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Private General Insurer, Allianz General Insurance, has announced the launch of its '#Care4Hockey' campaign with a goal to support the development of hockey in India from the grass-root level.

For the campaign, the company has roped in Rani Rampal, captain of the Indian women's hockey team, as the face of the campaign. The thought behind this campaign is to elevate field hockey's recognition in India and showcase, how supporting a person to attain their goals can enable them to make a difference in the society.

Bajaj Allianz also associated with 'One Thousand Hockey Legs', a flagship project of Delhi-based NGO - hockey citizen group. Tapan Singhel, managing director and chief executive officer, Bajaj Allianz General Insurance, said, "Bajaj Allianz General Insurance is a brand which lead the change. The '#Care4Hockey' 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."

Rani Rampal, captain - Indian women's hockey team and Padma Shri Award winner, said, "A word of encouragement and support from people around you plays a crucial role in helping you achieve your dreams. I've had my share of challenges to be where I'm today and I'm glad to be associated with a brand like Bajaj Allianz General Insurance which stands true to its philosophy of 'Caringly yours' by providing the much-needed support to Indian Hockey and helping the aspirations of many come true. I believe that this will surely go a long way in inspiring people to pursue this sport in India."

Arumugam, founder and chief executive officer, Hockey Citizen Group, said, "One Thousand Hockey Legs, which is a flagship project of our NGO, has been working relentlessly towards

providing necessary support and opportunity to underprivileged children who aspire to play Hockey. I really appreciate Bajaj Allianz General Insurance for extending their support to empower these children whose enthusiasm to play Hockey will help this sport prosper in our country.”

Watch the campaign over here:

