

Coverage Dossier

On

**PNB MetLife signs on ACE Badminton Player
PV Sindhu as Brand Ambassador and PNB
MetLife launches new brand campaign
#ShedTheWait**

**Coverage compilation from February 1, 2019 to February 12,
2019**

Prepared by – Adfactors PR

**PNB METLIFE SIGNS ON ACE BADMINTON PLAYER PV SINDHU AS BRAND
AMBASSADOR**

No.	Publication/Portal	Headline	Date
Print			
1	The Hindu	<u>Sindhu is PNB MetLife brand ambassador</u>	February 01, 2019
2	Hindustan Times	<u>Even without Marin, All England will not be easy</u>	February 01, 2019
3	Mirror	<u>No cakewalk</u>	February 01, 2019
4	The Free Press Journal	<u>Marin's absence will not make it easy: Sindhu</u>	February 01, 2019
5	Free Press	<u>No cakewalk in All England even without Marin: Sindhu</u>	February 01, 2019
6	The Hans India	<u>No cakewalk in All England even without Marin</u>	February 01, 2019
7	Apla Mahanagar	<u>Sindhu is PNB MetLife brand ambassador</u>	February 01, 2019
8	Echo Of India	<u>PNB Metlife signs PV Sindhu as Brand Ambassador</u>	February 02, 2019
9	Divya Gujarati	<u>PNB MetLife signs on ACE Badminton Player PV Sindhu as Brand Ambassador</u>	February 02, 2019

10	Prabhat Daily	<u>PNB MetLife signs on ACE Badminton Player PV Sindhu as Brand Ambassador</u>	February 02, 2019
11	Gujarat Pranam	<u>PNB MetLife signs on ACE Badminton Player PV Sindhu as Brand Ambassador</u>	February 02, 2019
12	Marwad Mitra	<u>PNB MetLife signs on ACE Badminton Player PV Sindhu as Brand Ambassador</u>	February 02, 2019
13	Dainik Yashobhoomi	<u>PNB MetLife signs on ACE Badminton Player PV Sindhu as Brand Ambassador</u>	February 03, 2019
14	Standard Herald	<u>PNB MetLife signs on ACE Badminton Player PV Sindhu as Brand Ambassador</u>	February 04, 2019
15	Impact Magazine	<u>PNB MetLife Appoints PV Sindhu as Brand Ambassador</u>	February 8, 2019
16	The Economic Times	<u>PV Sindhu inks 48 crore sponsorship deal with china's Li-ning</u>	February 09, 2019
17	Financial Express	<u>PNB Metlife has signed on badminton player PV Sindhu as its brand ambassador</u>	February 11, 2019
Online			
1	India Today	<u>All England Championships will not be easy even without Carolina Marin: PV Sindhu</u>	January 31, 2019
2	Top Indi News	<u>Sindhu is PNB MetLife brand ambassador</u>	January 31, 2019
3	Eisamay Bangla News	<u>Sindhu is the brand ambassador of Life</u>	January 31,

		<u>Insurance Company</u>	2019
4	ucnews.in	<u>Ace Badminton Player PV Sindhu Is New Brand Ambassador For PNB Metlife</u>	January 31, 2019
5	The Hindu	<u>Sindhu is PNB MetLife brand ambassador</u>	February 01, 2019
6	Hindustan Times	<u>All England Championship: No cakewalk even without Carolina Marin - PV Sindhu</u>	February 01, 2019
7	MXm India	<u>PNB Metlife signs PV Sindhu as its brand ambassador</u>	February 01, 2019
8	Sportz Business	<u>PNB Metlife signs PV Sindhu as its brand ambassador</u>	February 01, 2019
9	Sportz Power	<u>Sindhu adds PNB MetLife to brand endorsement roster</u>	February 01, 2019
10	Nation of Sport	<u>PNB Metlife sign PV Sindhu as brand ambassador</u>	January 01, 2019
11	filmibeat.com	<u>PV Sindhu sings as Brand Ambassador for PNB MetLife</u>	February 01, 2019
12	MSN	<u>PV Sindhu sings as Brand Ambassador for PNB MetLife FilmiBeat</u>	February 01, 2019
13	Kashmir Reader	<u>No cakewalk even without Carolina Marin: Sindhu</u>	February 01, 2019
14	InsideSport	<u>PNB MetLife introduces Sindhu as brand ambassador</u>	January 02, 2019

15	SportsWallah	<u>PV Sindhu becomes the brand ambassador of PNB MetLife insurance; to support company's CSR initiatives</u>	February 02, 2019
16	Yahoo! News	<u>PV Sindhu becomes PNB MetLife insurance brand ambassador</u>	February 02, 2019
17	Super News World	<u>PV Sindhu sings as Brand Ambassador for PNB MetLife FilmiBeat</u>	February 05, 2019
Broadcast			
1	Zee Business	<u>Encouragement to insurance is important</u>	February 03, 2019

PNB METLIFE LAUNCHES NEW BRAND CAMPAIGN #SHEDTHEWEIGHT

No.	Publication/Portal	Headline	Date
Online			
1	Campaign India	<u>Weekend Wrap: 8 February</u>	February 07,2019
2	Adgully	<u>PV Sindhu requests people to shed the burden of their responsibilities</u>	February 08,2019
3	Exchange4media	<u>PNB MetLife ropes in PV Sindhu for new campaign #ShedTheWait</u>	February 09,2019
4	Inside Sport	<u>Sindhu advises to #ShedTheWait of responsibilities in PNB MetLife TVC</u>	February 09,2018
Broadcast			
1	CNBC TV18	<u>PV Sindhu becomes the brand ambassador for PNB MetLife</u>	February 09,2019

**PNB METLIFE SIGNS ON ACE
BADMINTON PLAYER PV
SINDHU AS BRAND
AMBASSADOR**

Print

Sindhu is PNB MetLife brand ambassador

SPECIAL CORRESPONDENT
MUMBAI

PNB MetLife, a life insurance company, signed P.V. Sindhu as its brand ambassador. The endorsement extends to various initiatives dealing with women's empowerment organised by the company, more importantly a national-level open tournament, named the PNB MetLife junior badminton championship, aimed at spotting budding age-group talents and support for the exceptionally talented.



P.V. Sindhu. ■PTI

PV SINDHU, badminton player

Even without Marin, All England will not be easy

Bihan Sengupta

■ bihan.sengupta@htlives.com

MUMBAI: Following her 2016 Rio Olympic Games success, PV Sindhu's career graph has soared. After clinching silver at the World Championships, Asian Games, Commonwealth Games and India Open, among other, the crowning glory came at the 2018 World Tour Finals where she won gold. Sindhu, who became the brand ambassador of PNB MetLife on Friday, spoke exclusively on the sidelines of the event.

Excerpts:

Five silver and ending 2018 with the World Tour Finals gold. How has it boosted your morale?

I'm happy I ended the year on a good note. It gives me a lot of confidence. I hope 2019 will be a good year. It is also the qualification year for the Olympics.

The All England is a little over a month away. Do you consider yourself favourite?

Yeah, it is one of the best tournaments. I'm preparing for it but right now we have the nationals. It (All England) is not going to be easy because everybody is going to be at their best.

Carolina Marin has a knee injury and Tai Tzu Ying is recovering from a wrist injury. Does that give you an advantage?

I don't think so because a lot of players are doing great. I think Chen Yufei and He Bingjiao are doing quite well. You need to play your game and give your best because I feel that on that day, whoever gives their best emerges winner.

You lost to Marin in straight games at the Indonesia Masters recently. How do you recover mentally after losing like this?

I made a lot of unforced errors



The top 10-15 players are of the same standard. If you see, it's not that I have been losing to the same opponent again and again.

PV SINDHU, on her toughest rival

and that is not the way I play. But I need to take it positively and learn from my mistakes. I hope to come back stronger.

Your thoughts on the international federation's latest rules stipulating the minimum number of tournaments one has to play every year?

I think they have made it compulsory to play some tournaments. But for that, you have to be physically and mentally strong because sometimes you are fatigued and you can't play. So, if you have to skip tournaments then you have to. You don't have any other choice. It's important you give your 100 per cent rather than just go there, play and come back.

What's your aim for 2019?

I need to stay fit because there are a couple of Super Series and World Championships, and after that the Olympic qualification.

Is the world No 1 rank possible?

I want to see myself as world No 1. Right now, I'm three or four. The top five-six players are separated by a few points, so you never know.



PV Sindhu at an event held in the city yesterday.

SACHIN HARALKAR

No cakewalk

PV Sindhu says Marin's withdrawal doesn't mean All England Championship will be easy

Star Indian shuttler P V Sindhu Thursday said it won't be an easy outing for her at the upcoming All England championship even in the expected absence of injured reigning Olympic Champion, Carolina Marin.

The All England Championship is to be held from March 6 and Rio Olympics silver medallist Sindhu feels she would have to give her 100 per cent there in order to win the women's singles title.

"We have the nationals and then we have the All England Championships. It (All England) is one of the biggest tournaments and I hope I give my best, play well and I know it is not going to be easy. I think we have to be at our 100 per cent," said Sindhu here after being named as the brand ambassador of life insurance company PNB MetLife.

"After that we have couple of Super Series and then we start with our Olympic qualifications this year, where we will have to keep ourselves fit and healthy," Sindhu told reporters.

Coach Vimal Kumar had remarked that with Spaniard Carolina out, it was a good chance for Sindhu and another top Indian woman shuttler Saina Nehwal at the All England Championship.

But Sindhu begged to differ saying there would be other top players in the fray.

"She (Marin) had a knee surgery. Definitely a sad moment, but injuries are part of life. Definitely she will come back stronger. I hope for a speedy recovery (for Marin)."

"I just can't say it is a good chance. Definitely it is not going to be easy. Because as I said the top 10 to 15 players are of the same standard. If one just goes off (not competing), you cannot think that it's going to be an easy draw or it's going to be a cakewalk. No!

"Every match is equally tough because every player has a different style of play. Now the Chinese are doing really well - Chen Yufei, H E Bingjiao, and from Korea Sung Ji Hyun, and Ratchanok Intanon (from Thailand) are doing well. So there are a couple of players from every country who are doing really well," she explained.

Marin, reigning World Champion, will be out of action for at least six months after she suffered a leg injury in the Indonesia Masters final against Saina and had to undergo surgery.

Sindhu ended 2018 on a high after winning the World Tour Finals.

"I think on that particular day, whoever plays well and gives their best is the winner. I feel the top 1 to 10 players are of same standard in the world. Each point is very important. You just can't think that this opponent is easy, can just play lightly at the start and then catch up," she noted. **PTI**

Marin's absence will not make it easy: Sindhu

AGENCIES
Mumbai

Star Indian shuttler P V Sindhu Thursday said it won't be an easy outing for her at the upcoming All England championship even in the expected absence of injured reigning Olympic Champion, Carolina Marin.

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Marin, reigning World Champion, will be out of action for at least six months after she suffered a leg injury in the Indonesia Masters final against Saina and had to undergo surgery.

Meanwhile, Sindhu is aiming to win some more Super Series titles.

"Definitely want to win some of the Super Series, keep myself fit and healthy and prepare well. Nothing specific," she responded to a query about her plans for 2019.

Delhi, February 01, 2019. PNB MetLife Insurance Co. Ltd. is a leading life insurance company in India.

No cakewalk in All England even without Marin: Sindhu

AGENCIES
Mumbai

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'No cakewalk in All England even without Marin'



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"Definitely, want to win some of the Super Series,

keep myself fit and healthy and prepare well. Nothing specific," she responded to a query about her plans for 2019. Sindhu ended 2018 on a high after winning the World Tour Finals.

"I am very happy 2018 has ended on a very good note. But 2018 is over, now it is 2019. It is a fresh year, new year and new resolutions, and I hope that I will just give my best and just play my game, improve a lot more. I am quite confident but I shouldn't be over-confident in that way, thinking that I can win against anybody, as I said.

"I think on that particular day, whoever plays well and gives their best is the winner. I feel the top 1 to 10 players are of same standard in the world. Each point is very important. You just can't think that this opponent is easy, can just play lightly at the start and then catch up," she noted.



पीएनबी मेटलाईफने गुरुवारी मुंबईत झालेल्या कार्यक्रमात भारताची बॅडमिंटन स्टार पी. व्ही. सिंधूची ब्रँड अॅम्बॅसेडर म्हणून घोषणा केली. (छाया : संदिप टक्के)

PNB Metlife signs PV Sindhu as Brand Ambassador

The Company launches its new logo

EOI CORRESPONDENT

KOLKATA/MUMBAI, FEB 1/--/PNB MetLife, life insurance company, today signed on India's top-ranked professional badminton player and Olympic silver medallist - P.V. Sindhu, as the company's brand ambassador.

Over the next few months, Sindhu will bring alive PNB MetLife's brand promise of being the right life insurance partner to every Indian. This tie-up complements the assertive tag-line - 'Milkar Life Aage Badhayein' of PNB MetLife, which promises to partner with its stakeholders in every stage of life. This brand promise will be launched through a new campaign called '#ShedTheWait' featuring Sindhu, which illustrates that the individuals don't have to wait to fulfill their responsibilities. Instead with a partner like PNB MetLife by their side to protect their family, they can live their life to the fullest today and have a secured future.

Nipun Kaushal, Chief Marketing Officer, PNB MetLife said, "We are thrilled to announce P.V.

Sindhu as the new face of PNB MetLife. Her commitment on and off the court is commendable. From bagging world titles and Olympic medals for the country to advocating positive change, she is invested in making a difference to the community at large. She embodies the spirit of perseverance, discipline and determination, and discipline and with PNB MetLife it is a seamless brand alliance. In P.V. Sindhu we've found a partner who reflects the drive we share while embodying our commitment to serving the society."

Ms Sindhu said, "I am pleased to represent a company like PNB MetLife as its brand ambassador. It is an iconic brand with strong roots that believes in the health and wellbeing of its customers. As a sportsperson, an assured and poised mind is indispensable to get the best of your performances. I believe Life Insurance as a product plays a similar role in one's self-protection. Today PNB MetLife stands as a reliable life insurance brand in India."

પીએનબી મેટલાઈફે સફળ બેડમિન્ટન બેલાડી પી વી સિંધુને બ્રાન્ડ એમ્બેસેડર બનાવી

દેશની અગ્રણી જીવન વીમાકંપની પીએનબી મેટલાઈફે ટોચનું સ્થાન ધરાવતી ભારતીય પ્રોફેશનલ બેડમિન્ટન બેલાડી અને ઓલિમ્પિક સિલ્વર મેડલિસ્ટ - પી વી સિંધુને કંપનીની બ્રાન્ડ એમ્બેસેડર બનાવી હતી. સિંધુ ઓલિમ્પિક મેડલિસ્ટ હોવા ઉપરાંત ભારતનાં ચોથા સૌથી વધુ પ્રતિષ્ઠિત નાગરિક પુરસ્કાર પદ્મશ્રીથી સન્માનિત છે. વર્ષ ૨૦૧૮માં એણે વર્લ્ડ ટૂર ટાઈટલ જીતનારી પ્રથમ ભારતીય બની હતી. પી વી સિંધુની સફ ખંત, શિસ્ત અને દ્રઢતાનો પુરાવો છે, જે પીએનબી મેટલાઈફનાં બ્રાન્ડ મૂલ્યનો પર્યાય છે. આગામી થોડાં મહિનામાં સિંધુ પીએનબી મેટલાઈફની બ્રાન્ડની દરેક ભારતને યોગ્ય જીવન વીમા પાર્ટનર બનવાની ખાતરી પ્રસ્તુત કરશે. આ જોડાણ કંપનીની ટેગ-લાઈન - 'મિલકર લાઈફ આગે બઢાયે'માં પૂરક છે, જે જીવનનાં દરેક તબક્કામાં એનાં હિતધારકોનાં પાર્ટનર બનવાની ખાતરી આપે છે. સિંધુને દર્શાવતાં '#ShedTheWait'

નામનાં નવા અભિયાન મારફતે બ્રાન્ડની એડવર્ટાઈઝિંગ લોચ કરવામાં આવશે, જેમાં વ્યક્તિઓએ તેમની જવાબદારીઓ પૂર્ણ કરવાની રાહ જોવી ન જોઈએ. એનાં બદલે પીએનબી મેટલાઈફ જેવા પાર્ટનર સાથે તેમનાં પરિવારનું રક્ષણ કરીને તેઓ વર્તમાનને સંપૂર્ણપણે જીવી શકે છે અને ભવિષ્ય સુરક્ષિત કરી શકે છે. 'મિલકર લાઈફ આગે બઢાયે' વિચાર કંપનીની કોર્પોરેટ સોશિયલ રિસ્પોન્સિબિલિટી પહેલ - 'દામિની'માં સામેલ પણ થશે. અહીં સિંધુ દામિની અંતર્ગત વિવિધ પહેલોને સપોર્ટ કરશે, જે છોકરીઓને મહિલા બનવાની તેમની સફરનાં તમામ તબક્કામાં સક્ષમ બનાવે છે. ઉપરાંત સિંધુ પીએનબી મેટલાઈફની રાષ્ટ્રીય સ્તરનાં ઓપન-પ્લેટફોર્મ ટૂર્નામેન્ટ - 'જૂનિયર બેડમિન્ટન એમ્પાયનશિપ' માટે જોડાશે, જેનો ઉદ્દેશ આ ક્ષેત્રમાં પ્રતિભાશાળી યુવાનોમાં રમતનો જુસ્સો ફરી જગાવવાનો છે. શોખનાં સ્તરે યોગ્ય પ્રતિભાને પોષણ આપીને તે આગામી પી વી સિંધુ માટેની શોધ કરશે.

પી વી સિંધુ પીએનબી મેટલાઈફની બ્રાન્ડ એમ્બેસેડર

દેશની અગ્રણી જીવન વીમાકંપની પીએનબી મેટલાઈફે ટોચનું સ્થાન ધરાવતી ભારતીય પ્રોફેશનલ બેડમિન્ટન ખેલાડી અને ઓલિમ્પિક સિલ્વર મેડલિસ્ટ - પી વી સિંધુને કંપનીની બ્રાન્ડ એમ્બેસેડર બનાવી હતી. સિંધુ ઓલિમ્પિક મેડલિસ્ટ હોવા ઉપરાંત ભારતનાં યોગ્ય સોંથી વધુ પ્રતિષ્ઠિત નાગરિક પુરસ્કાર પદ્મશ્રીથી સન્માનિત છે. વર્ષ ૨૦૧૮ એક્સેલેન્સ ટ્રીટી ટાઈટલ જીતનારી પ્રથમ ભારતીય બની હતી. પી વી સિંધુની સહ અંત, શિસ્ત અને દ્રઢતાનો પુરાવો છે, જે પીએનબી મેટલાઈફનાં બ્રાન્ડ મૂલ્યનો પર્યાય છે. આગામી યોગ્ય મહિનામાં સિંધુ પીએનબી મેટલાઈફની બ્રાન્ડની દરેક ભારતને યોગ્ય જીવન વીમા પાર્ટનર બનવાની ખાતરી પ્રસ્તુત કરશે. આ જોડાણ કંપનીની ટેગ-

લાઈન - મિલકત લાઈફ આગે બહારે માં પુરક છે, જે જીવનનાં દરેક તબક્કામાં એનાં ચિત્તપારકોનાં પાર્ટનર બનવાની ખાતરી આપે છે. સિંધુને દર્શાવતાં '#ShedTheWait' નામનાં નવા અભિયાન મારફતે બ્રાન્ડની એકવર્ટી ઈન્જિન લોન્ચ કરવામાં આવશે, જેમાં વ્યક્તિઓએ તેમની જવાબદારીઓ પૂર્ણ કરવાની રાહ જોવી ન જોઈએ. એનાં બદલે પીએનબી મેટલાઈફ જેવા પાર્ટનર સાથે તેમનો પરિવારનું રક્ષણ કરીને તેઓ વર્તમાનને સંપૂર્ણપણે જીવી શકે છે અને ભવિષ્ય સુરક્ષિત કરી શકે છે. પીએનબી મેટલાઈફનાં ચીફ માર્કિટિંગ ઓફિસર શ્રી નિપુન કોશલે જણાવ્યું હતું કે, 'અમને પીએનબી મેટલાઈફની નવી બ્રાન્ડ એમ્બેસેડર તરીકે પી વી સિંધુની જાહેરાત કરતાં

પુશી થાય છે. કોર્ટ પર અને કોર્ટની બહાર તેની કટિબદ્ધતા પ્રશંસનીય છે. વર્લ્ડ ટાઈટલ્સ મેળવવા અને દેશ માટે ઓલિમ્પિક મેડલ્સ જીતવા સુધી તે વ્યાપક રીતે સમુદાયમાં ઠરક લાવવા ચેકાપ કરે છે. તે ખંત, શિસ્ત અને દ્રઢતા અને શિસ્ત ધરાવે છે તથા પીએનબી મેટલાઈફ સાતત્યપૂર્ણ બ્રાન્ડ જોડાણ છે. પી વી સિંધુમાં અમને અમારાં મૂલ્યોનું અભિનિધિ જોવા મળ્યું છે, ત્યારે સમાજ પ્રત્યે અને કટિબદ્ધ છીએ. આ જોડાણ વિશે પી વી સિંધુએ જણાવ્યું હતું કે, 'મને પીએનબી મેટલાઈફ જેવી કંપનીની બ્રાન્ડ એમ્બેસેડર બનવાની ખુશી છે. આ મજબૂત બુનિયાદ ધરાવતી આઈકોનિક બ્રાન્ડ છે, જે એનાં ગ્રાહકોનાં સ્વાસ્થ્ય અને સુખાકારીનાં માને છે. સ્પોર્ટ્સપરોન તરીકે તમારે રમતનાં મેદાન પર સેંચ પ્રદર્શન કરવા માટે

સુનિશ્ચિત અને સજ્જ મન હોવું જરૂરી છે. મારું માનવું છે કે, એક પ્રોડક્ટ તરીકે જીવન વીમા વ્યક્તિનાં સ્વસ્થાણ જેવી ભુમિકા અદા કરે છે. અત્યારે પીએનબી મેટલાઈફ ભારતમાં વિશ્વસનીય જીવન વીમા બ્રાન્ડ તરીકે જાણીતી છે. પીએનબી મેટલાઈફની ક્રિએટિવ એજન્સી બીબીડીઓ ઈન્ડિયાનાં ગેરમેન જોડી પોલે જણાવ્યું હતું કે, પી વી સિંધુ જેવી ખેલાડી ભારતમાં વિવિધ રમતગમતની શાખામાં પુવા પેટી માટે પ્રેરણારૂપ છે.

પીએનબી મેટલાઈફ સફળ બેડમિન્ટન ખેલાડી પી વી સિંધુને બ્રાન્ડ એમ્બેસેડર બનાવી

૩૧ જાન્યુઆરી, ૨૦૧૯: દેશની અગ્રણી જીવન વીમાકંપની પીએનબી મેટલાઈફ ટોચનું સ્થાન ધરાવતી ભારતીય પ્રોફેશનલ બેડમિન્ટન ખેલાડી અને ઓલિમ્પિક સિલ્વર મેડલિસ્ટ - પી વી સિંધુને કંપનીની બ્રાન્ડ એમ્બેસેડર બનાવી હતી. સિંધુ ઓલિમ્પિક મેડલિસ્ટ હોવા ઉપરાંત ભારતનાં ચોથા સૌથી વધુ પ્રતિષ્ઠિત નાગરિક પુરસ્કાર પદ્મશ્રીથી સન્માનિત છે. વર્ષ ૨૦૧૮માં એણે વર્લ્ડ ટૂર ટાઈટલ જીતનારી પ્રથમ ભારતીય બની હતી. પી વી સિંધુની સફળતા, શિક્ષણ અને દ્રઢતાનો પુરાવો છે, જે પીએનબી મેટલાઈફનાં બ્રાન્ડ મૂલ્યનો પર્યાય છે.

આગામી થોડાં મહિનામાં સિંધુ પીએનબી મેટલાઈફની બ્રાન્ડની દરેક ભારતને યોગ્ય જીવન વીમા પાર્ટનર બનવાની ખાતરી પ્રસ્તુત કરશે. આ જોડાણ કંપનીની ટેગ-લાઈન - 'મિલકત લાઈફ આગે બઢાયે'માં પુરક છે, જે જીવનનાં દરેક તબક્કામાં એનાં હિતધારકોનાં પાર્ટનર બનવાની ખાતરી આપે છે. સિંધુને દર્શાવતાં 'ઈજરીઢરીઉઢ્ઢે' નામનાં નવા અભિયાન મારફતે બ્રાન્ડની એડવર્ટાઈઝિંગ લોચ કરવામાં આવશે, જેમાં વ્યક્તિઓએ તેમની જવાબદારીઓ પૂર્ણ કરવાની રાહ જોવી ન જોઈએ. એનાં બદલે પીએનબી મેટલાઈફ જેવા પાર્ટનર સાથે તેમનાં પરિવારનું રક્ષણ કરીને તેઓ વર્તમાનને સંપૂર્ણપણે જીવી શકે છે અને ભવિષ્ય સુરક્ષિત કરી શકે છે. 'મિલકત લાઈફ આગે બઢાયે' વિચાર કંપનીની કોર્પોરેટ સોશિયલ રિસ્પોન્સિબિલિટી પહેલ - 'દામિની'માં સામેલ પણ થશે. અહીં સિંધુ દામિની અંતર્ગત વિવિધ પહેલોને સપોર્ટ કરશે, જે છોકરીઓને મહિલા બનવાની તેમની સફરનાં તમામ તબક્કામાં સક્ષમ બનાવે છે. ઉપરાંત સિંધુ પીએનબી મેટલાઈફની રાષ્ટ્રીય સ્તરનાં ઓપન-પ્લેટફોર્મ ટૂંકાંમિન્ટ - 'જૂનિયર બેડમિન્ટન ચેમ્પિયનશિપ' માટે જોડાશે, જેનો ઉદ્દેશ આ ક્ષેત્રમાં પ્રતિભાશાળી યુવાનોમાં રમતનો જુસ્સો ફરી જગાવવાનો છે. શોખનાં સ્તરે યોગ્ય પ્રતિભાને પોષણ આપીને તે આગામી પી વી સિંધુ માટેની શોધ કરશે.

पीएनबी मेटलाइफ ने प्रसिद्ध बैडमिंटन खिलाड़ी पी वी सिंधु को बनाया अपना ब्रांड एंबेसडर

मुंबई, 31 जनवरी, 2019: भारत की प्रमुख जीवन बीमा कंपनी में से एक पीएनबी मेटलाइफ ने आज भारत के री क्रम की पेशेवर बैडमिंटन खिलाड़ी और ओलंपिक रजत पदक विजेता पी. वी. सिंधु को कंपनी की ब्रांड एंबेसडर के रूप में अपने साथ जोड़ा। ओलंपिक पदक विजेता होने के अलावा सिंधु को भारत का चौथा सर्वोच्च नागरिक सम्मान पद्मश्री भी मिला है। उनकी एक और महत्वपूर्ण कामयाबी तब सामने आई थी, जब 2018 में वे वर्ल्ड टूर खिताब जीतने वाली पहली भारतीय खिलाड़ी बनीं। पी.वी. सिंधु का अब तक का सफर दृढ़ता, अनुशासन और दृढ़ संकल्प का प्रतीक है, जो पीएनबी मेटलाइफ के ब्रांड मूल्य को भी दर्शाता है। अगले कुछ महीनों में, सिंधु हर भारतीय के लिए सही

लाइफ इश्योरेंस पार्टनर होने का पीएनबी मेटलाइफ का ब्रांड वादा निभाएंगी। यह दावा पीएनबी मेटलाइफ की टैग-लाइन 'मिलकर लाइफ आगे बढ़ाएं' के अनुरूप ही है, जिसके तहत कंपनी अपने साझेदारों से यह वादा करती है कि जीवन के हर चरण में वह अपने हितधारकों के साथ है। ब्रांड के इस वादे को एक नए अभियान '#ShedTheWait' के माध्यम से पी वी सिंधु के साथ लॉन्च किया जाएगा, जिसमें बताया गया है कि लोगों को अपनी जिम्मेदारियों को पूरा करने के लिए इंतजार करने की जरूरत नहीं है। अपने परिवार की सुरक्षा के लिए पीएनबी मेटलाइफ जैसे एक साथी का सहारा होने पर वे आज पूरी तरह से अपना जीवन जी सकते हैं और एक सुरक्षित भविष्य सुनिश्चित कर सकते

हैं। 'मिलकर लाइफ आगे बढ़ाएं' के विचार को कंपनी की कॉर्पोरेट सामाजिक जिम्मेदारी पहल - 'दामिनी' में भी शामिल किया जाएगा। यहां, सिंधु दामिनी के तहत विभिन्न ऐसी पहल का समर्थन करेंगी, जो एक महिला बनने के दौरान अपनी यात्रा के हर चरण में लड़कियों को सशक्त बनाती हैं। इसके अलावा, सिंधु पीएनबी मेटलाइफ की ओर से आयोजित बैडमिंटन के लिए राष्ट्रीय स्तर के ओपन-प्लेटफॉर्म टूर्नामेंट जूनियर बैडमिंटन चैम्पियनशिप को भी एंडोर्स करेंगी। इस प्रतियोगिता का उद्देश्य इस क्षेत्र में उभरते हुए प्रतिभााली खिलाड़ियों को बढ़ावा देकर खेल की भावना को पुनर्जीवित करना है। 'दामिनी' स्तर पर सही प्रतिभा का पोषण करके, वह एक और पी वी सिंधु की तलाश करने का प्रयास करेंगी।

पीएनबी मेटलाइफ ने बैडमिंटन खिलाड़ी पी वी सिंधु को बनाया अपना ब्रांड एंबेसडर

मुंबई, भारत की प्रमुख जीवन बीमा कंपनी में से एक पीएनबी मेटलाइफ ने भारत के शीर्ष क्रम की पेशेवर बैडमिंटन खिलाड़ी और ओलंपिक रजत पदक विजेता पी.वी. सिंधु को कंपनी की ब्रांड एंबेसडर के रूप में अपने साथ जोड़ा। ओलंपिक पदक विजेता होने के अलावा सिंधु को भारत का चौथा सर्वोच्च नागरिक सम्मान पद्मश्री भी मिला है। उनकी एक और महत्वपूर्ण कामयाबी तब सामने आई थी, जब 2018 में वे वर्ल्ड टूर खिताब जीतने वाली पहली भारतीय खिलाड़ी बनीं। पी.वी. सिंधु का अब तक का सफर दृढ़ता, अनुशासन और दृढ़ संकल्प का प्रतीक है, जो पीएनबी मेटलाइफ के ब्रांड मूल्य को भी दर्शाता है। अगले कुछ महीनों में, सिंधु हर भारतीय के लिए सही लाइफ इश्योरेंस पार्टनर

होने का पीएनबी मेटलाइफ का ब्रांड वादा निभाएंगी। यह दावा पीएनबी मेटलाइफ की टैग-लाइन 'मिलकर लाइफ आगे बढ़ाएं' के अनुरूप ही है, जिसके तहत कंपनी अपने साझेदारों से यह वादा करती है कि जीवन के हर चरण में वह अपने हितधारकों के साथ है। ब्रांड के इस वादे को एक नए अभियान प्रीमकजैमपेज के माध्यम से पी वी सिंधु के साथ लॉन्च किया जाएगा, जिसमें बताया गया है कि लोगों को अपनी जिम्मेदारियों को पूरा करने के लिए इंतजार करने की जरूरत नहीं है। अपने परिवार की सुरक्षा के लिए पीएनबी मेटलाइफ जैसे एक साथी का सहारा होने पर वे आज पूरी तरह से अपना जीवन जी सकते हैं और एक सुरक्षित भविष्य सुनिश्चित कर सकते हैं।

પીએનબી મેટલાઈફે પી વી સિંધુને બ્રાન્ડ એમ્બેસેડર બનાવી

દેશની અગ્રણી જીવન વીમાકંપની પીએનબી મેટલાઈફે ટોચનું સ્થાન ધરાવતી ભારતીય પ્રોફેશનલ બેડમિન્ટન ખેલાડી અને ઓલિમ્પિક સિલ્વર મેડલિસ્ટ - પી વી સિંધુને કંપનીની બ્રાન્ડ એમ્બેસેડર બનાવી હતી.

સિંધુ ઓલિમ્પિક મેડલિસ્ટ હોવા ઉપરાંત ભારતનાં ચોથા સૌથી વધુ પ્રતિષ્ઠિત નાગરિક પુરસ્કાર પદ્મશ્રીથી સન્માનિત છે. વર્ષ ૨૦૧૮માં એણે વર્લ્ડ ટૂર ટાઈટલ જીતનારી પ્રથમ ભારતીય બની હતી. પી વી સિંધુની સફળતા, શિસ્ત અને દ્રઢતાનો પુરાવો છે, જે પીએનબી મેટલાઈફનાં બ્રાન્ડ મૂલ્યનો પયાંય છે.

આગામી થોડાં મહિનામાં સિંધુ પીએનબી મેટલાઈફની બ્રાન્ડની દરેક ભારતને યોગ્ય જીવન વીમા પાર્ટનર બનવાની ખાતરી પ્રસ્તુત કરશે. આ જોડાણ કંપનીની ટેગ-લાઈન - 'મિલકત લાઈફ આગે બઢાયે'માં પૂરક છે, જે જીવનનાં દરેક તબક્કામાં એનાં હિતધારકોનાં પાર્ટનર બનવાની ખાતરી આપે છે. સિંધુને દર્શાવતાં 'ઈજરીફરીઉટ્ટે' નામનાં નવા અભિયાન મારફતે બ્રાન્ડની એડવર્ટાઈઝિંગ લાંચ કરવામાં આવશે, જેમાં વ્યક્તિઓએ તેમની જવાબદારીઓ પૂર્ણ કરવાની રાહ જોવી ન જોઈએ. એનાં બદલે પીએનબી મેટલાઈફ જેવા પાર્ટનર સાથે તેમનાં પરિવારનું રક્ષણ કરીને તેઓ વર્તમાનને સંપૂર્ણપણે જીવી શકે છે અને ભવિષ્ય સુરક્ષિત કરી શકે છે. 'મિલકત લાઈફ આગે બઢાયે' વિચાર કંપનીની કોર્પોરેટ સોશિયલ રિસ્પોન્સિબિલિટી પહેલ - 'દામિની'માં સામેલ પણ થશે. અહીં સિંધુ દામિની અંતર્ગત વિવિધ પહેલોને સપોર્ટ કરશે, જે છોકરીઓને મહિલા બનવાની તેમની સફરનાં તમામ તબક્કામાં સક્ષમ બનાવે છે. ઉપરાંત સિંધુ પીએનબી મેટલાઈફની રાષ્ટ્રીય સ્તરનાં ઓપન-પ્લેટફોર્મ ટૂર્નામેન્ટ - 'જૂનિયર બેડમિન્ટન ચેમ્પિયનશિપ' માટે જોડાશે, જેનો ઉદ્દેશ આ ક્ષેત્રમાં પ્રતિભાશાળી યુવાનોમાં રમતનો જુસ્સો ફરી જગાવવાનો છે. શોખનાં સ્તરે યોગ્ય પ્રતિભાને પોષણ આપીને તે આગામી પી વી સિંધુ માટેની શોધ કરશે.



PV Sindhu Inks ₹48-cr Sponsorship Deal with China's Li-Ning

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Mumbai: Top Indian shuttler PV Sindhu has signed India's biggest sports sponsorship deal for a non-cricketer, and the biggest for any female athlete in the country.

Sindhu, the first Indian woman to win an Olympic silver medal, has signed a four-year deal with

Chinese premium sports brand Li-Ning. The deal, pegged at ₹48 crore, includes sponsorship money and ₹5 crore in equipment supply till 2023.

One of the leading sports brand companies in China, Li-Ning Company, had signed a similar four-year deal worth ₹35 crore with K Srikanth.

"Sindhu is surely the biggest female athlete of our country and

her sports apparel plus shoes and racket is a very important category. Li-Ning is one of the top brands and an association with them will help Sindhu in the next phase of her journey," said Tuhin Mishra, managing director, Baseline Ventures. Sports marke-



ET ARCHIVES

ting firm Baseline Ventures, which exclusively manages Sindhu's commercial interests, is also the promoter of the ongoing Pro Volleyball League. Sindhu had donned Li-Ning's colours in 2014 and 2015 also. But for the last three

years, rival brand Yonex was sponsoring her.

One of the top

sports celebrities with an annual income of over ₹30 crore from sponsorship deals, Sindhu also endorses PNB MetLife, Vizag Steel,

Bank of Baroda, Apis Honey, J&J, Moov, Gatorade, Panasonic Battery, Bridgestone, Mission sports, JBL and Myntra. Duff & Phelps, the global valuation and corporate finance advisers, ranked Sindhu at 15th place among India's most valuable celebrity brands.

New account win for Isobar India

THE DIGITAL AGENCY from Dentsu Aegis Network has been appointed as the digital partner for The Rose Group, a luxury jewellery company.



PNB MetLife has signed on badminton player PV Sindhu as its brand ambassador.



Denver has brought on board actor Mahesh Babu as its brand endorser.

Online

Headline : All England Championships will not be easy even without Carolina Marin: PV Sindhu

Domain : India Today

Date : January 31, 2019

Journalist: Press Trust of India

[All England Championships will not be easy even without Carolina Marin: PV Sindhu](#)

HIGHLIGHTS

Carolina Marin, reigning World Champion, will be out of action for at least six months

Marin suffered a leg injury in the Indonesia Masters final against Saina Nehwal last week

"I think we have to be at our 100 per cent during the All England," Sindhu said

Star Indian shuttler PV Sindhu Thursday said it won't be an easy outing for her at the upcoming All England Championships even in the expected absence of injured reigning Olympic champion, Carolina Marin.

The All England Championship is to be held from March 6 and Rio Olympics silver medallist Sindhu feels she would have to give her 100 per cent there in order to win the women's singles title.

"We have the nationals and then we have the All England Championships. It [All England] is one of the biggest tournaments and I hope I give my best, play well and I know it is not going to be easy. I think we have to be at our 100 per cent," said Sindhu here after being named as the brand ambassador of life insurance company PNB Metlife.

"After that we have couple of Super Series and then we start with our Olympic qualifications this year, where we will have to keep ourselves fit and healthy," Sindhu told reporters.

Coach Vimal Kumar had remarked that with Spaniard Carolina out, it was a good chance for Sindhu and another top Indian woman shuttler Saina Nehwal at the All England Championship.

But Sindhu begged to differ saying there would be other top players in the fray.

"She [Marin] had a knee surgery. Definitely a sad moment, but injuries are part of life. Definitely she will comeback stronger. I hope for a speedy recovery [for Marin]."

"I just can't say it is a good chance. Definitely it is not going to be easy. Because as I said the top 10 to 15 players are of the same standard. If one just goes off [not competing], you cannot think that it's going to be an easy draw or it's going to be a cakewalk. No!

"Every match is equally tough because every player has a different style of play. Now the Chinese are doing really well - Chen Yufei, HE Bingjiao, and from Korea Sung Ji Hyun, and Ratchanok Intanon [from

Thailand] are doing well. So there are a couple of players from every country who are doing really well," she explained.

Marin, reigning World Champion, will be out of action for at least six months after she suffered a leg injury in the Indonesia Masters final against Saina and had to undergo surgery.

Meanwhile, Sindhu is aiming to win some more Super Series titles.

"Definitely, want to win some of the Super Series, keep myself fit and healthy and prepare well. Nothing specific," she responded to a query about her plans for 2019.

Sindhu ended 2018 on a high after winning the World Tour Finals.

"I am very happy 2018 has ended on a very good note. But 2018 is over, now it is 2019. It is a fresh year, new year and new resolutions, and I hope that I will just give my best and just play my game, improve a lot more. I am quite confident but I shouldn't be over-confident in that way, thinking that I can win against anybody, as I said.

"I think on that particular day, whoever plays well and gives their best is the winner. I feel the top 1 to 10 players are of same standard in the world. Each point is very important. You just can't think that this opponent is easy, can just play lightly at the start and then catch up," she noted

Headline : Sindhu is PNB MetLife brand ambassador

Domain : Top Indi News

Date : January 31, 2019

Journalist:



[Sindhu is PNB MetLife brand ambassador](#)

PNB MetLife, a life insurance company, signed P.V. Sindhu as its brand ambassador. She is respected by contemporaries, created a fan following across generations with athleticism and aggression on court. The shuttler conquered some of the biggest names in women's

badminton.

The endorsement extends to various initiatives dealing with women's empowerment organised by the insurance company, more importantly a national-level open tournament, named the PNB MetLife junior badminton championship, aimed at spotting budding age-group talents and support for the exceptionally talented.

Support to initiatives

According to the firm, Sindhu will support various initiatives under project Damini, a CSR initiative intended to empower girls at every stage of the journey into womanhood.

She expressed happiness at the decision to team up with the company. She drew a parallel with the support she got at the right time to explore her talent.

PNB Metlife Chief Marketing Officer, Nipun Kaushal, spoke at the event.

Source: Read Full Article

Headline : Sindhu is the brand ambassador of Life Insurance Company

Domain : Eisamay Bangla News

Date : January 31, 2019

Journalist: -

[Sindhu is the brand ambassador of Life Insurance Company](#)

This time, PV Sindhu, who won the silver in the Olympics, won the silver medal for the PNB MetLife Life Insurance Association. This is officially announced on Friday by the agency.

Sindhu did not only win the title of Badminton in the Olympics for the country, but she became the first Indian to win the World Tour. A special program for women is being started by the organization, named 'Damini'. A national level junior badminton championship will be organized in this program.

Sindhu's response to the brand ambassador, "I am very happy to be associated with an organization like PNB MetLife." For a long time, they have become a good and bad partner of the customers. As a player I can say that if you give your best, it is very important to be free from anxiety. I believe life insurance helps one's life be anxious. One of the most dependable insurance companies of the country, PNB MetLife, has helped many customers to remain uninterested.

Headline : Ace Badminton Player PV Sindhu Is
New Brand Ambassador For PNB Metlife

Domain : UC News

Date : January 31, 2019

Journalist: -

[Ace Badminton Player PV Sindhu Is New Brand Ambassador For PNB Metlife](#)



Headline : Sindhu is PNB MetLife brand ambassador

Domain : The Hindu

Date : February 01, 2019

Journalist: Special Correspondent

[Sindhu is PNB MetLife brand ambassador](#)

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Headline : All England Championship: No cakewalk even without Carolina Marin - PV Sindhu

Domain : Hindustan Times

Date : February 01, 2019

Journalist:

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Star Indian shuttler P V Sindhu Thursday said it won't be an easy outing for her at the upcoming All England championship even in the expected absence of injured reigning Olympic Champion, Carolina Marin.

The All England Championship is to be held from March 6 and Rio Olympics silver medallist Sindhu feels she would have to give her 100 per cent there in order to win the women's singles title.

"We have the nationals and then we have the All England Championships. It (All England) is one of the biggest tournaments and I hope I give my best, play well and I know it is not going to be easy. I think we have to be at our 100 per cent," said Sindhu here after being named as the brand ambassador of life insurance company PNB Metlife.

"After that we have couple of Super Series and then we start with our Olympic qualifications this year, where we will have to keep ourselves fit and healthy," Sindhu told reporters.

Coach Vimal Kumar had remarked that with Spaniard Carolina out, it was a good chance for Sindhu and another top Indian woman shuttler Saina Nehwal at the All England Championship.

But Sidhu begged to differ saying there would be other top players in the fray.

"She (Marin) had a knee surgery. Definitely a sad moment, but injuries are part of life. Definitely she will comeback stronger. I hope for a speedy recovery (for Marin)."

"I just can't say it is a good chance. Definitely it is not going to be easy. Because as I said the top 10 to 15 players are of the same standard. If one just goes off (not competing), you cannot think that it's going to be an easy draw or it's going to be a cakewalk. No!

"Every match is equally tough because every player has a different style of play. Now the Chinese are doing really well - Chen Yufei, H E Bingjiao, and from Korea Sung Ji Hyun, and Ratchanok Intanon (from Thailand) are doing well. So there are a couple of players from every country who are doing really well," she explained.

Marin, reigning World Champion, will be out of action for at least six months after she suffered a leg injury in the Indonesia Masters final against Saina and had to undergo surgery.

Meanwhile, Sindhu is aiming to win some more Super Series titles.

“Definitely, want to win some of the Super Series, keep myself fit and healthy and prepare well. Nothing specific,” she responded to a query about her plans for 2019.

Sindhu ended 2018 on a high after winning the World Tour Finals.

“I am very happy 2018 has ended on a very good note.

But 2018 is over, now it is 2019. It is a fresh year, new year and new resolutions, and I hope that I will just give my best and just play my game, improve a lot more. I am quite confident but I shouldn't be over-confident in that way, thinking that I can win against anybody, as I said.

“I think on that particular day, whoever plays well and gives their best is the winner. I feel the top 1 to 10 players are of same standard in the world. Each point is very important. You just can't think that this opponent is easy, can just play lightly at the start and then catch up,” she noted.

Headline : PNB MetLife signs PV Sindhu as its brand ambassador

Domain : MxM India

Date : February 01, 2019

Journalist: Correspondent

[PNB MetLife signs PV Sindhu as its brand ambassador](#)

PNB MetLife has signed on badminton player PV Sindhu as the company's brand ambassador. Over the next few months, Sindhu will bring alive PNB MetLife's brand promise of being the right life insurance partner to every Indian.

Said Nipun Kaushal, Chief Marketing Officer, PNB MetLife: "We are thrilled to announce P.V. Sindhu as the new face of PNB MetLife. Her commitment on and off the court is commendable. From bagging world titles and Olympic medals for the country to advocating positive change, she is invested in making a difference to the community at large. She embodies the spirit of perseverance, discipline and determination, and discipline and with PNB MetLife it is a seamless brand alliance. In P.V. Sindhu we've found a partner who reflects the drive we share while embodying our commitment to serving the society."

Headline : PNB Metlife signs PV Sindhu as its brand ambassador

Domain : Sportz Business

Date : February 01, 2019

Journalist: Bureau

[PNB MetLife Signs PV Sindhu as Its Brand Ambassador](#)

The insurance company of semi-government bank of Punjab National bank, PNB Metlife announced the name of ace badminton player P.V Sindhu as its brand ambassador.

After bagging some of the biggest titles of the women's badminton, P.V Sindhu has made huge line across generations with athleticism and aggression on court. Aligning its women's empowerment initiative, the endorsement will also bolster insurance company's move of organizing PNB MetLife Junior Badminton championship. The championship aims to filter excelling talents giving them right opportunity to perform in the real court.

As part of the endorsement deal, Sindhu will support several initiatives under the project Damini, a CSR Initiative with an objective to empower girls at every stage of the journey into womanhood.

Headline : Sindhu adds PNB MetLife to brand endorsement roster

Domain : Sportz Power

Date : January 01, 0001

Journalist: -

[Sindhu adds PNB MetLife to brand endorsement roster](#)

Ace Shuttler PV Sindhu's performance on the court is earning her more and more sponsorship deals, with PNB MetLife insurance signing the ace Indian shuttler as its brand ambassador. As part of the deal, Sindhu will support PNB MetLife's various initiatives under project Damini, a CSR initiative from the company.

The endorsement will also see Sindhu involved in various initiatives which will deal with women's empowerment. The insurance company is also involved with organizing a national-level open tournament, named the PNB MetLife junior badminton championship, aimed at spotting budding age-group talents.

Sindhu expressed happiness on teaming up with the company, "What if we all have a partner who empowers you to fulfill your dream. I am really very happy to be a part of a brand which empowers individuals to fulfill their dreams, be it securing your families happiness or supporting the unprivileged individuals. PNB Metlife has been playing a role of a trusted financial partner to many. With such a trusted partner on your side, you can realize your dreams now and not wait," said Sindhu on the sidelines of the event.

PV Sindhu had a remarkable last year (2018) in which she won gold at BWF World Finals in December. Apart from the gold, she also won silver medals at the Commonwealth Games, Asian Games, World Championship, India Open and Thailand Open. Sindhu also entered into the list of top 10 highest paid female athletes in the world. She was placed seventh in the annual list published by Forbes.

Headline : PNB MetLife sign PV Sindhu as brand ambassador

Domain : Nation of Sport

Date : January 01, 2019

Journalist: -

[PNB Metlife sign PV Sindhu as brand ambassador](#)

Insurance company PNB MetLife has signed ace shuttler, PV Sindhu as the new brand ambassador for the company. India's top women's shuttler has created waves internationally after stunning performances on court, beating the biggest names in the business. Sindhu will support various initiatives that the company will undertake going forward.

Headline : PV Sindhu sings as Brand Ambassador
for PNB MetLife

Domain : Filmi Beat

Date : February 01, 2019

Journalist:

[PV Sindhu sings as Brand Ambassador for PNB MetLife](#)

PV Sindhu sings as Brand Ambassador for PNB MetLife. PNB MetLife, a life insurance company, signed P.V. Sindhu as its brand ambassador. She is respected by contemporaries, created a fan following across generations with athleticism and aggression on court. The shuttler conquered some of the biggest names in women's badminton. Watch to know more.

Headline : PV Sindhu sings as Brand Ambassador
for PNB MetLife | Filmi Beat

Domain : MSN

Date : February 01, 2019

Journalist:

[PV Sindhu sings as Brand Ambassador for PNB MetLife | FilmiBeat](#)

PV Sindhu sings as Brand Ambassador for PNB MetLife. PNB MetLife, a life insurance company, signed P.V. Sindhu as its brand ambassador. She is respected by contemporaries, created a fan following across generations with athleticism and aggression on court. The shuttler conquered some of the biggest names in women's badminton. watch to know more. #PVSindhu #PNBMetLife #BrandAmbassador

Headline : No cakewalk even without Carolina Marin: Sindhu

Domain : Kashmir Reader

Date : February 01, 2019

Journalist: Press Trust of India

[No cakewalk even without Carolina Marin: Sindhu](#)

All England Championship

MUMBAI: Star Indian shuttler P V Sindhu Thursday said it won't be an easy outing for her at the upcoming All England championship even in the expected absence of injured reigning Olympic Champion, Carolina Marin.

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"We have the nationals and then we have the All England Championships. It (All England) is one of the biggest tournaments and I hope I give my best, play well and I know it is not going to be easy. I think we have to be at our 100 per cent," said Sindhu here after being named as the brand ambassador of life insurance company PNB Metlife.

"After that we have couple of Super Series and then we start with our Olympic qualifications this year, where we will have to keep ourselves fit and healthy," Sindhu told reporters. —PTI

Headline : PNB MetLife introduces Sindhu as brand ambassador

Domain : Inside Sport

[PNB MetLife introduces Sindhu as brand ambassador](#)

PV Sindhu has added PNB MetLife as the latest brand to her sponsorship roster. The Punjab National Bank-associated life insurance company, PNB MetLife has introduced the ace shuttler as its brand ambassador.

As part of the deal, Sindhu will support PNB MetLife's various initiatives under project Damini, a CSR initiative intended to empower girls at every stage of the journey into womanhood.

She expressed happiness at the decision to team up with the company. She drew a parallel with the support she got at the right time to explore her talent. Though it was a commercial appearance, Sindhu did not forget to mention coach P Gopichand's contribution in her success.

Also Read: Sindhu reunites with Srikanth to endorse Li-Ning

"What if we all have a partner who empowers you to fulfil your dream. I am really very happy to be a part of a brand which empowers individuals to fulfil their dreams, be it securing your families happiness or supporting the unprivileged individuals. PNB Metlife has been playing a role of a trusted financial partner to many. With such an trusted partner on your side, you can realise your dreams now and not wait," said Sidhu.

"Taglien aao milkar aage badhen complement the brand's overall story of being a supportive partner to fulfil your dreams. I am also happy about having taken a PNB Metlife policy for myself recently."

The endorsement extends to various initiatives dealing with women's empowerment organised by the insurance company, more importantly a national-level open tournament, named the PNB MetLife junior badminton championship, aimed at spotting budding age-group talents and support for the exceptionally talented.

Also Read: Sony announces arrival of Volleyball League with TVC featuring PV Sindhu

Headline : PV Sindhu becomes the brand ambassador of PNB MetLife insurance; to support company's CSR initiatives

Domain : Sports Wallah

Date : February 02, 2019

Journalist: Suraj Alva

[PV Sindhu becomes the brand ambassador of PNB MetLife insurance; to support company's CSR initiatives](#)

Ace Shuttler PV Sindhu's performance on the court is earning her more and more sponsorship deals, with PNB MetLife insurance signing the ace Indian shuttler as its brand ambassador. As part of the deal, Sindhu will support PNB MetLife's various initiatives under project Damini, a CSR initiative from the company.

The endorsement will also see Sindhu involved in various initiatives which will deal with women's empowerment. The insurance company is also involved with organizing a national-level open tournament, named the PNB MetLife junior badminton championship, aimed at spotting budding age-group talents.

Sindhu expressed happiness on teaming up with the company, "What if we all have a partner who empowers you to fulfill your dream. I am really very happy to be a part of a brand which empowers individuals to fulfill their dreams, be it securing your families happiness or supporting the unprivileged individuals. PNB Metlife has been playing a role of a trusted financial partner to many. With such a trusted partner on your side, you can realize your dreams now and not wait," said Sindhu on the sidelines of the event.

PV Sindhu had a remarkable last year (2018) in which she won gold at BWF World Finals in December. Apart from the gold, she also won silver medals at the Commonwealth Games, Asian Games, World Championship, India Open and Thailand Open. Sindhu also entered into the list of top 10 highest paid female athletes in the world. She was placed seventh in the annual list published by Forbes.

Headline : PV Sindhu becomes PNB MetLife insurance brand ambassador

Domain : Yahoo! News

Date : February 02, 2019

Journalist: India -

[PV Sindhu becomes PNB MetLife insurance brand ambassador](#)

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Headline : PV Sindhu sings as Brand Ambassador for PNB MetLife | FilmiBeat

Domain : Super News World

Date : February 05, 2019

Journalist: -

[PV Sindhu sings as Brand Ambassador for PNB MetLife](#)



Broadcast

Headline : Encouragement to *insurance is important*

Domain : Zee Business

Date : February 04, 2019

Journalist: Anurag Shah



**PNB METLIFE NEW BRAND
CAMPAIGN- #SHEDTHEWEIGHT**

Online

Headline : Weekend Wrap: 8 February

Domain : Campaign India

Date : February 07, 2019

Journalist: -

[Weekend Wrap: 8 February](#)

PNB Metlife gets PV Sindhu as brand ambassador

PNB MetLife has appointed badminton player and Olympic silver medallist PV Sindhu as brand ambassador. A campaign featuring her has been conceptualised by BBDO India.

Headline : PV Sindhu requests people to shed the burden of their responsibilities

Domain : Adgully

Date : February 08, 2019

Journalist: Adgully Bureau

[PV Sindhu requests people to shed the burden of their responsibilities](#)

PNB MetLife has launched its new brand campaign, #ShedTheWait, in association with brand ambassador PV Sindhu, the Ace badminton player, and Olympic medallist. The campaign urges its audience to stop letting the responsibilities of tomorrow become a burden today.

The film showcases a P V Sindhu requesting people to check their weight on the weighing scale. Appalled users find themselves with exaggerated weight - more than their actual weights. This is when Sindhu explains to them the weight includes the burden of their responsibilities. The consumers thus need to get rid of their exaggerated weight and 'Shed the Wait'. With a partner like PNB MetLife by their side to protect their family, they can live their life to the fullest today and have a secure future. This campaign reasserts PNB MetLife's brand positioning 'Milkar Life Aage Badhayein' which aims at fulfilling customer needs at different stages of life be it Child Education, Wealth Creation, Savings or Protection.

The idea of 'Milkar Life Aage Badhayein' will also be inculcated across the Company's Corporate Social Responsibility initiative - 'Damini'. Here, Sindhu will support various initiatives under Damini, which empowers girls at every stage of their journey in becoming a woman. Besides this, Sindhu endorses PNB MetLife Junior Badminton Championship to nurture talent at grassroots level. The event focusses on children within the age group of 7 to 17yrs by nurturing the right talent at an amateur level, she will lead the hunt for the next PV Sindhu.

Mr. Nipun Kaushal, Chief Marketing Officer, PNB MetLife, said, "We are happy to launch our new brand campaign - #ShedTheWait featuring P.V. Sindhu. Her commitment on and off the court is commendable. From bagging world titles and Olympic medals for the country to advocating positive change, P.V. Sindhu has made a difference to the community at large. She represents the spirit of perseverance, discipline, and determination – the qualities which PNB MetLife believes in. Along with driving our commitment to serve the society at large, we felt that PV Sindhu is the perfect personality to bring out the essence of this campaign."

The film is currently being promoted across PNB MetLife's social media assets.

Agency: BBDO India

Production House: Hot Film

Director: Vijay Maurya

DOP: January 27, 2019

Producer: Payal Arora

Headline : PNB MetLife ropes in PV Sindhu for new campaign #ShedTheWait

Domain : Exchange 4 Media

Date : February 09, 2019

Journalist: -

[PNB MetLife ropes in PV Sindhu for new campaign #ShedTheWait](#)

PNB MetLife has launched its new brand campaign #ShedTheWait in association with brand ambassador P V Sindhu, the ace badminton player and Olympic medallist. The campaign urges people to stop letting the responsibilities of tomorrow become a burden today.

The film shows Sindhu requesting people to check their weight on a weighing scale and when the users are appalled to find themselves with an exaggerated weight she explains to them that the weight includes the burden of their responsibilities.

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Nipun Kaushal, Chief Marketing Officer, PNB MetLife, said, "We are happy to launch our new brand campaign - #ShedTheWait featuring P V Sindhu. Her commitment on and off the court is commendable. From bagging world titles and Olympic medals for the country to advocating a positive change, P V Sindhu has made a difference to the community at large. She represents the spirit of perseverance, discipline, and determination – the qualities which PNB MetLife believes in. Along with driving our commitment to serve the society at large, we felt that P V Sindhu is the perfect personality to bring out the essence of this campaign."

Headline : Sindhu advises to #ShedTheWait of responsibilities in PNB MetLife TVC

Domain : Inside Sport

Date : February 09, 2019

Journalist: Kunal Dhyani

[Sindhu advises to #ShedTheWait of responsibilities in PNB MetLife TVC](#)

PV Sindhu, India's iconic female brand ambassador, is spreading a message to #ShedtheWait of responsibilities to lead a healthy life.

The new TVC by PNB MetLife, featuring Sindhu, points that how panning and securing future can help #ShedTheWait of responsibilities to lead a healthy and happy life. The campaign suggests people to not let the worries about future responsibilities become a burden on life now.

In the TVC, Sindhu asks people to check their weight on a weighing scale and then with the figures which shock them with unrealistic weight the shuttler explains that the how the uncounted burden of their responsibilities affects an individual.

This campaign reasserts PNB MetLife's brand positioning 'Milkar Life Aage Badhayein' which aims at fulfilling customer needs at different stages of life-be it Child Education, Wealth Creation, Savings or Protection.

Also Read: Sindhu moves out of Yonex camp for a ₹50 crore offer from rival brand

Nipun Kaushal, Chief Marketing Officer, PNB MetLife, said, "We are happy to launch our new brand campaign – #ShedTheWait featuring P V Sindhu. Her commitment on and off the court is commendable. From bagging world titles and Olympic medals for the country to advocating a positive change, P V Sindhu has made a difference to the community at large. She represents the spirit of perseverance, discipline, and determination – the qualities which PNB MetLife believes in. Along with driving our commitment to serve the society at large, we felt that P V Sindhu is the perfect personality to bring out the essence of this campaign."

The same idea will also be inculcated across the Company's Corporate Social Responsibility initiative – 'Damini'. Here, Sindhu will empower girls at every stage of their journey in becoming a woman. She also endorses PNB MetLife Junior Badminton Championship to nurture talent at the grassroots level. The event focusses on children in the age group of 7 to 17 years, states a report by exchange4media.

PNB MetLife last month has announce the Rio Olympic Games silver medallist as it brand icon.

Broadcast

Headline : PV Sindhu becomes the brand ambassador for PNB MetLife

Domain : CNBC TV 18

Date : February 09, 2019

Journalist: Ankita Saxena

[PV Sindhu becomes the brand ambassador for PNB MetLife](#)

Riding high on the success of winning gold at the BWF World Tour Finals & being positioned 7th on the Forbes list of highest earning female athletes, PV Sindhu is on a roll. She has already become a hit with brands & one such brand that has recently announced her as their brand ambassador is PNB MetLife.

Storyboard's Ankita Saxena caught up with Sindhu on the sidelines of the campaign shoot to talk about her recent career highs & big endorsement deals