

**Coverage Report**

**Over 5,400 runners of IndusInd Bank and Bharat  
Financial Inclusion participated in 'Run to the  
Moon' virtual running event**

**Updated as on August 3, 2020**

**Compiled by Adfactors PR**

# IndusInd Bank

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<b>Wire</b>			
1	UNI	Over 5,400 runners of IndusInd Bank and Bharat Financial Inclusion participate in 'Run to the Moon' virtual running event	<a href="http://www.uniindia.com/over-5-400-runners-of-indusind-bank-and-bharat-financial-inclusion-participate-in-run-to-the-moon-virtual-running-event/east/news/2092157.html">http://www.uniindia.com/over-5-400-runners-of-indusind-bank-and-bharat-financial-inclusion-participate-in-run-to-the-moon-virtual-running-event/east/news/2092157.html</a>
<b>Online</b>			
1	The CSR Journal	Run to the Moon: Virtual running event marks 51st anniversary of moon landing	<a href="https://thecsrjournal.in/run-to-the-moon-virtual-running-event-marks-51st-anniversary-of-moon-landing/">https://thecsrjournal.in/run-to-the-moon-virtual-running-event-marks-51st-anniversary-of-moon-landing/</a>
2	HR Katha	IndusInd, Bharat Financial Inclusion staff perform in 'Run to the Moon'	<a href="https://www.hrkatha.com/news/indusind-and-bharat-financial-inclusion-employees-cover-40-distance-in-run-to-the-moon-event/#:~:text=In%20a%20unique%20initiative%2C%20the,'Run%20to%20the%20Moon'.&amp;text=This%20virtual%20event%20was%20scheduled,and%20Bharat%20Financial%20Inclusion%20participated.">https://www.hrkatha.com/news/indusind-and-bharat-financial-inclusion-employees-cover-40-distance-in-run-to-the-moon-event/#:~:text=In%20a%20unique%20initiative%2C%20the,'Run%20to%20the%20Moon'.&amp;text=This%20virtual%20event%20was%20scheduled,and%20Bharat%20Financial%20Inclusion%20participated.</a>
3	Equitybulls	Over 5,400 runners of IndusInd Bank and Bharat Financial Inclusion participated in 'Run to the Moon' virtual running event	<a href="http://www.equitybulls.com/admin/news2006/news_det.asp?id=270524">http://www.equitybulls.com/admin/news2006/news_det.asp?id=270524</a>
4	The business news India	Over 5,400 runners of IndusInd Bank and Bharat Financial Inclusion participated in "Run to the Moon' virtual running event	<a href="https://thebusinessnewsindia.com/over-5400-runners-of-indusind-bank-and-bharat-financial-inclusion-participated-in-run-to-the-moon-virtual-running-event/">https://thebusinessnewsindia.com/over-5400-runners-of-indusind-bank-and-bharat-financial-inclusion-participated-in-run-to-the-moon-virtual-running-event/</a>
5	Times Bhaskar	Over 5,400 runners of IndusInd Bank and Bharat Financial Inclusion participated in "Run to the Moon' virtual running event	<a href="http://timesbhaskar.com/over-5400-runners-of-indusind-bank-and-bharat-financial-inclusion-participated-in-run-to-the-moon-virtual-running-event/">http://timesbhaskar.com/over-5400-runners-of-indusind-bank-and-bharat-financial-inclusion-participated-in-run-to-the-moon-virtual-running-event/</a>
6	The news strike	Over 5,400 runners of IndusInd Bank and Bharat Financial	<a href="https://thenewsstrike.com/over-5400-runners-of-indusind-bank-and-bharat-">https://thenewsstrike.com/over-5400-runners-of-indusind-bank-and-bharat-</a>

# IndusInd Bank

		Inclusion participated in "Run to the Moon" virtual running event	<a href="https://www.financial-inclusion-participated-in-run-to-the-moon-virtual-running-event/">financial-inclusion-participated-in-run-to-the-moon-virtual-running-event/</a>
7	News Experts	Over 5,400 Runners of IndusInd Bank and Bharat Financial Inclusion participated in 'Run to the Moon'	<a href="http://www.newsexperts.in/5400-runners-indusind-bank-bharat-financial-inclusion-participated-run-moon/">http://www.newsexperts.in/5400-runners-indusind-bank-bharat-financial-inclusion-participated-run-moon/</a>
8	Pinkerala	Over 5,400 runners of IndusInd Bank and Bharat Financial Inclusion participated in "Run to the Moon" virtual running event	<a href="https://www.pinkerala.com/news/over-5400-runners-of-indusind-bank-and-bharat-financial-inclusion-participated-in-run-to-the-moon-virtual-running-event/">https://www.pinkerala.com/news/over-5400-runners-of-indusind-bank-and-bharat-financial-inclusion-participated-in-run-to-the-moon-virtual-running-event</a>

***IndusInd Bank***

**Wire**

Wire: UNI	Date : July 23, 2020
Link: <a href="http://www.uniindia.com/over-5-400-runners-of-indusind-bank-and-bharat-financial-inclusion-participate-in-run-to-the-moon-virtual-running-event/east/news/2092157.html">http://www.uniindia.com/over-5-400-runners-of-indusind-bank-and-bharat-financial-inclusion-participate-in-run-to-the-moon-virtual-running-event/east/news/2092157.html</a>	



## **Over 5,400 runners of IndusInd Bank and Bharat Financial Inclusion participate in 'Run to the Moon' virtual running event**

Kolkata, Jul 23 (UNI) As many as 5,400 employees of both IndusInd Bank and Bharat Financial Inclusion, a 100% subsidiary of IndusInd Bank, participated in the 'Run to the Moon, a unique virtual running initiative to commemorate the 51st anniversary of man landing on the moon. Scheduled for a period of 30 days, this virtual run witnessed participation from over 14,000 runners from across 15 countries. The target for the overall contingent was to cover a total of 3,84,400 kilometres, the distance between the Earth and the Moon.

All participants not only achieved the target, but also doubled the requirement in terms of distance covered. Running almost simultaneously in different parts of the country, participants from both IndusInd Bank and Bharat Financial Inclusion comprised nearly 40% of the total run contingent, and clocked a distance of over 1,50,000 kilometres. Speaking about the milestone, Sanjeev Anand, Country Head – Commercial & Rural Banking and In-charge of IndusInd For Sports, IndusInd Bank said, "We at IndusInd Bank strongly believe that sport is all about celebrating the triumph of the human spirit, and the ability to overcome the odds. In keeping with this thought, we are delighted to have been a part of the 'Run to the Moon' virtual running event.

It is heartening to see so many of our colleagues from both IndusInd Bank and Bharat Financial Inclusion come together and make this event, a grand success. 'Run to the Moon' has been a positive initiative during these uncertain times and with programmes like these, we aim to encourage all our employees to push their limits and stay committed to their fitness goals."

Nagaraj Adiga, Chairman & Managing Director, NEB Sports added, "Through 'Run to the Moon', we have created a very unique community of runners who have all shown so much excitement to commemorate a historic occasion. All the participants pushed their limits and stay committed to their running goals over this month, and we successfully achieved the targeted distance and doubled it well within the time frame. The participants have shown commendable performance."

Championed by celebrated Badminton National Coach, Padma Bhushan and Dronacharya Awardee Pullela Gopichand as well as Arjuna Awardees - Ashwini Nachappa and Malathi Holla, the 'Run to the Moon initiative was organised by NEB Sports along with IDBI Federal Life

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Insurance, to raise funds for coaches and support staff for sports in India, during the ongoing COVID-19 pandemic.