

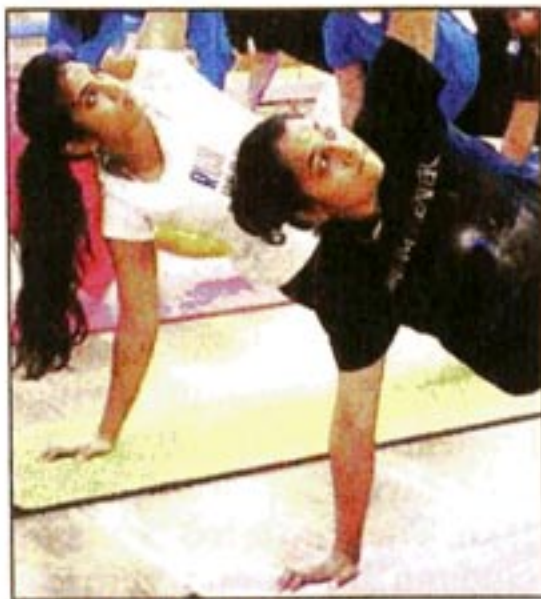
# India Inc rolls out mat for yoga day

TIMES NEWS NETWORK

**Mumbai:** India Inc's association with health and wellness is not about marathons alone. For the International Yoga Day (IYD), while some companies have thrown open their doors to the public at large for practising yoga, others have ensured that their employees get a first-hand experience with reputed trainers.

Through a pan-India campaign, Confederation of Indian Industry will organize yoga sessions for the Indian industry on Sunday. Several thousand industry representatives, including CEOs, employees and family members, are expected to roll out their mats to perform yoga.

State Bank of India (SBI), the country's largest bank, will have a half-hour yoga session on its premises across the country on Sunday morning, with chairman Arundhati Bhattacharya and top management taking



**WELLNESS POSE**

part. Although the programme will follow the asanas prescribed by the Ayush department, the bank has made arrangements for yoga instructors to assist employees.

ICICI Lombard Health Insurance has gone a step further, incorporating the ancient Indian practice in its wellness plan for corporates who have purchased group health insurance from the company. The private insurer

plans to hold regular yoga sessions for the benefit of the employees of its corporate clients.

HUL will organize a specially designed yoga session by Isha Foundation at its head office in Mumbai for its employees. This is in addition to existing yoga classes that employees can attend three times a week.

Reliance Capital announced a yoga week that started on Friday and 2,000-odd employees of the Anil Ambani-led company are expected to participate. Godrej Properties has opened the doors of its new office in Vikhroli, Godrej One, to one and all for a yoga session which will be led by Charlotta Osterberg, a Hatha yoga instructor.

IYD is also being used as a marketing tool by some services. Ola will give a free ride and a free yoga session to those who get picked through a lucky draw, while Hotel Marine Plaza will offer a value-added service to guests by organizing yoga

classes in the hotel on Sunday.

Snapdeal launched a dedicated yoga-themed store ahead of the first International Yoga Day. It will sell yoga merchandise like yoga learning e-guides, mats, modern yoga equipment, yoga wear and more. Saurabh Nigam, VP-HR, Snapdeal, said: "We are encouraging our customers and internal stakeholders in recognizing the transformational power of lifestyle practices like yoga."

Tech Mahindra, which is engaged with several embassies, Art of Living and ministry of Ayush to contribute to the global yoga movement, is the only sponsor for the official event at the United Nations on June 21. "We at Tech Mahindra believe in WoW (Wealth of Wellness) and run several programmes not just internally but also with our multiple stakeholders and, therefore, it's a natural fit for us," said the company.