

## **CavinKare Extends Its Support To Amputees In Haridwar; Donates 100 Plus Artificial Limbs**

**Haridwar, 19<sup>th</sup> March 2021:** India's leading FMCG Conglomerate, CavinKare further strengthened its CSR efforts across the nation by launching its '**Walk India**' campaign in Haridwar today. As part of the campaign CavinKare donated over 100 plus artificial limbs to amputees from in and around \*\* regions of the state. The Chief Guest for the event, **N Elango, General Manager – Operations, CavinKare**, handed over the artificial limbs along with other senior dignitaries of the company, employees and trust.

Starting from the month of January, several special camps were organized in and around the regions of Haridwar, wherein employees from CavinKare factory and expert personnel of the Trust were sent to personally meet the amputees and take measurements for creating customised artificial limbs. Over due course of time, the artificial limbs were custom-made for over 100 people and were handed over to them today.

Commenting on the launch of this initiative, **N Elango, General Manger - Operations, CavinKare** said, *"We are delighted to extend support and encouragement to amputees in Haridwar as part of our annual CSR property. It gives us immense delight to be able to support this community even during testing times like this and for which we are grateful to our partner Freedom Trust. It is in the DNA of CavinKare to celebrate these special heroes by enabling with the right ecosystem through various such awareness initiatives. Our relentless efforts together to support and nurture disable-friendly community through awareness, education and action has certainly created an impact in the society."*

Kick-started in the year \*\*, Walk India Campaign aims to support and enable amputees who lost their limbs due to prolonged illness or accidents to get back on their feet seamlessly. Conducted in association with Freedom Trust, 'Walk India' campaign over the years has benefitted over \*\* amputees across various regions in India.

**Dr. S Sunder – Founder & Managing Trustee, Freedom Trust** said, "\*\*\*"

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.

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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). With its recent expansion into health and hygiene category, CavinKare offers a spectrum of sanitization products ranging from SaaFoo for vegetable and fruit hygiene and safety to Bacto-V multi-surface and gadget disinfectant. Under some of its key personal care brands, CavinKare also offers hand sanitizers and liquid soaps. 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 grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees.

**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 600 camps have been organized and more than 25000 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.