

**NEWS RELEASE****Fullerton India's Pashu Vikas Day featured in the Limca Book of Records**

*National Record for largest treatment of cattle on a single day*

**Mumbai, 11<sup>th</sup> April 2017:** Fullerton India Credit Company Pvt Ltd. (Fullerton India), a leading non-banking financial company with a strong pan-India presence, has today announced that its entry has been accepted by the Limca Book of Records. The national record is basis Fullerton India's cattle care events titled Pashu Vikas Day in 2014 and 2015.

A part of Fullerton India's *Uday* initiatives under Livelihood Advancement Programme, '*Pashu Vikas Day*' involves setting up of cattle-care camps, whilst reaching out to cattle owners to inform, educate and provide free treatment and medicines for the health of their cattle. The first edition held on November 21 2014, had more than 22000 cattle treated on single day. The second edition of the camp held across 190 branch locations turned out to be the largest cattle care programme in the country with 40000 cattle being treated.

Commenting on this initiative **Rakesh Makkar, EVP & Head – Business Marketing and CSR, Fullerton India** said "*Pashu Vikas Day is a part of our 'Livelihood Advancement Programme' and caters to a wide audience, benefitting over thousands of households. Since inception in 2014, Pashu Vikas Day has grown from strength to strength, successfully reaching out to cattle farmers across 9 states in India, with over 2500 employee volunteers participating in the programme, The acknowledgement by the Limca Book of records is a further endorsement of their efforts towards cattle care and rural development.*"

The Limca Book of Records documents achievements of Indian individuals and corporates within the country and overseas. It's a salute to those who want to do something different and be remembered for their distinctive deeds. It has a wide range of information on several subjects including the sections on human story, education, agriculture, medical science, business, sports, nature, adventure, radio, cinema etc.

Fullerton India's rural business, Gramshakti has touched the lives of over 8 lakh Indian households through its 'Livelihood Advancement Programs'. '*Pashu Vikas Day*', one of its major initiatives that was institutionalised in 2014 and cattle care camps were organised across the country on a single day.

Under the brand UDAY, the company's CSR initiatives focus on three keys aspects of development namely social, economic and the environment. Some other initiatives undertaken are 'Jeevika', Gurukul – a skill development program for youth, health checkup camps at and 'Save the Eye' camps that are running since January 2008. In addition, the company organises regular tree plantation drives and disaster relief camps.

**About 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 2016 stood at Rs.2, 277 crores. As on 31 Dec 2016, the AUM of the company stood at Rs. 12, 183 crores, serving 16.47 lakh customers through a widespread network of 528 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 41 branches spread across 9 states – Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Andhra Pradesh, Telangana and West Bengal. The company is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which is again a subsidiary of Temasek Holdings, Singapore.

Connect with us

**For further information kindly contact:**

- Weber Shandwick | Rochelle Fernandes | Tel: +91-9833263379, Email: [rfernandes@webershandwick.com](mailto:rfernandes@webershandwick.com)
- Fullerton India | Ayoshmita Biswas | Tel: +91 22-4224 1450, Email: [communications@fullertonindia.com](mailto:communications@fullertonindia.com)