

**NEWS RELEASE****Fullerton India organises the 3<sup>rd</sup> edition of Pashu Vikas Day- India's largest cattle care programme**

- *Part of Fullerton India's CSR initiative 'UDAY', the cattle care camps were held at 247 locations across the country*
- *Treatment provided to close to 40000 cattle, thereby enhancing the livelihood of approximately 15200 rural households*

**Mumbai, 17 December 2018:** Fullerton India Credit Company Limited (Fullerton India), a leading non-banking financial company with a strong pan-India presence, hosted the third edition of Pashu Vikas Day, – India's largest cattle care initiative under its CSR initiative 'UDAY'. As part of this initiative, close to 40000 cattle at 247 locations in 13 states across the country were provided free check-ups and medical aid, thereby benefitting approximately 15200 rural households.

Fullerton India organises Pashu Vikas Day exclusively for cattle owners across rural locations to educate them on cattle care and provide free healthcare and medicines for their cattle. Pashu Vikas Day was featured in the Limca Book of Records 2015 for setting a national record for treating the highest number of cattle on a single day. This year, more than 3000 employees of Fullerton India from various parts of the country actively participated in the programme.

Commenting on this initiative, **Ms. Shilpa Desai, General Manager and Head- Marketing and Cross Sell, Fullerton India** said, "Fullerton India has always identified itself as a business with a conscience and is focussed on enhancing the livelihood of underserved communities. Rural households in India are dependent on cattle for their income. However, lack of awareness on cattle care leads to lack of quality healthcare for their cattle. At Fullerton India, we recognised this challenge and launched Pashu Vikas Day to provide free treatment and medical aid to cattle. This one-of-its-kind initiative has continually received incredible response in its past editions, thereby, encouraging cattle care and improving the standard of living in the hinterlands of the country."

Fullerton India's CSR arm UDAY focuses on programmes with three key aspects of development, namely social, economic, and environmental. Pashu Vikas Day is a part of Fullerton India's livelihood enhancement initiatives, which also includes facilitating vocational training for women and skill development for youth. Some of the other CSR initiatives by Fullerton India include – initiatives driven by social causes like 'Ek Mutthi Chawal'- donation of rice and grains to underprivileged sections of society, health initiatives like Safepad- reusable sanitary napkins for promoting hygiene among women in the hinterlands, Sakhi- a digital financial literacy programme for women, and environmental initiatives like Krishi Mitra – awareness creation on organic farming, amongst others.

**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 standalone revenue of the Company for the fiscal year ending March 2018 stood at Rs. 2,749 crore. As on 30<sup>th</sup> September 2018, the standalone AUM of the Company stood at Rs. 19,060 crore, serving over 28 lakh customers through a widespread network of 596 branches spread across 22 states and 3 union territories, reaching out to 600 towns and over 58,000 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 December 2015, Fullerton India launched its housing finance Company – Grihashakti. The Company is headquartered in Mumbai and operates through 64 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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