



Emami's human touch for the victims of the Uttarakhand floods

Creates an initial corpus of Rs 1 crore for the relief and rehabilitation operations

Kolkata, July 4, 2013 – In an endeavour to lend a helping hand for the relief and rehabilitation of the victims of the Uttarakhand tragedy, **Emami Foundation**, the Charitable Trust of the Emami Group has formed the **Emami Uttarakhand Relief Fund** with an initial corpus of Rs 1 cr. This fund will be utilized for rebuilding of hospitals, schools and Dharamshalas in the affected regions of Uttarakhand as well as for immediate relief operations. Emami Foundation also plans to adopt one or two villages in the region for rehabilitation. Many Emami employees working in the various units and Group Companies have voluntarily donated one day's salary towards this effort.

As a more sustainable assistance, temporary jobs for a period of 2-3 years will be offered to members of some of the affected families at the nearby manufacturing units of Emami to help them rebuild their lives and support themselves.

To provide immediate relief, a medical team has been sent to Rishikesh, in association with Indian Medical Association (IMA), Rudrapur. Basic medicines like ORS, glucose, vaccination drugs and first aid have been collected and sent as medical assistance for the Uttarakhand victims. The Company has stationed a team of employees at Rishikesh from their Pantnagar and Baddi units to carry out the necessary coordination of the relief operations. This team will operate in various areas of Uttarakhand like Rishikesh, Guptakashi etc. Trucks loaded with tarpaulin and food materials have also been sent to the affected region. In order to enlist more volunteers and oversee the relief operations, a Help Desk has been set up at Emami's Pantnagar Unit.

Emami has engaged EY (Ernst & Young) to supervise and audit this Fund.

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