



PRESS RELEASE

For immediate publication

CavinKare and Freedom Trust lends a helping hand to 100 amputees in Krishnagiri

Krishnagiri, 23rd February 2018: Cavin's the dairy arm of FMCG Conglomerate CavinKare today distributed 100 artificial limbs to amputees in association with Freedom Trust, a rehabilitation NGO. Organized in close proximity to its dairy plant in Krishnagiri, the distribution drive was organized as part of the NGO's Walk India campaign. The Chief Guest for the event, Mr. N Elango, General Manager - Manufacturing, CavinKare Pvt Ltd handed over the artificial limbs along with other senior dignitaries of the company and trust.

Cavin's has been extending support to Freedom Trust's Walk in India campaign since 2016. As part of this, over 200 artificial limbs were distributed to amputees in the regions of Erode and Kanchipuram. 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.

Commenting on the initiative, **Mr. C K Ranganathan, Chairman & Managing Director - CavinKare Pvt Ltd**, said "CavinKare's CSR efforts have consistently revolved around creating the right support system for the disabled community. In continuation to this, I am happy to note that our partnership with Freedom Trust has helped over 300 amputees in regions of Tamil Nadu. We are confident that our joint efforts today in Krishnagiri will have a significant impact by bringing a new meaning to their lives."

Starting from the month of December 2017, several special camps were organized in and around the regions of Pappireddipatti, Rayakottai, Thenganikottai, Krishnagiri, Burgur, Uthankarai & Dharmauri wherein volunteers and expert personnel of the Trust were sent to personally meet the amputees and to take their measurement in order to create customized artificial limbs. Over the due course of time, the artificial limbs were custom-made for people and were handed over to them today.

Mr. N Elango, General Manager - Manufacturing, 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 organizing today's event. We are confident that this initiative will help in offering the amputees a support system and encourage them to undertake everyday activities seamlessly."

Dr. S Sunder - Founder & Managing Trustee, Freedom Trust said "the demand for our help from the disabled community is very large. Its only with the support from Corporates like CavinKare that we are able to reach out to them in such large numbers and also in a

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consistent manner. Freedom Trust is indeed overwhelmed by the excellent team spirit and the commitment shown by the volunteers from CavinKare team and we are thankful to the management and the entire team for their wonderful gesture. We look forward to work together for this noble cause in the years to come”

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. 1450 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 300 camps have been organized and more than 18500 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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