

CAVINKARE JOINS HAND IN SUPPORT OF KERALA FLOOD RELIEF CAMPAIGN - DONATING OVER RS.70 LAKHS WORTH OF THEIR GOODS

ALONG WITH RS. 10 LAKHS TOWARDS CHIEF MINISTER'S RELIEF FUND

~ Branded products like Cavin's milkshake & Lassi, Maa fruit drinks, Ruchi Pickles, Garden Sweets & Snacks, Spinz talc, Chik shampoo, Nyle Shampoo & Meera Coconut oil were provided to those in need~

Chennai, 27th August 2018: As a part of its flood relief efforts at Kerala, CavinKare today announced delivery of its products worth over Rs. 70 Lakhs to Kerala. The company has donated a variety of its Branded products like Cavin's milkshake, Lassi, Maa fruit drinks, Ruchi Pickles, Garden Sweets & Snacks, Spinz talc, Chik shampoo, Nyle Shampoo & Meera Coconut oil to those in need towards relief. These products were distributed at camps located at Alappuzha, Pathanathitta, Ernakulam & Kottayam last week where our ground staff and college volunteers distributed them in the above regions.



CavinKare dispatched the above relief products from both its Chennai and Erode depots to Kerala. **This was in addition to the organisation's donation of Rs. 10 Lakhs towards the Chief Minister's relief fund.**

In view of the efforts to bring back normalcy to the state of Kerala, CavinKare assisted flood relief efforts through over 100 volunteers including cadets from NSS from C K College of Engineering and Technology.

Speaking on the initiative, **Mr. CK Ranganathan, Chairman & Managing Director - CavinKare Pvt. Ltd** said ***“Our heart goes out to those affected by the floods in Kerala. It is a time when the whole country stands in solidarity with the state. We at CavinKare have donated relief materials & Funds to help people to meet their basic necessities of food & hygiene”.***

About CavinKare Pvt. Ltd: CavinKare is a diversified FMCG conglomerate with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera&Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni’s & Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin’s), and Beauty Salons (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D center equipped with latest equipment and technologies constantly supports the divisions in their endeavor. Today, with a turnover of over Rs. 1600 crore, CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare’s success is based on it being firmly grounded to its corporate mission ‘we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model’.