

# CORPORATE SOCIAL RESPONSIBILITY

“SUCCESSFUL PEOPLE HAVE A SOCIAL RESPONSIBILITY TO MAKE WORLD A BETTER PLACE AND NOT JUST TAKE FROM IT.”

- CARRIE UNDERWOOD

As an organisation built on the foundation of collective success of individuals from the society, the men and women at IIFL Investment Managers regularly channelise their efforts that support the society at large. On a personal level, many members within the organisation individually contribute to the betterment of the society in various ways. As a responsible organization and corporate citizen, IIFL Investment Managers regularly undertakes social initiatives that empower and add to the social wealth of the society. All our achievements are from within the society we flourish in, and our future depends on the future health of our society.

At IIFL Investment Managers, all our efforts have been directed towards the upliftment of the society, to create long-term social impact, to empower the marginalised communities and enhance their quality of life. We always aim to give back to the society for development of the under privileged and for the greater good. As part of this belief, we have focused

our efforts and undertaken a number of projects in the core areas of nation building, encouraging entrepreneurship, tribal developments, women empowerment, healthcare and education..

We have taken such initiatives under the guidance of our parent company, including;

- DEVELOPMENT OF SPORTS BY PROVIDING WORLD-CLASS PLATFORM FOR YOUNG BUDDING PLAYERS
- SUPPORT AND NURTURE PLAYERS FROM UNDERPRIVILEGED BACKGROUNDS
- MEDICAL SUPPORT TO POOR STUDENTS
- PROMOTION OF EDUCATION TO SCHOOL DROP-OUT CHILDREN
- SMART SHALA PROGRAM
- EDUCATIONAL SUPPORT TO CHILDREN FROM MARGINALISED COMMUNITIES
- EDUCATIONAL SUPPORT TO TRIBAL CHILDREN WHO ARE OUT-OF-SCHOOL

While we have provided support in the field of sports across India, we have been working in the field of education in the states like Rajasthan, Jharkhand, Maharashtra and West Bengal. In Maharashtra, we have also been associated in the health sector by providing medical support to poor patients. All this work is carried out through IIFL Foundation.

## EKA BY IIFL INVESTMENT MANAGERS

“AS A GROUP OF YOUNG FOUNDERS, WE HAVE ALWAYS REALISED THE NEED FOR COMPETITIVE SPORT IN OUR PERSONAL AND PROFESSIONAL DEVELOPMENT AND HAVE INCORPORATED WITHIN OUR ORGANISATION THE VALUES WE HAVE LEARNED IN THE SPORTS ARENA.”

– YATIN SHAH, FOUNDER & EXECUTIVE DIRECTOR, IIFL INVESTMENT MANAGERS.

IIFL Investment Managers, took a conscious decision to adopt sports as part of its CSR activity and to promote National and Olympic sports in the country. Under the banner of EKA (pronounced Ek or One), a first-of-its-kind platform in India, the single-minded objective is to build sustainable platforms to empower the future sportspersons of our country and to provide young Indian sportspersons the much-needed spring board to participate actively in sports such as Chess, Golf and Tennis in Asian and global tournaments. Our endeavour is to provide an environment at par with global tournaments with professionally run events managed at world-class standards.

A regional-level format followed by a grand finale with participation from international players is one of the key approaches adopted as part of this vision. Further, executing all such activities in association with state, national and international federations is part of our endeavour to give participants their due recognition and further their career.

Following are the 3 sports adopted as part of EKA Initiative:

### CHESS

IIFL Wealth Under-13 Chess Tournament, a pan-India tournament, held in association with Indian Chess School, has grown to accommodate more than 600 participants from 30 different countries in FY17-2018. Regional qualifiers are held in 3 cities followed by a Grand Finale. It also made a world record of having 100+ digital chess boards live simultaneously for any open-category chess event.



Indian chess grandmaster, Viswanathan Anand

## TENNIS

In FY18, IIFL Investment Managers introduced Tennis as part of its sports CSR. Similar to chess in its format, the IIFL Wealth Championship Series Tour was held in 4 cities and saw participation from over 1,000 children in the age groups of U-12 and U-14. We have joined hands with Mahesh Bhupathi Tennis Academy to host U-14 Asian Ranking tournament in India. The tournament, that was held under the aegis of All India Tennis Association (AITA), allowed the participants to notch up points, improve their National ranking and better their game. The final was held under the aegis of the Asian Tennis Federation (ATF) and saw international participation from 4 countries. The tournament helped the participants in improving their Asian ranking and was held in India after a long gap with full hospitality as per international standards.

100 children from the local municipal schools were introduced to tennis, taught about the rules of the game and provided training by certified coaches. They learnt to do drills and exercises, post which they were taught to use racquets and play against each other.



## GOLF

Golf being the other sport adopted by IIFL Investment Managers in the previous year, was designed to give more exposure to the upcoming Indian Golfers and allow them to compete with their international peers and improve their overall game.

IIFL Wealth Golf Invitational Faldo Series was the first ever Faldo Series tournament to be held in India in FY18. One of the most reputed tournaments worldwide for amateur golfers, the regional qualifiers for it were held in 7 cities across India in association with Rishi Narain Golf Management Group, followed by the Finale which was held in Bengaluru. The regional qualifiers saw participation from more than 500 children in different age categories, winners of which got qualified for the National Finals.

The participating clubs saw the caddy's children becoming part of the tournament and qualifying with the rest for the National Finals.

The winners of the National Finals held in Bengaluru got direct entry into the Faldo Series Asia Finals which was held in Vietnam. The best result from Faldo Series Asia Finals came in the form of Pranavi Urs, who was the India winner in the Girls Under-16 category, came 3rd in Asia overall.