

CavinKare partners with Freedom Trust to donate artificial limbs to 100 amputees in Erode

Company's dairy brand - Cavin's associates with the Trust's 'WALK INDIA' campaign making it their record breaking distribution

Erode, 6th January, 2017 : Cavin's, the flagship brand of the diversified conglomerate – CavinKare, today lit up the lives of 100 amputees with abundant joy, as they distributed artificial limbs through the 'Walk India' campaign organized by the NGO, Freedom Trust . With the event taking place at the company's Erode dairy plant, the milestone achievement of maximum distribution created waves of strong determination amongst the recipients. The inspiring speech given **by Chief Guest, Mr. D Mohan –Joint Managing Director of CavinKare Pvt. Ltd.** sparked a new meaning in the lives of the amputees gathered, as they were also handed over an artificial limb by him and the other senior dignitaries of the company and the trust.

CavinKare is renowned on a national level for taking a special interest in the CSR activity, focusing particularly on disability. By nurturing a disabled-friendly society in the country, they have acknowledged the remarkable achievements and offered immense support to several people with varying disabilities. Pushing the boundaries even further, the company has now joined hands with the not-for profit Freedom Trust organization in creating a record-breaking chapter of the 'Walk India' campaign.

Sharing his thoughts on the initiative, **Chairman and Managing Director of CavinKare Pvt. Ltd. - Mr. CK Ranganathan** said "Creating a well-deserved inclusive society, especially for people with disabilities has always been an area our company focuses for several years. It is indeed heart warming to be associated with the 'Walk India' campaign along with Freedom Trust and play a catalytic role in the lives of these people. We are confident that this small step will be a new beginning to them and I encourage each and every one to make the best of their lives henceforth."

During the month of October and November, several special camps were organized in and around the regions of Erode, wherein volunteers and expert personnel of the Trust were sent to personally meet the amputees and to take their measurement in order to create customised artificial limbs. Over the due course of time, the artificial limbs were custom-made for 100 people and were handed over to them today.

Mr. D Mohan – Joint Managing Director of CavinKare Pvt. Ltd. said, "CavinKare is thoroughly pleased to be a part of this campaign. I congratulate the team of Freedom Trust and CavinKare employees for conducting the camps, identifying the amputees and also extending their support in organising today's event. Our joint effort here in Erode today will surely be a meaningful stepping stone for their successful journey."

Dr. S Sunder – Founder & Managing Trustee, Freedom Trust said 'A person who is handicapped due to the loss of a limb would be unable to discharge his daily duties, let alone go to his or her place of work. Many of these persons with disability are employable, and very often it is the economic insufficiency or inaccessibility to mobility aids that makes them confined to home. In order for them to lead a life with dignity and avoid their dependence on their care givers, they need to be fit with prostheses [artificial limbs]. Making a handicapped person mobile contributes immensely to the upliftment of society. It is our mission to help such people from across the country get back on their feet literally and figuratively, and we are glad that CavinKare has extended their support and helped the campaign reach its biggest achievement ever. We are sure that this will further initialize other milestone achievements for the 'Walk India' campaign, as we will continue to spread the awareness of a disabled-friendly society amongst many others."



The event witnessed a group of physiotherapists and other volunteers offering professional help to the amputees, as they were fitted with their artificial limbs with utmost care and made to walk. The volunteers will also be available to offer post care services for these recipients in the future as well.

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 over 1200 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'.

"Cavinkare Pvt. Ltd has been ranked as 'India's most trusted FMCG diversified Brand' by The Brand Trust report India study 2016."

About Freedom Trust :

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 200 camps have been organized and more than 16000 handicapped persons have received mobility aids free of cost all over. 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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