



Pledge a smile this Diwali, with B Natural Festive Delights

A whopping number of Delhiites pledge to light up lives of the children at CRY NGO

Delhi, October 28, 2016: Diwali symbolizes the eventual victory of good over evil, & is often considered auspicious for starting new commitments. It's a festival for gifting & sharing, & for renewed strengthening of relationships. This Diwali, B Natural Fruit Beverages, in partnership with CRY Child Rights and You NGO has undertaken to celebrate the festival of sharing with those children in Delhi that do not get to enjoy the festival. B Natural also reached out to the people of Delhi to participate in the cause by a simple act of pledging a thought for these children, & the support has been over-whelming.

Called "Rishton ki health with B Natural Festive Delights" the campaign is premised on the simple thought that there is no better time than Diwali to nurture the relationships that count in your life & build new ones. With a strong belief that real victory of good over evil only comes when everybody is able to enjoy it, members of the B Natural team visited the CRY Child Rights and You NGO campus in RK Puram in Delhi and engaged the children through story telling sessions, magic show and gifted them with hampers to mark the festive occasion. The brand also reached out to 3 lakh citizens of Delhi through radio, digital & outdoor to encourage their contribution to the cause in the form of a simple pledge. This initiative received a great response in the form of 1000 pledges each day, from Delhiites in last one week. Selected lucky participants received an added bonus – B Natural Festive Delight hampers delivered to a recipient of their choice, with compliments from B Natural (in association with Radio Mirchi).

Elaborating on the initiative, **Mr. Sanjay Singal, COO Dairy and Beverages, ITC Foods Division**, said, "In a country as diverse as ours, Diwali is a unique occasion that brings everybody together. There are however, certain sections of society that do not enjoy this simple privilege. In keeping with the true spirit of sharing, we decided to dedicate this Diwali to relationships - those that we naturally cherish, as well as those that we should cherish.

We are truly amazed by the number of pledges we received from Delhi. We would like to thank everyone for their participation and assure them that their kind gesture was received with as much enthusiasm and love by the children at CRY."



About ITC Foods:

ITC's Branded Packaged Foods Business is one of the fastest growing foods businesses in India, driven by the market standing and consumer franchise of its popular brands - Aashirvaad, Sunfeast, Bingo!, YiPPee!, Kitchens of India, B Natural, Mint-O, Candyman and GumOn. ITC's Foods Business is today represented in multiple categories in the market - Staples, Spices, Ready-to-Eat, Snack Foods, Bakery & Confectionery, Dairy and Juices & Beverages.

ITC's Foods brands delight millions of households with a wide range of differentiated, value-added products developed by leveraging ITC's in-house R&D capabilities, deep consumer understanding, knowledge of preferred Indian tastes, agri-sourcing & packaging strengths, and an unmatched distribution network.

ITC's uncompromising commitment to the health and safety of its consumers ensures adherence to the highest levels of quality, safety and hygiene standards in manufacturing processes and in the supply chain. All ITC-owned manufacturing units are Hazard Analysis and Critical Control Point (HACCP) certified. The quality performance of all manufacturing units is monitored continuously online. Going beyond process control, ITC ensures that quality standards are scrupulously adhered to while choosing ingredients that go into the preparation of its food products.

The business continues to invest in every aspect of manufacturing, distribution and marketing to ensure that it can leverage emerging opportunities and fulfill its aspiration of being the most trusted provider of branded packaged foods in the country. ITC's Foods business also exports its products to the key geographies of North America, Africa, Middle East and Australia.