

## Special Events

### Zindagi Express - Edelweiss Tokio Life Insurance's Organ Donation Awareness Campaign Reaches The Heart Of India - Bhopal

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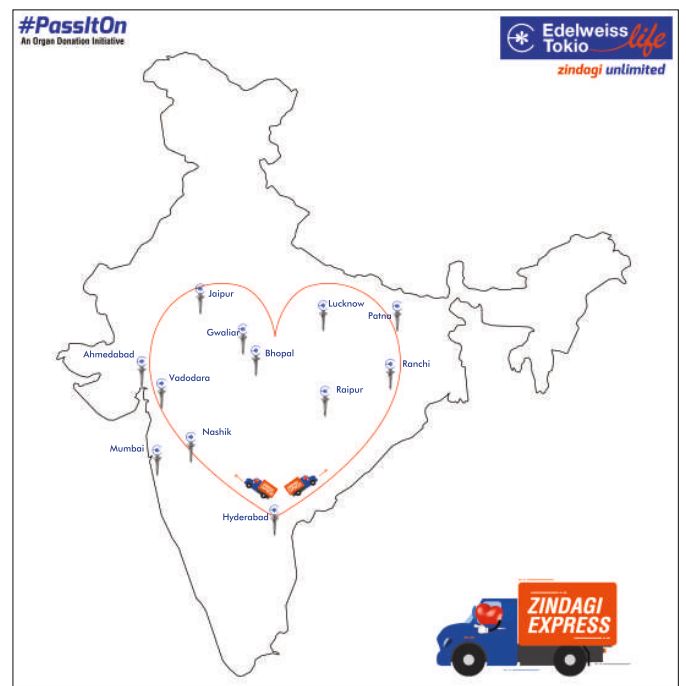
A 3-week long campaign called “Zindagi Express” with the theme 'Pass it on' was unveiled by Edelweiss Tokio Life Insurance (ETLI) on January 5, 2023. This was the fourth consecutive year that MOHAN Foundation and Edelweiss Tokio Life Insurance had collaborated to spreadhead the cause of organ donation. As part of the campaign, two canters named 'Zindagi Express' started their journey from Hyderabad and travelled through the west and east of India, stopping over at various cities while carrying the organ donation torch. A distance of 5,500 kms was covered, touring 62 cities, forming a 'heart' shape. The awareness drive came to a culmination at Bhopal, with a final flag off at the hands of Shri Vishwas Sarang, Minister of Medical Education, Madhya Pradesh. As part of the culmination, a relay marathon called '#PassItOnMarathon' was held at Bhopal School of Social Sciences, in which more than 500 people participated.

#### Impact of the campaign reaching 1 million+ people

- Initiative reached 62 cities, 5 zones of the country
- Zindagi Express pitstop - Hyderabad, Mumbai, Nashik, Vadodara, Ahmedabad, Jaipur, Gwalior, Raipur, Ranchi, Patna, Lucknow & Bhopal
- Reached at least 8-language media - Hindi, Marathi, Telugu, Tamil, Kannada, Malayalam, Gujarati and Urdu
- Interacted with 500+ journalists across various beats in India
- Achieved 748 media impressions (Print, Online and TV)
- Achieved a PR Reach of 14,06,26,500 (14 Cr)
- Cumulatively, over the last 4 years, the life insurer has been able to reach 70 million+ people



Awareness campaign at IIM Lucknow on January 5, 2023



Zindagi Express kickstarts its 5,500km journey across India on January 5, 2023



Zindagi Express at Jaipur on January 18, 2023



Culmination of the campaign at Bhopal on January 22, 2023



Volunteers creating awareness for the general public as part of the campaign

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