

Malaika Arora launches a new fitness campaign

Reliance Nippon Life Insurance company, launched the #WalkPeChal campaign, an initiative to promote walking as a way to stay fit. It is a wellness initiative aimed at promoting health and wellness among citizens of the country. The fast-paced life and quick access to services have led to increased stress. This is at the core of increasing instances of lifestyle related ailments. Malaika Arora and Ashish

THE CAMPAIGN AIMS
TO PROMOTE
WALKING AS A MEANS
TO STAY FIT.

Vohra, ED and CEO of Reliance Nippon Life Insurance Company, officially launched the campaign in Mumbai. The campaign is conceptualised by Himanshu M Sharma of Joker Films Pvt Ltd.

- HTC



Malaika Arora and Ashish Vohra

PHOTO: HTCS