

Ashirvad Cares: Impact in times of COVID-19

O U T R E A C H | I M P A C T | S U P P O R T



Dear Ashirvadis,

Out of crisis are often born innovation, *jugaad* and lasting bonds.

Some of our teams are innovating for social impact.

Some are keeping our people positively engaged.

While some are helping Corona Warriors in their neighbourhoods.

Please join me in thanking each of these teams for all that they are doing to help each other. It is not easy for our high-energy Ashirvadis to stay home. Which is why HR is running a series of engagement activities that I strongly urge you to participate in and make it a big success.

Please also join me in thanking and saluting our Manufacturing and Supply Chain teams who have, within days, set up sanitizer production for our country's frontline Corona Warriors. We are also prototyping face shields (essential Personal Protective Equipment-PPE) at our injection moulding facility. In collaboration with local health authorities, these will help medical practitioners at the heart of this war.

Knowing that not everybody is as lucky or privileged as us, we are reaching out to our extended community. Plumbers, mechanics and contractors (influencers) are devastated by the loss of daily livelihood. In true Hum Ashirvadi spirit, let's each reach out and offer them a helping hand.

Our influencer (plumber) community can give us a missed call on **ASHIRVAD COVID-19 assistance hotline: 1-800-315-7977**.

Our team will call them back asap, with financial/health assistance.



Ashirvad sanitizers are now in production to keep our Corona Warriors safe

WHAT YOU CAN DO AS ASHIRVADIS

Let's stay positively engaged and connect as many less-privileged plumbers as possible to our Ashirvad Cares platform. Thus, we can each contribute for lasting impact, touching many lives for the better.

1. **EACH 1 ENGAGE THROUGH 1 ACTIVITY**
2. **EACH 1 REACH 1 PLUMBER/MECHANIC**

Know of any plumber, mechanic or contractor in financial/ health distress in your neighbourhood? Tell them to give a missed call to **1-800-315-7977** or email **wecare.cs@ashirvad.com**.

Ashirvad Cares. Together, we can protect ourselves and each other. Stay safe. Stay home.

Warm regards,

DEEPAK MEHROTRA
Managing Director

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Dear partners,

Out of crisis is born innovation and *jugaad*.
From our very own. From the heart.

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Our plumbers, mechanics and contractors can give us a missed call on the

ASHIRVAD CARES HOTLINE: 1-800-315-7977.

Our team will call them back as soon as possible, with health/ financial assistance.



HOW WE CAN PARTNER

We know you must be doing the best you can for the less-privileged local plumber/ mechanic/ influencer community. Ashirvad is keen to collaborate more closely with you to enhance community impact with speedy health/financial assistance from our side.

- 1. Please connect your charity circles** that you'd like Ashirvad to contribute to, by emailing sainath.gs@ashirvad.com.
- 2. Each 1 reach 100 plumbers/mechanics/contractors.** Direct them to give a missed call to the ASHIRVAD CARES HOTLINE: 1-800-315-7977.

Ashirvad Cares. Assure them. We are here.
Together, we can protect ourselves and each other.
Stay safe. Stay home.

Warm regards,

DEEPAK MEHROTRA
Managing Director

HAVE A COVID-19 CONCERN?
DO YOU/ FAMILY/ SOMEONE IN YOUR CIRCLES DISPLAY SYMPTOMS OF COUGH AND FEVER FOLLOWED BY BREATHING DIFFICULTY?
CALL YOUR FAMILY DOCTOR OR TOLL-FREE HELPLINE 1075 METROS HELPLINE: 104 CENTRAL GOVT HELPLINE +91-11-23978046

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Dear Champions of our Ashirvad Family,

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From our very own. From the heart.

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HOW WE CAN PARTNER

We know you must be doing the best you can for the less-privileged. Ashirvad is keen to collaborate closely with you to enhance your community impact.

1. Each 1 reach 100 plumbers/ mechanics/ contractors. Notify those who may be in financial/health distress in your retail networks to give a missed call to the ASHIRVAD CARES HOTLINE: 1-800-315-7977.

2. Strengthen Ashirvad Cares-Distributor efforts.

Ashirvad is extending aid and support to the distributors' local charity activities. We invite you to whole heartedly join these efforts so we can all make a much bigger impact in your local communities.

Together, we can protect ourselves and each other.

Stay safe. Stay home.


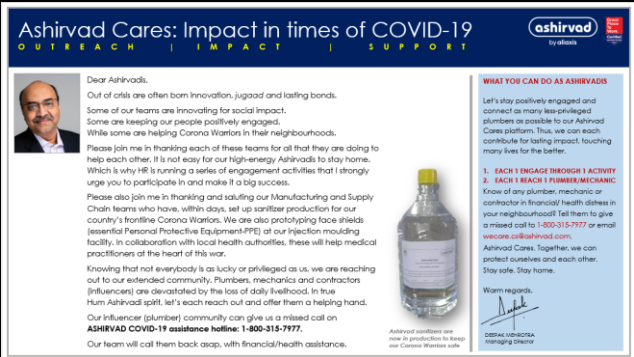
Ashirvad Cares.

Warm regards,

DEEPAK MEHROTRA
Managing Director

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We are learning from each other as we go along; best practices that inspire, inform and motivate people during these times

Management in uncertain times	Wellness outreach, engagement and support	Preparing for 'back to work'
<p>Customer webinars enabling the business to maintain and strengthen relationships with their customers at a time when business is slow.</p> <p>Contact: Jorge Barranco, Aliaxis Iberia</p> 	<p>Ashirvad Cares, a three-pronged approach to maintain optimal resource utilization, goodwill and good health amongst its people, partners, customers and communities. Activities include social impact through quick modified line to produce sanitizers for the country's frontline healthcare Corona Warriors (CR); cluster-level business planning; e-trainings, PerfMgmt/goal setting e-workshops for employees; wellness support leveraging partner/field ecosystem to reach 600,000+ influencers through hotline, and sustained confidence-building Stay S.A.F.E. multi-channel campaign on email, video, WhatsApp.</p> <p>Contact : Kishori Mudaliar, Ashirvad India</p> 	<p>Working together, everything will be fine' Campaign to prepare for the re-starting of operations; aims at motivating and a Q&A document to help managers and a power point presentation that will run on monitors and that is also running on the local internet</p> <p>Contact: Maurizio Carano, Aliaxis Italy</p> 