

## Onsurity launches #ManItsOk campaign on International Men's Day

*~The campaign bats for men to be emotional and expressive~*

**Bengaluru, 19<sup>th</sup> November 2021:** Onsurity, India's fastest-growing digital native monthly employee health benefits subscription platform for SMEs, start-ups, and growing businesses launches a digital first campaign #ManItsOk to celebrate International Men's Day.

The campaign encourages men to be vocal about their emotions and express themselves. Onsurity's product offerings also come with the messaging that employers can be more caring about their employees and their family's well-being as the health benefit program creates a safety net for them. This campaign drives the core messaging that it's perfectly 'OKAY' for entrepreneurs and small business owners to nudge their emotion to protect their work family and provide access to right health benefits.

Commenting on the campaign, **Samar Kagalwalla, Head of Marketing and Growth, Onsurity** said, *"Our vision of creating this campaign around International Men's Day, is to lay foundation for the brand as one that is built on experience and emotions, both the provider, end consumer, our own employees and partners. Our employee healthcare platform also showcases the empathetic side of employers while purchasing health benefits for their employees, which is the nudge that we aim to create, We as a brand would like to stand for their expression of care for their loved ones in their workplace."*

The campaign will run for a week, starting from 18<sup>th</sup> November to 25<sup>th</sup> November 2021. It will kickstart with a social story campaign encouraging men to share stories that resonate with the theme, leading to a weeklong employee and their family engagement initiatives. The campaign would culminate with an exclusive chat show with Ashish Vidyarthi, Actor & Motivational Speaker, who is the right torch bearer for theme in discussion. With this campaign, Onsurity aims to reach 2000+ SME's & Start Ups.

### **About Onsurity:**

Onsurity is India's fastest-growing digital native monthly employee health benefits subscription platform for SMEs, start-ups, and growing businesses. Founded in February 2020 with the aim of democratizing employee healthcare, Onsurity has transformed the employee health benefits space by empowering entrepreneurs and small businesses with the opportunity to provide their employees with the best in healthcare with simple and affordable products. The company's full-stack health benefits platform drives an unmatched employee health benefits experience. Some of Onsurity's marquee customers include Cred, Jupiter Money, Pantaloons, Zolo Stays, Webengage, Whitehat Jr., Park+, and many others. Learn more at [onsurity.com](https://onsurity.com)

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