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Pink on the pitch: Indian women's cricket team dons pink jerseys to spread breast cancer awareness



(L-R) M. Anand, Harmanpreet Kaur, Mahima Chaudhry and Ravindra Sharma

When the Indian women's cricket team stepped out in bright pink jerseys during their ODI against Australia, it wasn't just about the game. It was about sending out a message that matters far beyond the boundary lines, that of breast cancer awareness.

The pink jerseys worn by the Indian women's cricket team were stamped with Thanks-A-Dot logo, turning the cricket field into a canvas for a powerful conversation, the importance of self-breast examination and early detection. The initiative was led by SBI Life Insurance with BCCI's support, showcasing how sport can go beyond competition to be a formidable force for meaningful change.

Having battled breast cancer myself, I know early detection is the key. The Hug of Life is such a clever way to remind women every month to check themselves

— Mahima Chaudhry

Having the Indian women's team join us on this journey will go a long way to inspire millions of women across India and beyond to act and prioritise breast health

— M. Anand

Before the match, there was a heart-warming moment when SBI Life officials, M. Anand (President & Chief Distribution Officer) and Ravindra Sharma (Chief of Brand, Corp. Comm. & CSR), and actress and breast cancer survivor Mahima Chaudhry, handed over the pink jerseys to the team, including captain Harmanpreet Kaur. Watching the players don them wasn't just symbolic, it was a reminder that women's health deserves the spotlight.

"For us, protecting lives means protecting dreams and aspirations too," said Anand. "With Thanks-A-Dot, we want to give women the knowledge that could save lives. Having the Indian women's team join us on this journey will go a long way to inspire millions of women across India and beyond to act and prioritise breast health."

For Mahima, the cause couldn't be

closer to her heart. "Having battled breast cancer myself, I know early detection is the key," she said. "The Hug of Life is such a clever way to remind women every month to check themselves. It could make all the difference."

Launched in 2019, Thanks-A-Dot has always believed in making awareness relatable. Its latest idea, the Hug of Life, does exactly that, turning the everyday hot water bag into a subtle training tool. With tiny 3D lumps resembling cancerous growths, it encourages women to practise self-exams in the most natural way possible.

From cricket stadiums buzzing with cheers to the quiet corners of Indian homes, Thanks-A-Dot is showing that small, simple nudges can spark big, life-saving change. And sometimes, all it takes is a splash of pink on the pitch to get the country talking.