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From the C.E.O.'s Desk

Dear Readers,

I cannot stop emphasizing on the importance of physical activity in our lives. So once again I bring to you this edition of Lifeline covering articles on staying fit through sports and living a healthy fulfilling life. It is never too late to start playing a sport and I can humbly take the liberty to say this because I started learning lawn tennis just few months ago and today I can easily enjoy the game by playing it myself rather than watching it on TV.

The feeling I experience after a hour long game of tennis is unexplainable. It is the best start to a day and I have experienced a positive change in every area of my life be it physical, mental, emotional or professional. I have discovered that it is one of the best ways to keep oneself fit since it is exercise combined with fun. It is time for new year resolutions and I believe that learning to play a new sport would be one of the best resolution you would have taken in the years to come.

Wishing you a healthy and a happy new year!!!

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Sports & You...!!


Sports & Games have a very important role to play in the growth and development of mind and body. Indian history of sports dates back to the Vedic times when physical exercises were considered to be a mandatory part of religious rituals. Sports & games can be classified into two main categories: outdoor and indoor.


In India outdoor sporting activities have a greater mass appeal as compared to indoor ones. Cricket is by far the most popular sport in India. Apart from cricket, India has a global identity in field hockey, chess, lawn tennis, table tennis, formula one racing, badminton, billiards and snooker and to some extent, in football.


Importance Of Sports:


 Tones up muscles and strengthen bones. It keeps the body in excellent shape & makes the body supple

 Teaches to accept defeat gracefully, helps a kid developing the skills for handling disappointments.

 Generates spirit of camaraderie: it teaches a child about teamwork and unselfish play. Playing for team and not for personnel accomplishment

 Generates healthy spirit of competition: Positive competition is a healthy competition.

 Builds self esteem & confidence : Sports improves body postures and lends a grace to the body, thus enhancing self esteem. It boosts a child's morale when he excels on a specific skills he has e.g. if he is very good in fielding and bowling in the sport of cricket he can work more towards that skill it makes him feel more confident.

 Builds good immune system : It improves body immune system thus promoting good health. It builds good appetite.

The following Indian sites cover everything you want to know about Indian sports and games.

1. www.khel.com
2. www.espnstar.com
3. www.sports.yahoo.com
4. www.kheladi.com
5. www.indianchild.com/sports.htm
6. www.sports-india.com/

Emerging Market Experts

70%+* of assets for this Asset manager come from emerging markets spanning Asia Pacific, Emerging Europe and Latin America.

*Source: Bloomberg 2010

Fishing is the biggest participant sports in the world.

