

CORPORATE SOCIAL RESPONSIBILITY

While India is making its mark on global economic and cultural platforms, its performance in the sports arena continues to be dismal. According to a recent study, less than 2% of Indians participate in sporting activities¹. This is quite worrying – given that 40% of India's population is under the age group of 20 years². At IIFL Wealth & Asset Management, we believe, the young demographic needs to be channelised into diverse sporting pursuits.

India has all the ingredients for becoming a great sporting nation. We also know that grassroots sports development is a responsibility that cannot be addressed by a single entity alone. A majority of our corporate social responsibility (CSR) initiatives, routed through the IIFL Foundation, are aimed at providing better facilities to budding players from underprivileged backgrounds.

Beyond sports, our CSR initiatives also facilitate better education and healthcare to members of the marginalized communities. We also work in the areas of tribal development and women entrepreneurship. Besides our contributions through the IIFL Foundation, our team members also work towards the betterment of society in their individual capacities. Together, we aim to foster a brighter future for our country with more equal opportunities for all its citizens.

HERE ARE THE HIGHLIGHTS OF OUR CSR INITIATIVES DURING THE PREVIOUS FISCAL:

EKA

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 and Golf in Asian and global tournaments. At IIFL Wealth & Asset Management & Asset Management, we feel very strongly about sports and believe in its power to uplift and bind the society. Executing EKA in association with state, national and international federations is part of our endeavour to give participants their due recognition and further their career.

¹ <https://bridgesofsports.org/2019/01/28/reality-of-indian-sports/>

² <https://www.firstpost.com/india/latest-census-data-shows-youth-surge-nearly-41-of-indias-population-is-below-the-age-of-20-2581730.html>

CHESS

Tournament winners received a prize purse of Rs.15 lakhs and Rs.10 lakhs under the Open and U-13 categories respectively. In fact, the U-13 Championship is the world's richest chess tournament. The championship kicked off on December 30th 2018 at Mumbai's World Trade Centre. Being conducted under the auspices of All India Chess Federation (AICF), All Marathi Chess Association (AMCA) & Mumbai Suburban District Chess Association (MSDCA), the tournament allowed participants to play as per the FIDE Laws of chess for a total of 09-rounds in a Swiss-League format. The U-13 Category is open to all junior players, irrespective of their ratings, true to the spirit of EKA. The Open category is limited to FIDE-rated players. This year's edition attracted the cream of grandmasters from more than 25 countries, which includes Grandmaster Karen Movsesian who has been crowned as World Seniors Champion.

Patron and friend of the event, multiple World Champion, Viswanathan Anand said, "It has now established itself as one of the premier opens in Asia, and what I found especially interesting is the fact that lots of strong players come from abroad to play in this competition along with a large contingent of strong Indian players, which gives a lot of opportunities to young juniors and sub juniors to test their skills against the best, this makes for a very interesting open."





GOLF

The Golf Invitational Faldo Series India, hosted by IIFL Wealth & Asset Management under their CSR platform EKA, is a first-of-its-kind in India. It has been organized in association with the internationally renowned Nick Faldo series to facilitate world-class exposure for amateur Indian golfers.

It was hosted at the award-winning Jaypee Greens Golf Resort from 9th to 12th January 2019. The tournament presented an opportunity to play alongside some of India's best junior Golfers. Featuring five categories: U-21, U-18 and U-16 for boys and U-21 and U-16 for girls, winners were awarded a direct entry into the Asian Finals of the Faldo Series which was held in Vietnam in March 2019.

Over the next few years, EKA will continue to focus on creating more such opportunities for budding golfers to advance their career in an international arena.

