venture primarily focused on the development of India’s best and most promising junior Olympic and Paralympic athletes. Through its scholarship programmes, GoSports Foundation has supported more than 200 high-performing junior athletes and conducted coach and athlete education programmes and conclaves aimed at improving the sporting ecosystem in the country.



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| <b>Website</b> | Sports Keeda  |
| <b>Link</b>    | <a href="http://www.sportskeeda.com/swimming/interview-junior-world-champion-para-swimmer-niranjana-mukundan">http://www.sportskeeda.com/swimming/interview-junior-world-champion-para-swimmer-niranjana-mukundan</a> |
| <b>Date</b>    | April 07, 2016  |

## Interview with Junior World Champion Para-swimmer Niranjana Mukundan

Niranjana Mukundan was crowned the Junior World Champion in 2015.

IndusInd Bank today announced the creation of its nonbanking sports vertical, “IndusInd for Sports”. This move was announced as IndusInd Bank launched the Para Champions Programme- a first of its kind program exclusively for differently-abled sportspersons.

Fifteen emerging and elite Indian Para-athletes have been selected, through a comprehensive process. These athletes are currently training for the upcoming Paralympics which will take place in Rio, Brazil this year.

We spoke to Para-swimmer, Niranjana Mukundan who was crowned the Junior World Champion in 2015. The 21-year-old trains at the GoSports Foundation in Bangalore. He was born with a physical deformity called Spina Bifida- where there is an imperfect closing of the backbone and membranes around the spinal cord.

Niranjana, did you always want to be an elite level athlete?

Initially, I took up swimming and water therapy only to recover. I didn't know anything about Para-sports and I had no idea they had international tournaments for differently-abled athletes. But when I started swimming, I started loving the sport. That went forward and my coach spotted me and told me, let's not stop here.

When did you realise you're capable of competing at the highest level?

Once I started swimming, it took me three months to take part in a national level tournament. Whereas the other swimmers were taking one year, sometimes even more. Once I finished my first nationals, I won a silver medal there. That motivated me to do better in the next event and win gold. So I think (winning the silver) was a turning point in my sporting career.

Can you talk about your coaching team?

Currently, I am training in Thailand, which involves high-performance training. There are 20 athletes who were chosen by FINA (FINA is the international governing body of swimming, diving, water polo, synchronized swimming and open water swimming). So there are athletes from 13 different countries training in Thailand.



# *IndusInd Bank*

From India, there are three people and I am the only Para-swimmer who is training there. My coach and the team of experts are from Spain. My coach has produced seven Olympic and six Paralympic champions in his time.

But I have not been treated differently at all. When I come late, I have been sent back home. When I don't finish my workout, I have been punished. That keeps me motivated and keeps me at par with the other-abled body swimmers.

I have been in Thailand for the past one month and will be there for the next four months as well. I have my Olympic qualifiers coming up after that. I am very confident about my qualification this year.

I have read that Michael Phelps consumes around 12,000 calories a day. What about you?

Yes, it differs from one athlete to another. The training in one country is entirely different in another country. On an average, we Indians and most of the swimmers at this level consume around 4000-5000 calories per day. We have an intense workout. There is a strict regime but we do have something called cheat meals.

Monthly, once or twice we're allowed to cheat. When you're competing at the Olympic level, the coach and the nutritionist expect you to have a certain level of discipline. When we eat junk food, the next day's workout is so intense that we burn all the junk from the previous day.

What do you reckon about your chances at the Paralympics this year?

2014, when I took part in the junior games, I was able to win only eight medals out of the ten events. But then last year when I had the chance to again take part in those ten events, I managed to hit all of them and was crowned junior world champion.

I won seven gold medals. So obviously it is a great platform for me to showcase my skills. I have finished my juniors now. I've stepped into the seniors and I have been a bronze medalist at the Asian games as well. It's time for me to show the people how good I am.

Yes, there is going to be a lot of pressure and lot of people are going to be expecting things from me. But then I am trying and training very hard. I hope I perform well.

How different is it for a differently-abled swimmer compared to an abled one when it comes to technique?

Nice question. We do have some barriers when you compare us to the abled body swimmers. But then what we try to do is substitute it with an alternative. If you're not able to use your legs for instance, instead of using the leg power, we double our power in the upper body or shoulder. We compensate in this manner. We substitute the power to another body part and we race.



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| Website | Estrade.com   |
| Link    | <a href="http://www.estrade.in/tag/indusind-for-sports/">http://www.estrade.in/tag/indusind-for-sports/</a> |
| Date    | April 09, 2016  |

## IndusInd Bank Launches “IndusInd For Sports”

IndusInd Bank Launches “IndusInd For Sports” – a Non-Banking Sports Vertical Mumbai: IndusInd Bank today announced the launch of its non-banking sports vertical, ‘IndusInd For Sports’, to make sports an integral, intrinsic and strategic element for both internal and external stakeholders. Using the unique power of sports to attract, mobilise and inspire, “IndusInd For Sports” attempts to bring out the sporting best –human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

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# ***IndusInd Bank***

Anand, Country Head – Commercial Banking, and in-charge of the sports vertical at IndusInd Bank, said, “There is a sportsperson in everyone and this new vertical endeavour to unleash this very sporting spirit. The first of such programme is the Para-Champions Programme; we really look forward to support some of India’s most talented differently-abled athletes, who have the potential to put India on the sporting map. In GoSports Foundation, we have a team that is credible and passionate about the cause. We believe that this will be a rewarding long-term association that will impact the lives of para-athletes and change perceptions about differently-abled people.” “At GoSports Foundation, we are committed to creating a positive sports ecosystem that is responsive to the needs of our athletes, whether they are able-bodied or differently-abled. We are grateful to IndusInd Bank for their wholehearted support towards helping para-athletes achieve their sporting goals. By showcasing the sporting accomplishments of differently-abled athletes, we can inspire others to look at sport as a means of empowerment,” Deepthi Bopaiah, Executive Director at GoSports Foundation said.

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| <b>Website</b> | Orient Publication  |
| <b>Link</b>    | <a href="http://www.orientpublication.com/2016/04/indusind-bank-launches-indusind-for.html">http://www.orientpublication.com/2016/04/indusind-bank-launches-indusind-for.html</a> |
| <b>Date</b>    | April 08, 2016  |

IndusInd Bank launches “IndusInd For Sports” - a non-banking sports vertical

Mumbai, April 7, 2016: IndusInd Bank today announced the launch of its non-banking sports vertical, ‘IndusInd For Sports’, to make sports an integral, intrinsic and strategic element for both internal and external stakeholders. Using the unique power of sports to attract, mobilise and inspire, "IndusInd For Sports" attempts to bring out the sporting best --human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme - IndusInd Umang, a first-of-its-kind platform exclusively designed for differently-abled sportspersons. The programme will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity. This is the first time that a cohesive and comprehensive programme and commitment have been put in place for para-athletes by any corporate, in the country.

The Para Champions Programme - IndusInd Umang - is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in India. In addition to financial scholarships the Programme will also help athletes with access to the top sports science and sports medicine experts provide opportunities for high-performance training and enable them to travel to events with their escorts/guardians.

Fifteen emerging and elite para athletes have been selected, through a comprehensive process, to receive support under the programme in the first year. Two among these, Amit Saroha and Devendra Jhajharia, have already qualified to represent India at the Paralympic Games in Rio de Janeiro this September. Para swimmer Suyash Jadhav, also among the 15 athletes, has already breached the 'A' qualification mark for the Paralympics this year. The programme seeks to impact the lives of the selected fifteen athletes positively, and boost them to the next level in their sporting journeys.

The GoSports Foundation’s advisory board comprises sporting icons Abhinav Bindra, Rahul Dravid and Pullela Gopichand, who guide their athlete and sports ecosystem development programmes.

Romesh Sobti, Managing Director and CEO, IndusInd Bank said, “Sport is all about celebrating the triumph of the human spirit, and the ability to overcome the odds. It is a great way to learn how grit and determination can help overcome perceived limitations. Through the IndusInd For Sports vertical, our aim is to tap the latent sporting culture of the country through various engaging programs.”

Emphasising the importance of sustainability and inclusion, Paul Abraham, COO, IndusInd Bank, said, “The newly launched vertical seeks to tap into sports as a means of empowerment and showcase the extraordinary achievements of sports which could be on the principles around inclusion, fairness, and



# ***IndusInd Bank***

teamwork. From a CSR perspective, our association with the sports world would herald new opportunities and enable our organization to make a difference.”

Excited about the initiative, Sanjeev Anand, Country Head - Commercial Banking, and in-charge of the sports vertical at IndusInd Bank, said, "There is a sportsperson in everyone and this new vertical endeavour to unleash this very sporting spirit. The first of such programme is the Para-Champions Programme; we really look forward to support some of India's most talented differently-abled athletes, who have the potential to put India on the sporting map. In GoSports Foundation, we have a team that is credible and passionate about the cause. We believe that this will be a rewarding long-term association that will impact the lives of para-athletes and change perceptions about differently-abled people.”

“At GoSports Foundation, we are committed to creating a positive sports ecosystem that is responsive to the needs of our athletes, whether they are able-bodied or differently-abled. We are grateful to IndusInd Bank for their wholehearted support towards helping para-athletes achieve their sporting goals. By showcasing the sporting accomplishments of differently-abled athletes, we can inspire others to look at sport as a means of empowerment,” Deepthi Bopaiah, Executive Director at GoSports Foundation said.

The Advisory Board of the Para Champions Programme, consisting of Sanjeev Anand, Country Head – Commercial Banking, IndusInd Bank; Nandan Kamath, Managing Trustee, GoSports Foundation; and Deepthi Bopaiah, Executive Director, GoSports Foundation will oversee the initiative.

## About IndusInd Bank

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on December 31, 2015, IndusInd Bank has 905 branches, and 1621 ATMs spread across 568 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX, and NMCE. IndusInd Bank on April 1, 2013 was included in the NIFTY 50 benchmark index. Recently, IndusInd Bank ranked 13th amongst the Top 50 Most Valuable Indian Brands 2015 as per the BrandZ Top 50 rankings powered by WPP and Millward Brown.





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| <b>Website</b> | Asia Net India.com  |
| <b>Link</b>    | <a href="http://asianetindia.com/paralympic-athletes-get-support-from-indusind-bank/">http://asianetindia.com/paralympic-athletes-get-support-from-indusind-bank/</a> |
| <b>Date</b>    | April 08, 2016  |

## Paralympic athletes get support from IndusInd Bank

IndusInd Bank on Thursday announced its support to the Indian para athletes, who qualify for this year's Rio Paralympics, through its Para Champions Programme — IndusInd Umang — designed for differently-abled sportspersons.

Fifteen emerging and elite para athletes have been selected to receive support under the programme in the first year with two among them — Amit Saroha and Devendra Jhajharia — having already qualified for the Paralympic Games in Rio de Janeiro in Brazil this September, a media release said on Thursday.

Para swimmer Suyash Jadhav, also among 15 athletes, has already achieved 'A' qualification mark for the Paralympics.

The programme is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in the country with an advisory board comprising sports icons Abhinav Bindra, Rahul Dravid and Pullela Gopichand.

"The programme seeks to impact the lives of the selected 15 athletes positively, and boost them to the next level in their sporting journeys," the release said.

"This is the first time a cohesive and comprehensive programme and commitment have been put in place for para athletes by any corporate in the country," it added.



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| <b>Website</b> | India West.com  |
| <b>Link</b>    | <a href="http://www.indiawest.com/sports/specially-abled-athletes-pledge-to-bring-home-the-gold-from/article_f8650976-fcfc-11e5-98dd-cf17fefe034b.html">http://www.indiawest.com/sports/specially-abled-athletes-pledge-to-bring-home-the-gold-from/article_f8650976-fcfc-11e5-98dd-cf17fefe034b.html</a> |
| <b>Date</b>    | April 07, 2016  |

## Specially-Abled Athletes Pledge to Bring Home the Gold From Rio Paralympics

Posted: Thursday, April 7, 2016 11:15 am

IANS | 0 comments

MUMBAI — India's prominent para-athletes Devendra Jhajharia and Amit Saroha, who have already qualified for the Paralympic Games in Rio de Janeiro said April 7 they will give their best to bring laurels for the country.

Jhajharia, who won gold at the 2004 Athens Paralympics in javelin throw, said the medal was the biggest achievement of his career and he is now looking forward to the Rio Games in September this year.

"Winning the gold medal at 2004 Athens Paralympics has been the greatest achievement of my life. I have always kept a high ambition. I am looking forward to Rio Para Games and I hope I will give my best to bring laurels for my country," Jhajharia said at the launch of 'IndusInd For Sports', a non-banking sports vertical.

The Arjuna Awardee, who won a silver medal in Club Throw at the 2015 World Championship in Doha, said he is currently aiming at training well and giving his best at the Rio Para Games.

"My aim is to train well now and then give my best in the Para Games. We have come this long way only because of hard effort and hard work and we want to continue that," Saroha said.

Other para-athletes present — Niranjan Mukundan, Suyash Jadav and Deepa Malik — echoed similar sentiments. As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme — IndusInd Umang — a first-of-its-kind platform exclusively designed for differently-abled sportspersons.

The program will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity.

The program seeks to impact the lives of the selected 15 athletes positively, and help them to reach the next level in their sporting careers.



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| <b>Website</b> | My Informs.com  |
| <b>Link</b>    | <a href="http://myinforms.com/en-as/a/29953045-indusind-bank-launches-8220indusind-for-sports8221-8211-a-non-banking-sports-vertical/">http://myinforms.com/en-as/a/29953045-indusind-bank-launches-8220indusind-for-sports8221-8211-a-non-banking-sports-vertical/</a> |
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Main All Sports IndusInd Bank launches “IndusInd For Sports” – a non-banking sports vertical

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# ***IndusInd Bank***

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| <b>Website</b> | Headlines News.com  |
| <b>Link</b>    | <a href="http://www.headlines-news.com/2016/04/08/1080935/indusind-bank-to-support-para-athletes-at-rio-olympics">http://www.headlines-news.com/2016/04/08/1080935/indusind-bank-to-support-para-athletes-at-rio-olympics</a> |
| <b>Date</b>    | April 07, 2016  |

## **IndusInd Bank to Support Para Athletes at Rio Olympics**

Highlights Mumbai: IndusInd Bank on Thursday announced its support to the Indian para athletes, who qualify for this year's Rio Paralympics, through its Para Champions Programme -- IndusInd Umang -- designed for differently-abled sportspersons. Fifteen emerging and elite para athletes have been selected to receive support under the programme in the first year with two among them -- Amit Saroha and Devendra Jhajharia -- having already qualified for the Paralympic Games in Rio de Janeiro this September, a media release said. Para swimmer Suyash Jadhav, also among 15 athletes, has already breached the 'A' qualification mark for the Paralympics. The programme is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in the country with an advisory board comprising sporting icons

