

For Immediate Release

RBL Bank Raises Rs. 5.12 crores for Girl Child Education through its CSR Initiative UMEED 1000 Cyclothon

- The initiative has garnered funds over Rs. 16. 12 crores in the past seven years
- 2,71,127 kms were covered collectively by all the participants of the Cyclothon and Donate Miles to Educate, Charity Challenge

Mumbai, December 17, 2020: ‘UMEED 1000’ Cyclothon, the flagship CSR initiative of RBL Bank, a social endeavor to contribute and raise funds in support of girl child education concluded successfully, raising Rs. 5.12 crores. The proceeds of the initiative will be donated to Udbhav RBL School, in Fatehnagar, Hyderabad, a school adopted by the Bank in 2019 catering to underprivileged children.

The event this year was conducted in phases, starting off the first leg of the initiative, on October 2, 2020 with a charity challenge, ‘Donate Miles to Educate-Support Girl Child’. The challenge saw employees of RBL Bank and their families walk, run and cycle to donate miles, which were monetized into funds. A collective distance of 1,61,036 Kms was contributed through this challenge. The miles donated was tracked through an App and the Bank matched the donation raised 1:1.

The Cyclothon was flagged off from the Lower Parel Branch of the Bank on November 27, 2020 and over a span of 14 days, 127 cyclists, including 52 RBL Bank employees, collectively contributed a distance of 1,10,091 Kms(as captured on the App).

Commenting on the occasion, **Rajeev Ahuja, Executive Director, RBL Bank** said, “The spirit of our employees, our partners, the 127 cyclists and the numerous participants who donated miles to educate the girl child, have been the driving force in making this initiative a big success. We are grateful for the efforts and the commitment shown by everyone associated with the cause and for coming together to make it count for the girl child, even amidst these challenging times.”

Shanta Vallury Gandhi, Head – HR, CSR and Internal Branding at RBL Bank added, “While we changed the model of our initiative this year to comply with the safety norms, what did not change was the devotion, grit and passion of our cyclists, employees and our partners, whose support and belief in the cause of girl child education made it possible for us to implement the 7th edition, seamlessly. We are proud of the tenacity showcased by the 127 cyclists and the employees, to contribute to a larger cause, which will brighten the lives of countless girl children by giving them the opportunity of education and a better future.”