



Press Release

Nomination Process opens for Shriram Sanlam Awards for Excellence in Financial Journalism 2014

- *Nominations can be made by Editors/ Bureau Chiefs/Co-Journalists/ India Inc.*
- *Self nomination by individual journalists also allowed*
- *Last date for submission is January 31, 2015*

15th December 2014: Shriram Capital Ltd. is now accepting nominations for the 3rd Annual Awards for Financial Journalism “**SHRIRAM SANLAM AWARDS FOR EXCELLENCE IN FINANCIAL JOURNALISM**”

The website www.shriramawards.com has all the criteria's that needs to be considered for the nominations for Shriram Sanlam Awards for Excellence in Financial Journalism 2014. The nomination form can be downloaded online. Entries need to be mailed to awards@shriram.com from official email IDs.

Entries will be accepted from now to 31st January 2015. The grand finale of the Awards Function will be held in April 2015. Parameters for the Awards were Insight, Analysis, Depth, Uniqueness, Originality, Comprehensive and Balanced Approach, Level of research, Follow up of story by others leading to wider discussion, Overall Impact of the story apart from the above.

Mr. G. S. Sundararajan, Wholetime Director, Shriram Capital Ltd., said, “As part of its Corporate Responsibility, the Shriram Group initiated **Shriram Sanlam Awards for Excellence in Financial Journalism** as a step towards inspiring Financial Journalists to achieve higher levels of professional excellence. Journalists can submit/nominate anything in the purview of Financial Journalism ranging from Indian Economic Policy, Macro Economic Issues, Financial Markets including Equity, Debt and Foreign Exchange, Banking and allied services, Sectoral Issues, Financial inclusion and financial literacy. We will also have a Life Time Achievement Award and your recommendations are welcome. This year, the categories of Awards will be decided after receiving nominations. Journalists/ Editors are free to nominate as many entries or people as they feel appropriate.”

The Shriram Awards Committee consists of Mr. Arun Duggal, a veteran Banker Mr. G. S. Sundararajan; Whole time Director, Shriram Capital Ltd. Mrs. Akhila Srinivasan, Managing Director, Shriram Life Insurance Company Limited; Mr. C. V. Krishnan, President, Institute for Financial Management and Research; and Dr. G R Chandrashekhar, Assistant Professor, Institute for Financial Management Research.

The distinguished panel of independent jury members comprises amongst others: Mr. Gopal Srinivasan (Chairman & Managing Director - TVS Capital Ltd.); Mr. Srinivasan K. Swamy (Chairman & Managing Director, R. K. Swamy BBDO); Ms. Ashu Suyash (CEO, L&T Mutual Fund); Mr. Adit Jain (Chairman, IMA Asia), Mr. Swaminathan S. Aiyar, Consulting Editor of Economic Times and Mr. T. N. Ninan (Chairman, Business Standard).

The grand finale of the 2012 and 2013 Award Functions were held in Chennai and Mumbai respectively. This year the Grand Finale will take place in New Delhi.

About Shriram Capital Ltd.

Shriram Capital Limited (SCL) is the overarching holding company for the Financial Services and Insurance entities of the Shriram Group, created with the primary objective of optimizing the synergies across the Group's entities. Established in 1974, Shriram Group is one of the most respected Groups in India with a predominant presence in financial services. Shriram Capital Limited (SCL) is the overarching holding arm of all the financial services entities of the group. Currently its financial service businesses include commercial vehicle (CV) financing, retail financing, chit fund, equipment financing, mortgages, life insurance, general insurance, stock broking, distribution of financial products and wealth advisory services. The Group manages assets of over US\$ 13 billion. The Group has been promoting Financial Inclusion of low income families and small businesses. SCL and its operating entities, have an overall customer base in excess of 10.2 million, more than 42,000 employees across 2,400 offices.

About Sanlam Group

Sanlam Group established in 1918, is a financial services group based in South Africa. The Sanlam Group conducts its business through Sanlam Limited, the corporate head office and four business clusters. Sanlam provides financial solutions to Individuals and Institutional clients in the form of individual, group and short-term insurance, personal financial services such as estate planning, trusts, home and personal loans, savings and linked products, investment, asset management, property asset management, stock broking, risk management and capital market activities. Sanlam operates throughout South Africa, and has business interests elsewhere in Africa, Europe, India, Malaysia, USA, and Australia.

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