

## **HDFC Bank organises Ploggathon in Kochi**

- ***A run to create awareness for promoting waste disposal and maintaining a clean environment***
- ***Initiative also promotes healthy living***

**Kochi (Kerala), March 17, 2019:** HDFC Bank today launched #Ploggathon, a 3 km/5km run for a healthier, cleaner and greener Kochi while promoting fitness simultaneously. This brought together citizens in large numbers especially those from the Navy.

Commodore G Prakash, the Commanding officer of the INS Venduruthy and the Station Commander flagged off the event.

Plogging is a combination of jogging while picking up litter. Through this initiative, various areas of Kochi from the Durbar Hall ground till Marine Drive saw a face lift in cleanliness.

**Mr. Srikumar Nair, Zonal Head - Kerala, HDFC Bank, said,** *"The objective of this run is to enable people to get fit and make Kochi a healthier, greener and cleaner City to live in. This is a small step to mitigate the challenge that cities are increasingly facing nowadays when it comes to waste disposal. We are hoping that increased awareness about the issue will help in curbing this problem."*

In our humble way we are trying to create awareness regarding garbage disposal. As a responsible corporate citizen, we are always looking at ways in which we can create a positive impact on the environment. That is the reason for creating 'Ploggathon'. Through this we are aiming at motivating citizens to work towards a cleaner, greener and sustainable future".

Apart from this run, HDFC Bank also works to raise awareness on environmental sustainability as part of its 'Go Green' initiative. Customers are encouraged to actively participate in protecting the environment through small steps such as switching to paperless options like email statements for their banking needs.



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## NEWS RELEASE

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