



## Mondelez India's National CSR Program 'Shubh Aarambh' Completes Two Joyous Years

The Shubh Aarambh program has created delicious moments of JOY for about 100,000 beneficiaries across 7 states

**Mumbai, January 23, 2017** - Mondelez India Foods Private Limited, makers of India's favorite chocolate brand – Cadbury Dairy Milk, has completed two successful years of its National CSR program - **"Shubh Aarambh"**. The program 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 (Baddi), Madhya Pradesh (Malanpur), Maharashtra (Induri & Thane), Andhra Pradesh (Sricity), Telangana (Hyderabad), Tamil Nadu (Pollachi) and Kerala (Adimali).

**Ophira Bhatia, Director – Corporate & Government Affairs, India & South East Asia** said, *"Good values and good business go hand in hand. Our National CSR program, Shubh Aarambh has touched lives of about 1,00,000 beneficiaries in a short period of two years and has symbolized new beginnings for the youth across seven states. Young people have had the opportunity to access health & nutrition education, participate in play & sports activities leading to social development & education; while kitchen gardens have enabled them to grow their own fruits and vegetables, helping create self-sustenance. Our goal is to build a healthy, educated and productive next generation by closely working with them in their schools and communities. We have tremendous support from local government and communities and would like to thank them for their efforts"*.

Since its inception, the Shubh Aarambh program made significant progress within the communities it operates, thanks to the collaborative efforts along with its partner NGOs *Save the Children, Magic Bus* and *AFPRO*. Keeping the needs of the children at the centre of the program, Mondelez India works with parents and teachers to provide health and nutrition support at an early age, education, physical and social development through sports-for-development, and skills and livelihood program to make young people more employable. The program also focuses on water and greening as one of the key initiatives.

These are some of the milestones the program has achieved over the last two years and it continues to work towards these goals:

- Enhancing overall nutrition intake of families by developing over 110 community kitchen gardens and 800 individual kitchen gardens
- Physical education through sports sessions are being undertaken that has helped children to become physically more active and attentive in school. For this purpose, 29 well-equipped safe play spaces have been developed
- The youth development program has helped to enroll over 800 youth and complete their sessions. They are now successfully placed either in jobs, are pursuing higher studies or have started their own business
- Under the water and greening program, a 1.5 kms pipeline and another 740 ft. GI pipeline were constructed; and three RO (Reverse Osmosis) systems have been installed; thus enabling access to clean drinking water
- Over 7000 forestry trees and homestead fruit trees have been planted in homes, schools, anganwadis, panchayat and forest lands



- Three parks have been developed and a school lawn has been beautified in Induri and Baddi
- With over 6500 patients being treated during the year, the medical centre located at Induri is gaining a lot of popularity

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands, such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *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](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](http://www.twitter.com/MDLZ).

### **About Mondelez India Foods Private Ltd.**

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 *Choclairs 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 Thane & Induri (Maharashtra), Malanpur (Madhya Pradesh), Baddi (Himachal Pradesh) and Sri City (Andhra Pradesh).

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