

For Immediate Release

RBL Bank Marks 80th Foundation Day with 'Project Khwaish' – An Initiative to Support Underprivileged Girls Fighting Cancer

Mumbai, 7th August 2023: On its 80th Foundation Day, RBL Bank, one of India's leading private sector banks – proudly unveiled 'Project Khwaish,' an earnest social initiative dedicated to providing cancer treatment and care for underprivileged girl-children. In partnership with Tata Memorial Hospital, this noble project is aiming to benefit 80 girl-children with comprehensive cancer care support valued at a total cost of Rs. 3.20 crore.

With the first phase inaugurated at Tata Memorial Hospital located in Mumbai and Varanasi, girl-children from all states of the northern, western and eastern regions can avail of this treatment. Subsequent phases are scheduled to be launched in association with Adyar Cancer Institute in Chennai, where it will support girl-children from all southern states of India and Narayana Hrudayalaya Charitable Trust located in Bengaluru, Delhi and Kolkata, which will provide treatment to Jammu & Kashmir, Delhi, southern and eastern India.

According to a study conducted by the National Cancer Institute in July 2021, out of 50,000 children diagnosed with cancer, only 15,000 opt for treatment. From the remainder, the number of girl-children being denied treatment is on the higher side, indicating a traditional bias against the girl-child. If childhood cancer is detected early, the recovery rate can be as high as 85%. Project Khwaish aims to bring about a positive and transformative impact with a primary focus on providing essential medical care and support throughout their cancer treatment journey.

R Subramaniakumar, MD & CEO, RBL Bank, said, "The 80th Foundation Day is a momentous occasion and we are incredibly proud to launch 'Project Khwaish,' a heartfelt initiative dedicated to delivering cancer treatment and care to underprivileged girl-children. At the heart of this endeavour lies our firm belief that every child deserves access to top-notch healthcare. Through this small step, we reaffirm our commitment to fulfilling this noble cause. With 'Project Khwaish,' we aim nurture a promising and healthier future for the children"