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MONDELEZ INDIA'S CSR PROGRAM 'SHUBH AARAMBH' COMPLETES PHASE I AT SRI CITY

The Shubh Aarambh program has created delicious moments of JOY for about 5,000 children and Phase II launched

SRI CITY, ANDHRA PRADESH, INDIA – March 28, 2018 - Mondelez India Foods Private Limited, makers of India's much loved brands like Cadbury Dairy Milk Cadbury 5Star, Cadbury Oreo and Cadbury Bournvita, has completed three successful years of its CSR program - "**Shubh Aarambh**" at Sri City. The program already has a footprint in seven states, touching lives of about 100,000 beneficiaries including children, youth, mothers and teachers in and around the company's manufacturing and cocoa operations in the states of Himachal Pradesh, Madhya Pradesh, Maharashtra, Andhra Pradesh, Telangana, Tamil Nadu and Kerala.

For the Phase I at Sri City, the company partnered with Magic Bus India Foundation and worked with about 5000 children (in the age group of 7-14 years) in three districts of Chittoor, Nellore and Vizainagram since December 2014 **focusing on Nutrition and WASH, Gender, Education, Right to Play and Socio-emotional learning**. The activity-based programme uses an eco-systemic approach, working with the children's parents, schools and the communities at large to ensure that the change is holistic and to ensure children face as few challenges as possible in their surrounding environments.

The end line survey findings from the three years of programming show the impact of the partnership:

- All children in the programme location are in school and attending school regularly

- Participants report safe and secure access to play spaces in their community and neighbourhood
- All programme participants reported adhering to hygienic practices like hand washing and grooming
- Aspirations of the children to pursue higher studies/graduation has improved
- Behavioural changes seen among children and parents in terms of their attitude and commitment towards school regularity, discipline, sporting skills, personal hygiene, etc
- Greater awareness witnessed among children of the legal age of marriage for male and female when compared to baseline and endline findings

For Phase II, starting in 2018, the program will continue to empower over 5500 adolescents in the age of 11-14 years from Chittoor, Nellore, Vizainagram as well as few villages around our largest manufacturing facility at Sricity. This improved focus will encourage the first generation adolescent learners from underprivileged households to complete their formal education with high level of life skills. This will ensure that these young people have a high probability of completing graduation or vocational skilling and thereon moving into sustainable employment and support their families.

About Mondelez India Foods Private Limited

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) is a part of Mondelēz International, a world leader in biscuits, chocolate, gum, candy and powdered beverages. The company in India operates in four categories – chocolate, beverages, biscuits and candy and is chocolate category leader. *Cadbury Dairy Milk*, *Cadbury Dairy Milk Silk*, *Cadbury Celebrations*, *Cadbury Bournville*, *Cadbury 5 Star*, *Cadbury Perk*, *Cadbury Fuse*, *Cadbury Gems* are some of the company's chocolate brands in India. The company's beverage portfolio consists of *Bournvita* and *Tang*. *Cadbury Oreo & Bournvita Biscuit* is a part of its biscuit portfolio and *Halls* and *Chooclairs Gold* make up its candy portfolio.

Headquartered in Mumbai, Mondelez India Foods Private Limited has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh, Himachal Pradesh and Andhra Pradesh.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2017 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 160 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *beVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

