

# **JINDIA KE PARALYMPIANS K**



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.











#### **EMPLOYEES**

**CLIENTS** 

#### COMMUNITY

**Pride** of belonging

Enhanced brand equity

Create positive community impact





#### PARA-CHAMPIONS PROGRAMME

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



## INDIAN BLIND CRICKET TEAM



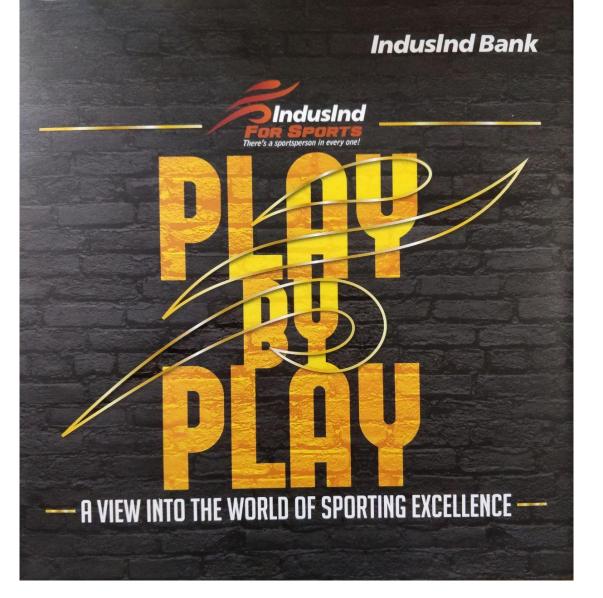
## **GIRL POWER** PROGRAMME





- 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.





#### **CONTENT MARKETING**

400+

#### Original Content Pieces

**Newsletter/Infographics** 

**50+** Published Long-Form Articles

120+

Social Media Content Trivia/Did You Know?



#### **35+ CONTENT PIECES**

to engage key stakeholders





- **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)
- SIGNIGFICANT INCREASE in employees adopting a healthy active lifestyle, (2016: 150 runners | 2019: 3,000 runners)

