

NEWS RELEASE**Fullerton India undertakes initiative to improve menstrual hygiene for rural women**

~Fullerton India partners with Women's Organisation in Rural Development (WORD) and Real Relief to set up manufacturing unit of Safepad, reusable sanitary napkins, in Tamil Nadu~

~A self-sustainable model to promote economic self-reliance of 2000 rural women by involving them in manufacturing and marketing ~

Coimbatore, 22 March 2018 - Fullerton India Credit Company Limited (Fullerton India), a leading non-banking financial company with a strong pan-India presence, partners with Women's Organisation in Rural Development (WORD) and Real Relief for manufacturing and marketing Safepad, reusable sanitary napkins. This initiative has been launched to improve menstrual hygiene of the rural women in Tamil Nadu and provide them with a safe alternative against the existing unhygienic solutions. Under this programme, Fullerton India will also train select women to manufacture Safepad, thereby creating a source of livelihood for them.

Safepad has been designed by using anti-microbial technology to provide a safe and infection free alternative towards menstrual hygiene. These pads are easy to wash and reuse, and can be recycled post disposal thereby making it an environmental friendly product.

Speaking on this CSR initiative, **Ms. Ayoshmita Biswas, Head of Marketing and CSR, Fullerton India Credit Company Limited**, said *"Fullerton India is committed to promote various healthcare initiatives across India. Through this programme, we want to raise awareness on cost effective and reusable menstrual hygiene products that are also environment friendly. Additionally, the partnership will also encourage self-reliance amongst rural women by involving them in the manufacturing and marketing process."*

A manufacturing unit will be set up in Namakkal near Coimbatore along with WORD. The master trainers, after getting trained by the Real Relief team would train the local women to stitch and manufacture the sanitary pads. Post training these women would be employed in the manufacturing units. Initially guidance will be provided to these manufacturing units for marketing of Safepad. The project is expected to become self-sustainable over a period of eight to twelve months.

Fullerton India has been associated with WORD since 2016, to provide market linked vocational training in tailoring and apparel making for the rural women in its branch catchment areas across Tamil Nadu. Till date, over 300 beneficiaries have been trained through this partnership.

About Fullerton India Credit Company Limited:

Fullerton India Credit Company Limited (Fullerton India) is one of India's leading Non-Banking Finance Companies (NBFC). The total revenue of the company for the fiscal year ending March 2017 stood at Rs. 1,608 crore. As on 31st December 2017, the AUM of the company stood at Rs. 13810.9 crore, serving 16.95 lakh customers through a widespread network of 527 branches spread across 22 states and 3 union territories, reaching out to 600 towns and over 51,000 villages in the country. Fullerton India offers several retail finance products for varying needs of customers ranging from rural households to SMEs, in

the locations it serves. In February 2016, Fullerton India launched its housing finance company – Grihashakti. The company is headquartered in Mumbai and operates through 62 branches spread across 9 states – Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Andhra Pradesh, Telangana and West Bengal. Fullerton India is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which is again a subsidiary of Temasek Holdings, Singapore

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