

Date: 10.12.2021

Publication: Orissa Post

Page no.: 11

Edition: Bhubaneswar

Bajaj Allianz launches campaign to empower hockey in country

POST NEWS NETWORK

Bhubaneswar, Dec 9: Bajaj Allianz General Insurance, Thursday, announced the launch of its '#CareForHockey' campaign with a view to help elevate recognition of hockey in the country. As part of the initiative, the company has associated with Rani Rampal, Indian Women's Hockey Team Captain who is the face of this campaign.

#CareForHockey is a one of its kind campaign from the company with a goal to support the development of Hockey in India from the grass-root level, said a company official.

Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance said, "The '#CareForHockey' campaign is an attempt to take these brand values forward to support hockey to not only make a mark in the world, but to also encourage more people to pursue their passion for this sport thereby keeping hockey alive in India. I'm sure that this campaign with the support from Rani Rampal and One Thousand Hockey Legs project will help take this message to the last mile and will encourage people to follow their ambition, break records and create history for our country."