

## **Godrej Consumer Products Limited signs a tripartite MOU with the Government of Uttar Pradesh to further its commitment to eliminate malaria in India by 2030**

**Uttar Pradesh, July 17, 2019:** Godrej Consumer Products Limited (GCPL) has signed a non-financial, tripartite, Memorandum of Understanding (MOU) with the Ministry of Health and Family Welfare, Government of Uttar Pradesh, and Family Health India (FHI), a local affiliate of FHI 360 (a US-based NGO). This is the second MOU signed with a state Government by GCPL, the first being with the Government of Madhya Pradesh in January 2018, which details a long-term partnership and enlists responsibilities for each party to ensure wider reach and create a more sustainable model for implementing GCPL's Project EMBED (Elimination of Mosquito Borne Endemic Diseases).

On April 25, 2017, World Malaria Day, GCPL committed to support a malaria free India by 2030 and commissioned Project EMBED, which aims to reduce morbidity and mortality caused by vector borne diseases. EMBED will cover 200 villages in the Bareilly and Badaun districts of Uttar Pradesh and impact 1,50,000 people at risk from malaria. The project activities will include providing information, education and communication (IEC) material to implement behavior change communication (BCC) campaigns focused on prevention and treatment of mosquito borne diseases. It will also provide training to local health workers, and support Government led vector control initiatives.

The MOU was signed by Godrej Consumer Products, Dr. Prabhakar Singh, Director General, Medical Health, Government of Uttar Pradesh and Sharad Malhotra, Director of FH India. Other government officials present included Dr. Mithilesh Chaturvedi, Director, communicable diseases, Mrs. V. Hekali Zhimomi, Secretary Medical Health, Shri. Siddharth Nath Singh, Honourable Health Minister, Uttar Pradesh, Shri Mahendra Singh, Honourable Minister of State, Medical and Health, and Shri Pankaj Kumar, Medical Director, National Health Mission.

**Commenting on this partnership, Vivek Gambhir, Managing Director and CEO, Godrej Consumer Products Limited, said:**

*"As a company, Godrej has always actively championed social responsibility. We are deeply committed to driving the social progress of the communities that our businesses operate in. We have a 'shared value' approach to business growth and innovation. The idea is to link business success with social progress.*

*We have been working closely with the Government of Madhya Pradesh since we commissioned EMBED. We are very thankful for the support and encouragement that the Government and FHI have extended towards the elimination of mosquito-borne diseases in the state. We believe that by building strong partnerships and creating community engagement, we can make huge strides in our efforts towards eliminating malaria in India by 2030. We are encouraged by the progress made by EMBED in Madhya Pradesh and are looking forward to replicate our intervention and engagement model, and learnings in Uttar Pradesh.*

*Our overall goal is to improve awareness related to vector borne diseases, and increase adoption and usage of mosquito prevention strategies, which will significantly contribute to the reduction of the economic burden and loss in productivity caused by these diseases."*

## About Godrej Consumer Products Limited

Godrej Consumer Products is a leading emerging markets company. As part of the 122-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.15 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in the Godrej Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

Read more at <http://www.godrejcp.com/>

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