

Parle Agro extends a helping hand to protect lives and livelihoods

Provides much-needed relief and support to over 4 lakh people across the country

National, April 16, 2020: As the Coronavirus disrupts normal life and makes the country go into lockdown, food security has become a cause of concern amongst the most vulnerable communities. They need help and support now more than ever. In order to help with the basic survival of the less fortunate during the lockdown, **Parle Agro Prakash Jyantilal Chauhan Foundation (PJC Foundation)** has also stepped in to provide much-needed relief and support. They've extended access to medical, food and essential supplies to over 4 lakh people across the country.

Parle Agro PJC Foundation is doing everything in its might to limit the food crisis. This includes associations with food service agencies like *NRAI* and *Compass Group* and NGOs like *Helping Hands Foundation* and *KVN Foundation*. Together they are offering around 50,000 meals to the less privileged and Frooti tetra packs and Appy along with the meals. By aiding organizations like *Samarpan* and *CARE India*, PJC Foundation is also reaching out to the Mumbai Police and underprivileged families with Appy Fizz and packaged drinking water, Bailey. They have also contributed to the cause of health care by giving PPE kits for doctors (Personal Protection Equipment)- masks, full-body suits, gloves, sanitizers.

Commenting on the support, **Alisha Chauhan Director, Parle Agro - Heading the PJC Foundation** said, *"Mitigating the problems around food security during this unprecedented crisis is the need of the hour. With the lockdown, a sizeable amount of people are severely stressed and anxious about basic meals. Therefore, we at PJC Foundation identified institutes and NGO's who are working tirelessly, ensuring people don't go hungry or thirsty during this period. We believe ample nutrition via wholesome meals and intake with plenty of fluids is the best way to build immunity against Covid-19."*

Speaking on the support, **Juggy Marwaha, CoFounder, FeedMyCity, KVN Foundation** said, *"We are able to serve people in need because we are supported by people who care. Parle Agro and our donors have proved that companies have hearts and I firmly believe that is what will get us through this crisis."*

Parle Agro believes it is imperative for everyone to come together during this time and extends all the support they can. Through the PJC Foundation, they have been able to aid and support community helpers like fire marshals, BMC employees, doctors & students, and the under privileged and daily wage earners.

About Parle Agro:

A pioneer in the beverage industry, Parle Agro Pvt. Ltd. is the largest Indian beverage company with a brand turnover of Rs. 6500 Cr. As a driving force of the Indian beverage market, it offers consumers a variety of products including Fruit Juice based drinks and Packaged Drinking Water serving a variety of consumer needs. With 84 manufacturing facilities across India and international locations, Parle Agro caters to over 1.8 million outlets in India driven through more than 5000 channels partners. Along with its brands Frooti, Appy, Appy Fizz, Frooti Fizz, Bailey, Frio, Dhishoom and Café Cuba, the organization has a continued belief in the power of innovation that drives strategy, product development and business practices. This belief has translated into Parle Agro establishing trends that have changed industry and consumer outlook and approach.

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