

DCB BANK

Press Release

DCB Bank to mark World Environment Day with ‘Go Green Marathon’

Ahmedabad, June 3: DCB Bank, a new-generation private sector bank, and Dhanush Foundation, an NGO involved in environment education, skill development and women empowerment, are hosting the DCB Bank Go Green Marathon in Ahmedabad on June 4. The event is being held on the eve of World Environment Day.

Prominent dignitaries, including Ahmedabad Mayor Gautam Shah, government officials and fitness experts, will grace the event.

The annual marathon, whose theme this year is ‘Fitness With Nature’, has five race categories – Earth Run (21 km), Forest Run (10 km), Green Run (5 km), Forest Cyclothon (10 km) and Green Walkathon (5 km). Other activities such as live music, entertainment, street play, food zone, Zumba workshops and other attractions will be held on the sidelines of the marathon.

A pre-marathon event will be conducted today at Gujarat University Road. Nature enthusiasts and citizens will undertake beautification of the walls by painting social messages around the theme of water conservation, recycling and waste management that reinforces the importance of a healthy environment.

DCB Bank SME and Retail Banking Head Praveen Kutty said, “We are happy to be associated with the prestigious Dhanush Foundation and look forward to watching many young and enthusiastic runners prove their mettle in the DCB Bank Go Green Marathon. The only way to improve the quality of our environment is by getting everyone involved, for only then can we make a big difference. The marathon is a great way to run for an important cause such as the World Environment Day.”

Rishabh Shah, President, Dhanush Foundation said, “We are organising the marathon to spread awareness about social and environmental issues. It is important to emphasise, especially to the younger generation, that our fitness lies in the fitness of nature, and that it is essential to imbibe nature in everyday life.”

DCB Bank’s core thrust areas for Corporate Social Responsibility (CSR) are water conservation, recycling and waste management. The wall painting and Go Green Marathon is an important and effective medium to involve citizens to work towards making a positive contribution for the environment.

DCB Bank is the title sponsor and Aditya Birla Health Insurance is the associate sponsor for the Go Green Marathon.

About DCB Bank

DCB Bank Limited is a new generation private sector bank with 262 branches across 18 states and 2 union territories. It is a scheduled commercial bank regulated by the Reserve Bank of India. It is professionally managed and governed. DCB Bank has contemporary technology and infrastructure, including state-of-the-art and internet banking for personal as well as business banking customers and has launched India’s first Aadhaar number and fingerprint based biometric ATMs.

For more details please visit www.dccb.com & <http://www.akdn.org/akfed>

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About Dhanush Foundation

Dhanush Foundation a Government registered NGO, which is an initiative by the youngsters of Ahmedabad. The foundation believes that India – with the world’s largest young population, needs its youth to play the pivotal role in sustenance of the environment. The foundation aims to spread environmental awareness specifically amongst the youth of the city. This Marathon is a key step in this initiative.

About Aditya Birla Health Insurance

Aditya Birla Health Insurance Co. Ltd (ABHICL) is a 51:49 joint venture between the Aditya Birla Group and MMI Holdings. This partnership between a Fortune 500 Indian Group and one of South Africa’s largest insurance companies aims to revolutionize the Indian health insurance industry with a unique offering for customers.

Both these groups have come together with the common vision, commitment and know-how to make a positive impact on the way individuals and families adopt a healthier lifestyle by using smart technology and innovative product and service offerings.

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