

Reliance Life to give extra cover to Sachin's fan Sudhir Kumar

Our Bureau

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Reliance Life Insurance Company has signed up to support Sudhir Kumar Chaudhary, a fan of cricketer Sachin Tendulkar.

As part of its corporate social responsibility, Reliance Life will offer financial aid to Sudhir to help him indulge in his passion for cricket.

CAMPAIGN

The insurer has launched a new campaign with Sudhir.

The campaign aims at giving out a larger message that retirement is definitive and needs to be properly planned, Anup Rau, Chief Executive Officer, Reliance Life Insurance, said.

Sudhir, who hails from Muzaffarpur in Bihar, continues his passion for the game on public support without any permanent job.

He sometimes pedals his way to cricketing venues, as he did to Bangladesh to witness a cricket match in 2007.

He cycled to Lahore in 2006



Sudhir Kumar Chaudhary

to watch a match. Sudhir often stays with friends and makes

ends meet only to get to the next match.

Sudhir is usually seen with his body painted in the tri-colour, waving the national flag and blowing conch shell at cricket matches as part of his love for cricket and Sachin Tendulkar.

"We are really excited to encourage Sudhir pursue his passion of cheering the cricket team and intend to back him right up to the World Cup and beyond," Rau said.

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