



## **CavinKare Initiates Waste Collection as part of Gandhi Jayanthi**

**Erode, 26<sup>th</sup> September 2019:** In a move towards creating awareness about cleaner environment, CavinKare has initiated “**#CleanIndia**” drive to mark the 150<sup>th</sup> birth anniversary of Mahatma Gandhi. Themed as **WeCare@CavinKare**, the initiative witnessed active participation of over 100 employees from the Erode factory that was attended by **Mr. Vijayakumar, Assistant Engineer – TNPCB and Ms. FM Farri John, Bhavani Municipality Commissioner** as the Chief Guest.

Commenting on the initiative, **Mr. T Selvaraj, Senior Manage – Operations (Factory Manager), CavinKare** said “We believe that such initiatives will help mitigate / reduce impact of the issues that we face globally and locally as our lifestyles change”.

“We are happy to be one of the prime movers in this part of the country to spread awareness about cleaner environment by including a large number of employees deployed across multiple locations in Tamilnadu. It is very satisfying to see the support extended not only by our employees but also their family members.” **he added.**

As part of this **#CleanIndia** initiative, CavinKare has formed a committee with senior members from each of these locations to educate its employees about the importance of curtailment, segregation and recycling of plastic waste both from short- and long-term perspective. Also, as a responsible corporate citizen, CavinKare is taking requisite measures to collect and recycle plastic waste in the long run keeping in view the overall wellbeing of the country and its future generations.

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**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 endeavor. 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’. In an effort to recognize the women for their immense contribution in the success of one’s life.

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