



PRESS RELEASE

For immediate publication

CavinKare Extends Support to over 100 Amputees in Cuddalore with Artificial Limbs

Joins hands with Freedom Trust, a rehabilitation NGO for the 4th consecutive time helping over 500 amputees across TN

Cuddalore, 20th November 2018: CavinKare's umbrella brand for all its dairy based offerings - Cavin's today distributed customized artificial limbs to over 100 amputees from the region of Cuddalore as part of Walk India campaign. Introduced in association with Freedom Trust in the year 2016, Walk India by Cavin's was conceptualized to offer support to amputees particularly in the rural areas of the state. Since its inception, the initiative has benefitted over 500 amputees across four regions - Erode, Kanchipuram, Krishnagiri and now Cuddalore.

A crusader for the disabled in India, CavinKare has introduced various initiatives and programs in partnership with renowned NGOs. By nurturing a disabled-friendly society, CavinKare has established prominent platforms to acknowledge the remarkable achievements and offer a strong support system to people with varying disabilities. 'Walk India' campaign is a step towards the direction of further strengthening the support for the disabled in the country and spreading awareness to various corners of the state and country.

The Chief Guest for the event, **Mr. Venkatesh Vijayaraghavan, Director & Chief Executive Officer – Personal Care, Foods & Alliances, CavinKare** handed over the artificial limbs along with other senior dignitaries of the company and trust.

Delivering his Chief Guest note **Mr. Venkatesh Vijayaraghavan** said, CavinKare has had a continuous endeavor in its Corporate Social Responsibility thereby benefitting thousands of individuals and their families across the state and country. "Cavin's Walk India" is one such initiative that was launched couple of years ago to offer support to people with disability in rural areas. We are extremely happy to conclude this calendar year with the addition of Cuddalore by extending support to over 100 amputees. The combined effort of CavinKare and Freedom Trust shows that together we can make a difference in our communities."

Dr. S Sunder – Founder & Managing Trustee, Freedom Trust said "Since 1997 Freedom Trust has been working for the cause of the disabled. Over 25000 physically challenged persons have received mobility aids from us and through our Walk India project we are focusing on making amputees walk. CavinKare has been joining hands with us for the last three years and I am happy to state that over 500 amputees are now walking because of this. We have made a



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change in their lives and have also empowered them to take care of themselves and their families. All this is possible only because of the patronage extended by Companies such as CavinKare and we look forward to working together in the years to come too.”

About CavinKare Pvt. Ltd: 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 endeavour. Today with a turnover of about Rs. 1600 crore, CavinKare has achieved many significant milestones while acquiring a competitive edge backed by sound understanding of the dynamics of mass marketing to establish 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'.

About Freedom Trust: Freedom Trust is an NGO founded by Dr. Sunder, M.D. Physical Medicine and Rehabilitation in the year 1997. The mission of Freedom Trust is to limit the disability of economically backward people with a desire to improve their quality of life, and make them independent. Freedom Trust identifies physically handicapped persons in association with local NGOs in villages and provides mobility aids like wheel chairs, artificial limbs tricycles & calipers. Since its inception in 1997, over 400 camps have been organized and more than 20000 handicapped persons have received mobility aids free of cost all over. Dr. Sunder has been bestowed with several recognitions and awards both by the Central & State Governments. The Trust also offers scholarships to differently abled children in the field of arts and music and five of our scholars namely Vidarte, Mehtab Allam, Suvedha, Lokesh & Aiswarya have bagged the “most creative individual” National award from the President of India on World Disability Day for the year 2005, 2006, 2010 & 2011 respectively for their exceptional talent in arts. The Trust also runs a neuro rehabilitation clinic and appliance bank in Chennai.

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