



PRESS RELEASE

For immediate publication

CavinKare donates 500 KGs of Milk Powder towards Gaja Cyclone Relief

Over 6000 milk packets set to be dispersed among relief camps in and around Erode

Erode, 23rd November 2018: CavinKare, India's leading FMCG conglomerate as part of its Cyclone relief activities in the Cauvery delta belt today donated 500 KGs of milk powder to the District Collectorate office from its state-of-the-art dairy factory located in Bhavani - Erode. Extending its relief measures across camps located in and around the district of Erode, the company is also set to disperse over 6000 milk packets to help restore livelihood.

Speaking on the initiative, **Mr. B P Ravindran, Business Head - Dairy & Beverages, CavinKare**, said "We stand by the people of Erode and other delta districts during such a testing time. The relief materials dispersed from our Erode factory is a step towards helping people meet basic necessities of their everyday life."

The Erode factory employs over 500 people from in and around the district. The factory currently produces Cavin's milk and milk based products that are widely consumed in millions of households across Tamil Nadu.

About CavinKare: CavinKare is a diversified FMCG major 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'.