



WAVE @ LAFARGE

17 December 2013

Lafarge women's WAVE initiative wins the Pinkathon Run 'Corporate Championship Trophy'

It was a moment of both pride and delight when the Lafarge women's team received the 'Corporate Championship Trophy' for the 5 km Pinkathon Run held on Sunday, December 15, 2013 in Mumbai.

Pinkathon is an international run only for women and is held every year across major cities in India. It has different categories like 10 km, 5 km and 3 km runs. Pinkathon aims to spread awareness about breast cancer and educate women about its causes and prevention.

Lafarge won the **first prize** in the category of **Corporate Team Championship**. The award was given for completing the 5 km run in the fastest collated time, which the Lafarge team finished in 45 minutes.

As part of the Lafarge **WAVE** initiative to create oneness among women employees, eleven women from Lafarge's Mumbai office, including an employee's wife, participated in this run. Each of the Lafarge women participants geared up for the event, braving all odds to arrive at the BKC venue by 5:30 am.

Three corporates participated in this category for which Lafarge was judged the winner. The trophy was handed over to the Lafarge women's team by actor Milind Soman and brand ambassador Gul Panag.

What made this victory sweeter was the fact that it was won supporting a noble cause. Talking about the recognition, Aparna Sharma, Country Head HR said, "This achievement is an example of great teamwork for empathy towards the cause that culminated in positive synergies and gave us the strength to come out as winners."

Around 3,000 women participated across all categories for the second edition of the Pinkathon Run in Mumbai.

