

INDIA KE PARALYMPIANS KI

#JEET



April 2016 – March 2020

IndusInd For Sports is a non-banking vertical of IndusInd Bank. The objective was to **leverage sport to connect with employees, clients and the community** through structured partnerships **with para & female athletes** with **content activations** on the back of it.

OBJECTIVES



EMPLOYEES

Pride of belonging



CLIENTS

Enhanced **brand**
equity



COMMUNITY

Create **positive**
community impact

STRUCTURED PARTNERSHIPS THAT LEFT A **TANGIBLE IMPACT** ON INDIAN SPORT



PARA-CHAMPIONS PROGRAMME



INDIAN **BLIND** **CRICKET TEAM**



GIRL POWER PROGRAMME



EMPLOYEE ENGAGEMENT

- Created regular content for **internal dissemination**, to **educate and inspire employees**, by showcasing initiatives undertaken by IndusInd For Sports
- Propagated the importance of a healthy active lifestyle by:
 - Curating **customized running plans**
 - Creating schemes to **incentivize employees participating in mass participative events**
 - Rewards / Recognition programs viz. **athlete meet-n-greets** etc.

IndusInd Bank



PLAY
BOY
PLAY

— A VIEW INTO THE WORLD OF SPORTING EXCELLENCE —

COFFEE TABLE BOOK

35+ CONTENT PIECES
to engage key stakeholders

CONTENT MARKETING

400+
**Original Content
Pieces**

Newsletter/Infographics

50+
**Published Long-
Form Articles**

120+
**Social Media
Content**
Trivia/Did You Know?



IMPACT

- **OVER 5 MN.** organic views for their campaigns
- **60% INCREASE** in website traffic (IndusInd For Sports)
- **98% POSITIVE SENTIMENT** on IndusInd Bank's social media assets (sport content)
- **SIGNIFICANT INCREASE** in employees adopting a healthy active lifestyle, (2016: **150** runners | 2019: **3,000** runners)