



BIG FM IN ASSOCIATION WITH HDFC ERGO CULMINATES ‘HANDS FOR HUMANITY’ CAMPAIGN, A CSR INITIATIVE FOR THOSE IN NEED!

~The association saw BIG FM and HDFC ERGO come together to pledge and distribute ration kits among 1000 migrant and underprivileged families hit by the pandemic in Mumbai ~

National, 7th September, 2020 – Inspiring change and spreading a ray of hope and positivity in these trying times; **BIG FM, one of the leading radio networks in the country**, and **HDFC ERGO General Insurance Company Ltd., one of India's largest general insurance company in the private sector**, lead by example as they join hands to distribute ration kits amongst 1000 migrant and underprivileged families hit by the COVID-19 crisis across various pockets of Mumbai. The 10-day long **‘Hands For Humanity’** campaign, a CSR Initiative by HDFC ERGO, culminated recently as it served families with pre-created ration kits that included essentials such as rice, lentils, cooking-oil, masks, sanitizers & sanitary napkins amongst other key things.

As the world grapples with the disastrous ramifications of the pandemic, families and individuals, who live on daily wages have been affected severely due to the lockdown. With an objective to provide relief and spread smiles, the distribution drive implemented with the help of the NGO, **United Way Foundation**, kick-started on 27th August and covered the length and breadth of the city. Aimed at distributing ration to 1000 families, the campaign exceeded its target as it donated ration kits to 1131 families in total. In addition to ensuring no one remains hungry, the campaign also raised awareness on the importance of maintaining hygiene and following all the safety protocols in the current times.

Commenting on the campaign, **Sunil Kumaran, Country Head - Product, Marketing and THWINK BIG, BIG FM** said, *“We are glad to collaborate with HDFC ERGO once again after our highly successful ‘High Beam - Not OK Please’ campaign last year. These are trying times, and all of us are doing our best to come out of it stronger. And in an unprecedented scenario such as this, it becomes our moral responsibility to help those who are in need and have been affected the most! Through this initiative ‘Hands For Humanity’, we are humbled to have been able to help families who are in need in the city. We would also like to thank our execution partner, United Way Foundation, for supporting the campaign.”*

Adding to the same, **Mr. Samir H. Shah, ED & CFO, HDFC ERGO General Insurance Company Ltd.** said, *“The ‘Hands for Humanity’ campaign is the need of the hour due to the on-going COVID-19 crisis we are all faced with. Through this initiative, the efforts were to help the needy overcome the difficulties by providing some daily essentials. This is one more step by HDFC ERGO in bringing about positivity and happiness in people’s lives. We are happy to have partnered with BIG FM for this campaign and would also like to extend our gratitude to the United Way Foundation, who have helped us in the execution of the campaign.”*

The ‘Hands for Humanity’ CSR initiative by HDFC ERGO is in alignment with their motto to ‘Take it easy’, and spread hope and optimism. The initiative also further reinstates BIG FM’s objective of spearheading purpose-led initiatives. With the onus to inform, educate and entertain, BIG FM continues to exemplify credibility, authenticity and purpose in each of its efforts. The campaign was extensively promoted across the radio networks on air and digital platforms.



ABOUT BIG FM:

BIG FM, one of India's largest radio network with 58 stations, reaches out to 1.9K towns and 1.2 Lacs villages and over 34 Crore Indians across the country. BIG FM has evolved with the changing times. With the new positioning, BIG FM will play a meaningful, relevant and compelling role in lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localised content and credible RJs the brand will play the role of a 'thought inspirer' and an agent of positive change in society. The new tag line of 'Dhun Badal KeToh Dekho' reflects the philosophy that 'Changing the world for the better starts with changing your thoughts'.

Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favourite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. The network's occasion-based programming, CSR Activities and client integrated campaigns strongly reflects its Dhun Badal KeToh Dekho ethos. The original content-based shows and engaging brand led campaigns has consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.

About HDFC ERGO:

HDFC ERGO General Insurance Company Ltd. is a 51:49 joint venture between the Housing Development Finance Corporation Ltd (HDFC); India's premier Housing Finance Institution and ERGO International AG; the primary insurance entity of the Munich Re Group of Germany. HDFC ERGO, the third largest General Insurance provider in the private sector, offers the complete range of general insurance products including Motor, Health, Home, Agriculture, Travel, Credit, Cyber and Personal Accident in the retail space and Property, Marine, Engineering, Marine Cargo, Group Health and Liability Insurance in the corporate space.

Over the last few years, HDFC ERGO has constantly endeavoured to not just align itself to the evolving market needs, but instead be a pioneer in terms of its offerings. Having its ears to the ground has helped the Company create a stream of highly targeted new products and AI-based tools and technology. Be it unique insurance products, integrated customer service models, top-in-class claim process or a host of technologically innovative solutions, the Company has been able to delight its customers at every touch-point and every milestone.

With a wide distribution network and a 24x7 support team, the Company has been offering seamless customer service and innovative products to its customers. Please log on to www.hdfcergo.com for more information on HDFC ERGO and the products and services offered by the Company.