

Godrej Consumer Products Limited signs a tripartite MOU to achieve a malaria free Madhya Pradesh

Bhopal, January 18, 2017: Godrej Consumer Products Limited (GCPL) today announced that it has signed a non-financial, tripartite, Memorandum of Understanding (MOU) with the Department of Public Health and Family Welfare, Government of Madhya Pradesh and Family Health India (FHI), a local affiliate of FHI 360 (a US-based NGO) to achieve a malaria free Madhya Pradesh. The MOU 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).

The MOU was signed by Dr. Vikas Goswami, Head – Sustainability, Godrej Industries Limited and Associate Companies, Dr. Pallavi Jain Govil, I.A.S., Department of Public Health and Family Welfare, Government of Madhya Pradesh and Dr. Bitra George, FHI. The Department of Public Health and Family Welfare, Government of Madhya Pradesh, is the nodal department for implementing the Vector Borne Disease Prevention and Control Program in the state of Madhya Pradesh. It follows guidelines issued under the National Vector Borne Disease Control Program, Ministry of Health and Family Welfare, Government of India. Supporting the Government's vision for a malaria-free India by 2030, Godrej has partnered with FHI for the implementation of Project EMBED in 9 districts of Madhya Pradesh. EMBED has reached over 3,000 high endemic villages, 7 lakh households and 35,00,000 people through behaviour change communication and community mobilisation activities.

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

"We have been working closely with the Government of Madhya Pradesh since we commissioned EMBED in April 2016. 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."

EMBED currently addresses ~45% of the malaria burden in Madhya Pradesh and has recorded a 5% increase in testing for malaria and dengue in the pilot districts of Mandla and Dindori. We will continue to invest in expanding its reach. In the second phase, we have targeted 7 additional districts (Jhabua, Sheopur, Shivpuri, Sidhi, Singrauli, Alirajpur and Balaghat) with high malaria burdens, and aim to cover over 3,000 villages across these areas."

Dr. Vikas Goswami, Head - Sustainability, Godrej Industries Limited and Associate Companies, added:

"At Godrej, we are working on multiple sustainability and corporate social responsibility projects, such as enhancing livelihoods, elimination of vector borne endemic diseases (EMBED), community waste management, integrated watershed management, rural electrification, and community development initiatives around our manufacturing locations. Over the years, we have aligned our initiatives with the United Nation's Sustainable Development Goals, the Government of India's social development programmes, and the needs of our local communities, to deliver high-impact programmes."

As part of EMBED, we have created communication material for prevention against mosquito-borne diseases through flip books and posters in local languages, trained local health workers on correct diagnosis, referral and treatment of cases as per the National Vector Borne Disease Control Program (NVBDCP) guidelines and supported various vector control activities

commissioned by them. Our overall goal is to improve knowledge and awareness related to mosquito-borne diseases, increase access to prevention and control strategies, and help reduce the economic burden and loss in productivity due to casualties caused by these diseases.”

About Godrej Consumer Products Limited

Godrej Consumer Products is a leading emerging markets company. As part of the 120-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 1.1 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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