

SPOTLIGHT⁺



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Sport has brought people together to cheer for their heroes for as long as there has been a record of human activity. Sports has been seen to rival even religion in its power to unify diverse populations, and in many cases has sparked positive social change.

The IndusInd for Sports Vertical was officially launched on the 7th of April, 2016. Over the past few months, we have continuously endeavoured to bring to you engaging content with an objective to inform, inspire and more importantly, to celebrate the joy of sporting success.

Parallely, we also inducted two long-term socially impacting programs in Sport. We are already well-versed with the IndusInd Umang Para Champions program with GoSports Foundation. Besides this, we also started the M.P Shooting Academy program- "Shooting Stars" that shall give a new lease of financial life to athletes under the discipline of shooting. Today, shooting has been particularly beneficial for India. Apart from yielding a rich haul in medals, it has also been a sport that has given Indian athletes an opportunity to shine with their skills. In an effort to capitalize on this opportunity to foster excellence, IndusInd Bank has partnered with the Department of Sports and Youth welfare, Govt. of MP, to give these athletes a chance to nurture their talent locally. We are happy to share that the program has employed 3 athletes today in Bhopal.

There is always a certain pleasure in measured balance between tradition and innovation. And in keeping with our tradition of quarter-ends, which is usually filled with excitement & expectation, we decided to innovate and bring to you a quarterly newsletter from IndusInd for Sports – Spotlight⁺

The newsletter will aim to showcase interesting news about sports across India and the globe, fun facts, health tips and feature interviews of athletes, whose stories of grit, determination and resilience will surely inspire all of us to go that extra mile across all aspects of our lives.

Looking forward to an amazing sporting year ahead!

The Long Climb–IFSC World Climbing Cup, Navi Mumbai, 2016.



15th May, 2016 is a watershed day in the annals of India's sporting history, for it is on this day that India played host to a World Cup in a sport that arguably is still very much in its infancy, at least here in India. While the media at large might have been relatively quiet about the only World Cup, outside of 3 other World Cups in mainstream sport viz. Cricket, Hockey and Kabbadi, that India has ever played host to, the passionate climbing community across the country, backed by one of India's oldest climbing clubs based in Mumbai – a not-for profit entity called Girivihar, delivered a spectacle that many believed was a pipe dream.

Conducted under the aegis of the sport's official governing body, Indian Mountaineering Federation (IMF), the event saw participation from over 80 athletes representing 20 nationalities, being cheered on by 3500 spectators across the two days.

When starting out, the biggest challenge was to raise the requisite funds for the event, which had to be conducted as per the guidelines laid out by IFSC (International Federation of Sport Climbing), the sport's governing body. Understandably sponsorships were difficult to find. And that's when the unifying ability of sport came to the fore. The

Event generated a massive ground swell resulting in donations pouring in from different parts of the country and the world. A crowd funding campaign helped raise both awareness and funds for the Event. Finally, with a generous donation from the TATA Trusts, who saw the sport as a platform for inclusiveness & community development, India played host to a World Cup! The Event's social media footprint was impressive, with people logging in from all over the world to catch the action Live on the official website.

It is estimated that 3000 people take to the sport of climbing everyday, making it one of the world's fastest growing sports. In India, the proliferation of climbing gyms and the increase in the number of climbing walls in schools is an indicator of its growing popularity, Indian athletes have won four medals at the recent 2015 Youth Asian Climbing Championships in Singapore. Climbing is scheduled to make its debut at the Asian Games in 2018 and is shortlisted for the Olympics in 2020.

To get to know more about the highlights and results of the World cup [click here](#).

The Modern Tale of the Nordic Vikings

The months of June - July witnessed the 15th UEFA European Championship being held in France. For the first time in its 56-year history, the European Championship was being contested by 24 teams, having been expanded from the 16-team format. Over 2.5m fans travelled from different corners of Europe and the World, to watch the best teams compete for Europe's most prestigious cup. Amongst Europe's footballing behemoths is the tiny Nordic island country named Iceland whose journey in the 2016 edition of the tournament could be best described as a fairy tale in the making. Followers of the English Premier League ironically witnessed a similar fairy tale which proved very recently that sport always provides the opportunity for folklore to be written down as tales in the books of history.

Facing the European Seleção led by Cristiano Ronaldo, Iceland produced a performance that merited equal points holding the Portuguese to a 1-1 draw. Determined to emulate their resilient performance, Iceland produced a hard fought display in the 1-1 draw against Hungary and

sealed their progression to the next stage by defeating Austria 2-1 in the final group game. Finishing 2nd in the group stage and qualifying for the elimination round meant that they would come up against the young superstars of England. Only few people outside of the total population of 3, 50,000 Icelandic's would have expected the "Strákarnir Okkar" (our boys), as they are nicknamed by their adoring fans, to beat England. Certain sections of the media even went to the extent of asking the French players what their strategy would be against the English in the quarter finals even before the ball had been kicked. Iceland set out with a clear strategy and the desire to execute their plan even after going behind to an early English penalty in the 4th minute was commendable. "Strákarnir okkar" showed real grit and skill to come back immediately, scoring the equalizer and taking the lead by the 18th minute. England were shocked and never really recovered from the counter punch. Not to take anything away from Iceland who put on a defensive master class to ensure they knocked out the Three Lions.



The smallest nation ever to reach a major tournament had progressed into the quarter finals and a script for a fairy tale is being written, another of sport's fabled underdog stories. This achievement is the harvest of a youth-oriented football programme seeded 15 years ago by the Football Association of Iceland

The overhaul began in 2002, when the focus became establishing a curriculum to ensure that the country could produce top-level coaches. The Federation offered and encouraged UEFA coaching courses across the country so that aspiring coaches did not have to travel as far as Norway or England to get their coaching badges. Currently, Iceland has 1 UEFA A licensed coach for every 1,793 people. In contrast England has one UEFA A license coach per 44,537.

Through the course of implementing the programme they recognized that good players are a result of an environment where youngsters can learn from senior players on a regular basis. While an Icelandic player might begin his professional career in the Men's Select Division before going abroad to play, he trains in the same public training grounds as the country's youth. This is crucial to Iceland's football culture as it creates a very conducive environment for youth development. Youth players see

their idols train in front of them, providing them the opportunity of learning from the pro's as well as aspiring to play at their level.

The carefully implemented grass root initiative programme that began around 15 years back is the reason why Iceland today is not only a major exporter of fish, aluminium, ferrosilicon but also footballers. This is despite the 7 to 8 months off season that is forced upon them due to extreme weather conditions and frequent volcanic eruptions.

Regardless of the fact that Iceland was out of the tournament with a defeat at the hands of the French, their spirit reflects in the fact that almost 7% percent of their population landed up to watch them play!!! The Icelandic Federation has demonstrated the ingredients required to build a good team lie in determination and an efficient grass root development model. One that needs study, localization and replication by other footballing associations across the globe. They might have lost the trophy, but have won hearts all over the world. Take a look at the welcome that true heroes deserve. Iceland shows the world that winning is not everything and that once a champion, always a champion.



They have fought battles, now war awaits them.

India's athletes at Rio Olympics have all battled various challenges in life before qualifying for the Summer Games. Their lives itself have been nothing else than an Olympic Qualifying battle. Now, as they head towards the ultimate war of their lifetime, we profile some of them with a look at their backgrounds:



Dutee Chand, women's sprinter.

A condition called hyperandrogenism gave way to a controversy that took the world by a storm and resulted in Dutee Chand becoming the poster girl of Gender Equality in sport. Barred from competing in the women's categories in 2014 because of her extremely high natural levels of testosterone, she came back after an international court battle against governing bodies to create her own national record at an event in Kazakhstan. Dutee recently qualified for the Rio games in the 100m sprint category becoming the first female Indian sprinter in 36 years to qualify for the Olympics with a record of 11:24 secs, well under the Olympic qualifying standard of 11:32 secs.

OP Jaisha, women's marathon runner.

Jaisha Orchatteeri Puthiya Veetil, or OP Jaisha is the beacon of hope and aspiration. A lifetime spent in abject poverty and almost no education, Jaisha would deliver milk from her mother's cows by walking for one-and-a-half kilometres every morning and then by running run two kilometres in the evening. There was a point in time when, the now qualified for Olympics long distance runner, was said to have eaten mud to survive. From winning her first race by a 100m race with no shoes on to representing our country at Rio 2016, this 32 year old has run a long but successful road in life



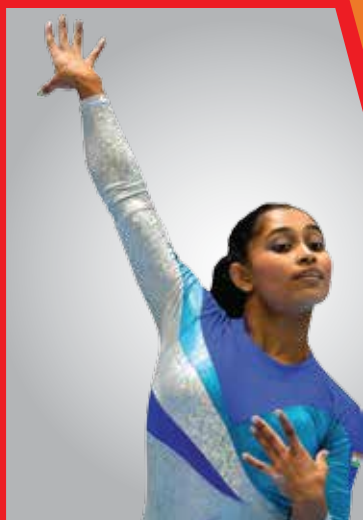


Dattu Baban Bhokanal, men's singles sculls (rowing).

The lone Indian rower at the Rio Games is a story of grit and determination. He fought his fear of water and no knowledge of swimming when he got interested in the sport in 2012, after he joined Bombay Engineer Group and Centre (Khadki). Coming from Talegaon, water was scarce in his village resulting in the rower standing for hours in queues with buckets for the water tankers that come in extreme droughts. Post his father's death, he joined the army where he conquered his fear of water and there was no stopping him then. He qualified for the RIO 2016 after overcoming the trauma of seeing his mother Asha Bhavana in a state of coma. Bhokanal is the ninth rower to have represented the country in rowing.

Shiva Thapa, boxer.

A classic case of good rising from the bad, Thapa was the youngest of six children born to a Nepali origin karate instructor, Padam Thapa. Growing up in a hostile Birubari Bazaar neighbourhood in Assam, where local gangs battled regularly, Thapa was no stranger to the fight scene as his own father was often involved in gang fights before they moved base to Manipur and decided to channel the negative fights into a productive training in boxing. Shiva would wake up at 3 am to train with his father and brother, he would get just five hours of sleep, without a single complaint. The 22-year old gold medallist at SAF games has secured his berth at the RIO 2016 games.



Dipa Karmakar, gymnast.

The first Indian female gymnast to qualify for Olympics in 52 years, 22 year old, Dipa Karmakar from Agartala who bagged five gold medals at the 35th National Games, has logged the highest score on a Produnova in the world: 15.300, which is 7.000 for difficulty, and an 8.300 for execution, making her the rarest of rare phenomena.

Only two of her contemporaries have attempted the Produnova: Yamilet Peña of Dominican Republic and Fadwa Mahmoud of Egypt but none have managed to garner a high of 15.100 in a high-profile competition.

Karmakar knows it's a risky vault with even fatal injuries being involved but says that she has been doing it for two years and that you have to take a little risk trying to do something.

Karmakar is the first Indian female gymnast to win a medal at the 2014 Commonwealth Games. She followed it up with another bronze at the Asian Championships in Hiroshima. She also reached the final round of the 2015 World Championships and finished fifth.

Globetrotting

This weekend, take a break. Look for a place nearby to go Kayaking. Its not only great exercise but superb fun too! Here is all that you need to know while Kayaking. And oh well, a little swimming too!



ESSENTIAL GEAR:

- A. Paddle, Paddle Leash & Emergency Paddle
- B. PDF (Life Vest) & Whistle

CONSIDER THIS:

- A. Kayak Rudder

TIP: We tried to cover most of the gear we think you will need but we do encourage you to modify your setup based on your kayak, enviromental conditions, personal needs and of course the type of fishing you are doing.



THE BASICS:

- Deck Rod Holders (D.)
- Flush Rod Holders (E.)
- Fishing Gear Crate
- Kayak Anchor

TIP: Secure your rods with a rod leash when using flush rod holders. they can slip out on you.



CATCHING FISH:

- Fish Grips
- Measuring Device
- Hook Remover
- Fish Bag/Cooler

TIP: Use ice packs instead of ice in your fish bag, clean up is so much easier.



ELECTRONICS:

- Fish Finder/ GPS
- Fish Finder Mount
- Camera
- Camera Mount

TIP: Mount your camera where you won't have to adjust when it's time to snap a picture.



COMFORT:

- Fishing Apparel
- Head Protection
- Face Protection
- Gloves

TIP: When it comes to paddling apparel, avoid cotton and stick with synthetic materials.



SAFETY GEAR:

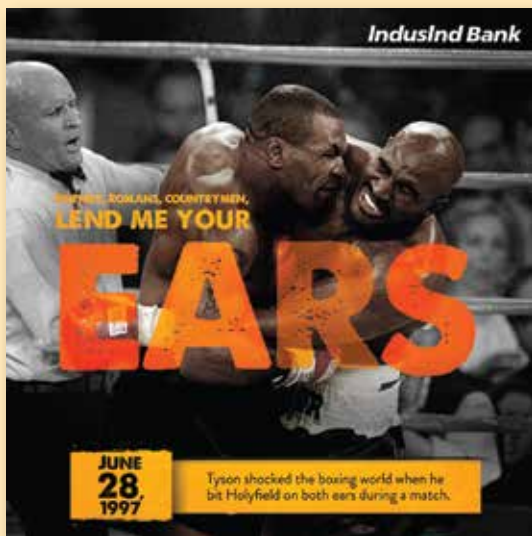
- Magnetic Compass
- First Aid Kit
- Knife
- Kayak Light

TIP: Keep your knife handy (i.e. safely attached to your PDF), for easy access.

IndusInd for Sports #footprints

In this section, we bring to you the best of our social media footprints. #flashbackfridays and #Tuesdaytrivias never got better!

Ringin' from Ear to Ear- #FlashbackFridays:



The longest Shot! #FlashbackFridays:



Smiles! With some dimples please! #TuesdayTrivia



Type it like #FedEX! #TuesdayTrivia



The staircase diaries

The next time there is a rush at the elevators, decide to be chivalrous and take the stairs instead. Why? Because being nice always pays:

BURNS MORE CALORIES PER MINUTE

Stair climbing is officially classified as a 'vigorous exercise' and burns more calories per minute than jogging

EVERY 10 UPWARD STEPS

You burn about 0.17 calories for every step you climb, so you burn roughly a calorie and a half for every 10 upward steps. (So for 4 floors taken approximately 4-5 times a day, you would burn that one cup of popcorn consumed at the movie theatre last night!)

SAVE UP TO 15 MINUTES

For buildings with five floors or less, it's nearly always quicker to take the stairs. Studies show office workers save up to 15 minutes a day by taking the stairs. (Take those brownie points now)

RELEASE ENDORPHINS

As well as guarding against heart disease, diabetes, stroke and some cancers, stair climbing releases endorphins that produce feelings of wellbeing. Well, endorphins are the happy hormones!

YOUR BIT AGAINST GLOBAL WARMING

Do your bit against global warming. Stair climbing cuts carbon emissions. By ditching the lift in a typical office, you will save between 0.3 and 0.6 Kg of CO₂ a day.

START CLIMBING!

The heavier you are, the more calories you burn! So what are you waiting for, start climbing!



What's new @ IndusInd for Sports?

Always wanted to be a photographer or secretly are one? Do you get assigned as the official photographer at each event? Have you dreamt of your compositions being appreciated by thousands? Well, here is your chance now. We are looking at featuring pictorial compositions that speak a thousand words in the IndusInd for Sports calendar 2017. The composition should scream “sport” and here is a clue: It doesn’t always have to be a sporting moment on the grounds, or a picture of practice sessions. It could be as simple as your interpretation of “Sport” in real life. Across work, home or streets. So get clicking! **Send in your entries to forsports@indusind.com by 15th November, 2016.** The pictures need to be unedited and only raw files in minimum resolution of 600 dpi will be accepted.

GET CLICKING!





There is a new sport around the corner and it is creepy. 6 feet under creepy. “The National Grave digging championships” were held on 4th June, 2016 at Hungary where over 18 teams of two each participated. While various sports have a die-hard following, this is one sport that moved heaven and hell to ensure that the games were held and that the pair which dug out the prettiest grave, the fastest won. Bizarre yes, but then may the best grave win!

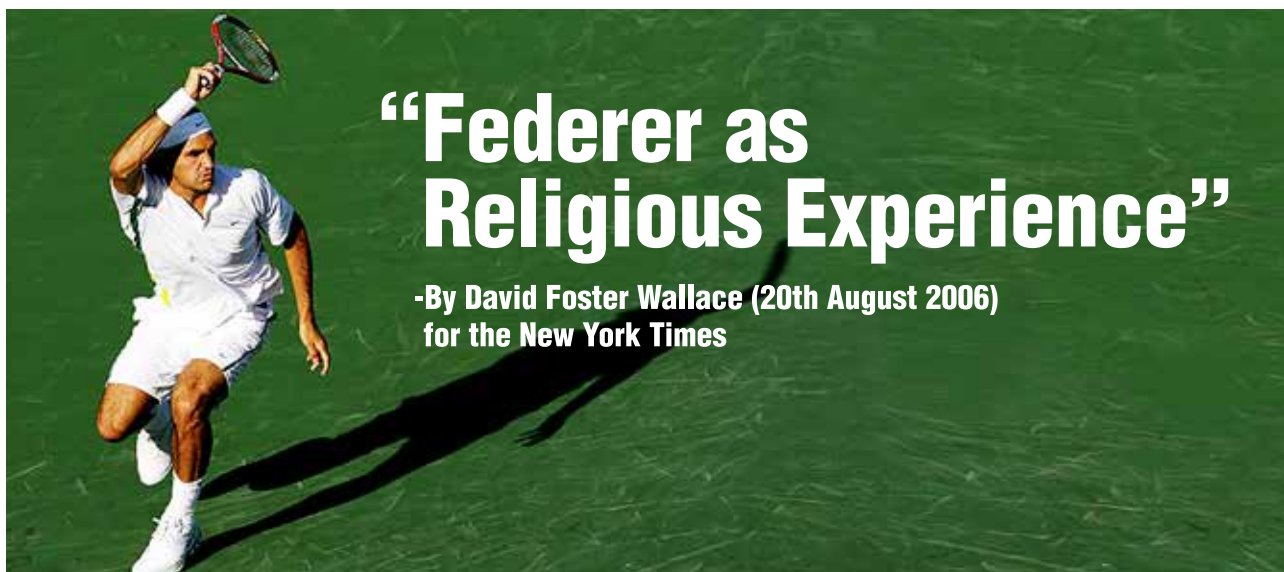


“ The National
Grave digging
championships ”



From the archives

For each edition of the Spotlight⁺, we shall bring to you articles that defined readership history in Sport: Articles, that passion wrote using ink; Articles that shall be relevant even today, as they leave a mark with their in-depth research, heartfelt words and keen analysis. For this edition we chose David Foster Wallace who wrote a detailed essay on the phenomenon that the Tennis legend- Roger Federer is. We know we got you at Federer. So read on.



“Almost anyone who loves tennis and follows the men's tour on television has, over the last few years, had what might be termed Federer Moments. These are times, as you watch the young Swiss play, when the jaw drops and eyes protrude and sounds are made that bring spouses in from other rooms to see if you're O.K. The Moments are more intense if you've played enough tennis to understand the impossibility of what you just saw him do. We've all got our examples. Here is one. It's the finals of the 2005 U.S. Open, Federer serving to Andre Agassi early in the fourth set. There's a medium-long exchange of groundstrokes, one with the distinctive butterfly shape of today's power-baseline game, Federer and Agassi yanking each other from side to side, each trying to set up the baseline winner ... until suddenly Agassi hits a hard heavy cross-court backhand that pulls Federer way out wide to his ad (=left) side, and Federer gets to it but slices the stretch backhand short, a couple feet past the service line, which of course is the sort of thing Agassi dines out on, and as Federer's scrambling to reverse and get back to center, Agassi's moving in to take the short ball on the rise, and he smacks it hard right back into the same ad corner, trying to wrong-foot Federer, which in fact he does — Federer's still near the corner but running toward the centerline, and the ball's heading to a point behind him now, where he just was, and there's no time to turn his body

around, and Agassi's following the shot in to the net at an angle from the backhand side ... and what Federer now does is somehow instantly reverse thrust and sort of skip backward three or four steps, impossibly fast, to hit a forehand out of his backhand corner, all his weight moving backward, and the forehand is a topspin screamer down the line past Agassi at net, who lunges for it but the ball's past him, and it flies straight down the sideline and lands exactly in the deuce corner of Agassi's side, a winner — Federer's still dancing backward as it lands. And there's that familiar little second of shocked silence from the New York crowd before it erupts, and John McEnroe with his color man's headset on TV says (mostly to himself, it sounds like), "How do you hit a winner from that position?" And he's right: given Agassi's position and world-class quickness, Federer had to send that ball down a two-inch pipe of space in order to pass him, which he did, moving backwards, with no setup time and none of his weight behind the shot. It was impossible. It was like something out of The Matrix. I don't know what-all sounds were involved, but my spouse says she hurried in and there was popcorn all over the couch and I was down on one knee and my eyeballs looked like novelty-shop eyeballs....(cont)...

Hooked already? Read the full article [here](#)

Tête-À-Tête Diaries

Featuring Niranjan Mukundan

Paralympic Swimmer, Scholar
IndusInd Umang ParaChampion.



The day saw various sales teams from across the county at the IndusInd Bank's business meet "Game for Glory". Amongst the various engaging & learning sessions of the day, the highlight of the day was the young, bold and successful Paralympic swimmer Niranjan Mukundan.

While we have already introduced this bright young man through our ParaChampions program "IndusInd Umang" with GoSports Foundation (read his complete profile at <http://www.indusind.com/forsports/niranjan-mukundan.html>), there were a few things we wanted the IndusInd family to know about Niranjan.

The dynamic young swimmer gained a whole new set of fans through his talk where he spoke about his story of grit, determination and passion to succeed which had a visibly inspiring impact on all present at the event.

The IndusInd for Sports team were lucky to get him away to answer a few questions after the program. We wanted to get to know the person behind the story and the enthusiastic gentleman was only glad to oblige-

Q. Niranjan, it is a pleasure to have you with us. It is amazing for us to see how you visibly motivated the people here through your talk. How do you approach a talk of this nature and is it something you prepare for in a similar way that you would with your profession/sport?

A. Thank you for inviting me, it is my pleasure and I am proud to be able to meet and speak to so many people from IndusInd Bank. It is definitely something that I have to plan

and prepare for so I do spend some time practicing it beforehand. The teams at IndusInd and Go Sports are very helpful in making these plans and helping me prepare to deliver. I enjoy the fact that by sharing my story I am able to stir emotion in people and I do my best to drive that emotion into passion by relating it to their professional lives and goals.

“ Nothing is impossible ”



Tête-À-Tête Diaries



I believe there is a lot we can learn from each other's experiences

Q. What is it about your story that you feel people are able to relate to which stirs the emotion and passion in them?

A. I feel that the biggest factor that draws a connection is the sporting aspect. People do tend to appreciate and understand the efforts that go into being a professional athlete. Building on that I think it is important to convey the message of my inspirations and values that I believe in and practice every day to achieve success. Values such as courage, discipline, tenacity and perseverance which when implemented enables working professional's to get the best out of themselves

Q. Witnessing you talking we realized that you must be making an impression everywhere you go and on everyone you meet. Do you try and impart these values and look to inspire people that you interact with on a regular basis?

A. I find that most people I talk to or interact with on a regular basis that have jobs and are in mainstream professions, face adversities on a daily basis. If I feel that there is a way I can maybe help or inspire that person with sharing my experiences then I do look to do that as often as possible. The lessons I have learnt from competitive sports and the positivity that it has given me in knowing that nothing is impossible is definitely a thought that I like to share with people.

Q. The reaction we saw from the participants was amazing, sports tends to bring out this reaction and emotion in even the most professional of beings. Where you surprised or prepared for the adulation that came your way?

A. It is definitely overwhelming in this sort of a situation as all of these wonderful people here are esteemed professionals who excel at their field and manage high pressure situations on a daily basis. I am very glad that I have the opportunity to meet and address such an audience while sharing my story. The reaction that it brings about always brings me joy and I absolutely enjoy the time I get to interact with each person.

Q. Any particular message that you would like to share with the many members of the IndusInd family that will be reading this?

A. Firstly I would like to thank the persons behind the initiative from IndusInd Bank to provide the backing for the Go Sports Foundation Paralympic Program. I cannot express the gratitude that me and all my fellow athletes, I know I can speak for all of them, have towards an esteemed organization like IndusInd to have come in and fully supported the program. It gave us all a great morale boost knowing there is somebody willing to back us with anything and everything we need. I feel humbled and proud and thank IndusInd Bank for giving me the platform here today. Despite our different backgrounds I believe there is a lot we can learn from each other's experiences. To all the members of the IndusInd Family, I do hope I get the chance to meet as many of you as possible in the future.



Captain's Speak:

Sanjeev Anand speaks



Each month it is heart-warming to see scores of stories of successes, determination, grit and pure dedication. We keep stressing on the power of sport because of one simple reason. Sport is not about playing a game. It is about the spirit you have in you to approach each aspect of life. "Be a sport" is a

phrase we so commonly use across each area in life- be it at work, at home, at the games or even with friends. The essence of this term is something that differentiates the human species from the rest of the animal kingdom. Because we realize and strive to respect the spirit that Sport brings to the table in our communities; the spirit of mutual admiration, healthy competition and hair raising inspiration.

As a working family, it becomes even more important to have this element in our everyday chaotic and hectic lives. Today everyone seems to be chasing a deadline, a target or that ever elusive dream of success defined by others for them.

It has become even all the more important to take a step back, evaluate your life, your health and the relationships around you. We are not a species that thrives in isolation. And hence working or living as a team becomes even all the more imperative to leading a well balanced life.

We had recently asked the 25000+ employees of IndusInd to share with us their sporting stories and what helps them work better as a team. We have got some very interesting entries and after measured discussions have decided to feature the "IndusInd Mumbai Soccer" team in this edition of the Spotlight+. It is a team that works together and plays together in the truest of senses.

Apart from this, we also have a very interesting infographic on the journey of IndusInd for Sports till now. It been a short but impactful start to this initiative and I see this growing stronger and bigger with each day!

Do write in to me with your feedback, suggestions and queries at forsports@indusind.com. Looking forward to hearing from you all soon! Till then #getyoursporton

In the family

Football is in the air this season! And hence it is only fitting that this edition we happened to chance upon the great story of the "IndusInd Mumbai Soccer" sent in to us by Andrew Fernandes. In his words "It's been a tough, sweat driving and progressive way ahead for the IndusInd Bank Football Team all down these years. From serious practise to well-deserved breathing taking victories, the journey has been long- from dust to desire and winning has been magical. We started with our first participation @ The Tiger sports Cup in 2014 and we won! And the Fairytale continues..."

The team comprises of bright and dynamic members and goes without saying that they all deserve a mention here.

With **Andrew Fernandes** as the Team Manager, we have Jai Gaba (Dy. Team Manager), Coswil Cardoz (Captain), Vitesth Anchan (Vice Captain), Kunal Wagh, Kushal Shetty, Neil Mendonca, Sarms Mitra, Victor Dcosta, Compton Bhattacharyya, Aester Gonsalves and Kailash Bist.

With wins at the Tiger Sports Cup (2014), 6th Smaaash Corporate Soccer League (Dec 2014), 14th Saran Corporate Soccer (May 2015) and the Smaaash Corporate Soccer League - Industry Specific (Feb 2016), the journey hasn't always been rosy. They have had to face issues like injuries, resources for practice, sacrificing family time and so on. But the team has found balance to pursue their passion of sport and with support from the IndusInd fraternity, they find time

to practise each Sunday morning and also take the initiative to play with other teams to improve their performance.



As they always say that it's always the small steps that matter. And to begin, we must show our support and encourage the team further by being there to cheer for our colleagues who represent IndusInd at various matches. We are happy to announce that the team would be getting an IndusInd branded kit and each member would get branded jerseys to play at tournaments from now on!

We wish the team the best and hope they get home more laurels and victories!