

Press Release

DOY launches its CSR Program 'From One Mother to Another' and joins hands with Mumbai Mobile Crèches a Mumbai based NGO

- ✓ *Takes kids for a day of fun at Funky Monkey, Mumbai*
- ✓ *Conducts first activity this Children's Day*
- ✓ *"The thrill of seeing the children laughing, playing and jumping with joy, and knowing that Doy was responsible for that, was the greatest satisfaction for us." Delna Joshi- Brand Manager, DOY*

Mumbai, 10th November, 2014:- Some of the best memories in life are memories of our childhood, of carefree days, fun and play, wonder and innocence, and of immeasurable happiness. Doy believes that every child deserves the right to a childhood filled with fun and giggles, smiles and laughter and unconditional love and care. A childhood which makes the next stage of life worth living! VVF, leading manufacturer of personal care products under its DOY CSR program, 'From one Mother to another' has tied up with Mumbai Mobile Creches (MMC), an NGO which provides children of construction workers and other low income communities, overall education and social development. On the occasion of Children's Day, VVF organized a fun and adventurous outing for the children of MMC at Funky Monkey, an indoor play-center in Mumbai.

DOY's, '**From one Mother to Another**' program is an initiative that aims to provide mothers from more privileged families, an opportunity to help and empower working mothers from low income communities to continue to work and support their families with the comfort of knowing that their children are being taken care of during the day. Mothers can support this cause through the purchase of any DOY Kids soap and DOY will support in giving these children an opportunity to experience a REAL childhood. VVF's association with MMC for Children's Day is its first activity under the program. VVF plans to further expand this program and include more benefits in the lines of fun and educative activities as well as health & nutrition for children from low income communities.

Commenting on the initiative, **Mr. Ashish Potdar, Senior Vice President- Consumer Products, VVF**, said "Having fun is the right of every child. Our DOY range of soaps is about bath time fun for kids and we wanted to extend this to ensure that kids from every strata of society get to grow up with fun childhood memories. Through our DOY CSR program, 'From one Mother to another', we hope to bring smiles and create fond childhood memories for children from underprivileged families. We are happy to have tied-up with MMC to organize our first fun activity for their kids on Children's Day and make it special and memorable for each of them."

Speaking on this occasion, **Ms. Vrishali Pispati - CEO, MMC** said, "Children are the future of our country and we are delighted to be associated with VVF, who have made a conscious effort to work in this direction. Over the past four decades we have reached out over 150,000 children and operated in over 240 centres. The children in our care look forward to such fun outings and with 'From one Mother to another'; we look forward to bringing more smiles to these children and many others."

The kids had a great time playing at Funky Monkey. They played games that are not only fun but also help kids develop their imagination, enhance creativity and build confidence. Apart from these games, the kids were seen laughing, running, jumping, crawling and sliding at the various other free play games and living childhood at its best.

About VVF Ltd:

VVF is a global player in the Chemicals and Personal Care product industries. Head quartered in Mumbai, India, VVF has over 15 operating centres spread across 4 continents, Asia, North America, Europe and Africa. The company currently stands as the largest manufacturer of Oleochemicals in India and one of the largest contract manufacturers of bar soaps in the world. Founded in 1939, VVF celebrates its 75th anniversary this year.

The company has three main business verticals – Contract Manufacturing, Consumer Products and Oleochemicals. VVF manufactures some of the finest brands of personal care & OTC products for global players like Johnson & Johnson, Henkel, Reckitt Benckiser to name a few, besides having its own range of branded soaps like, DOY, DOY Care, JO, Bactershield and JO Perfect hair dye.

<http://www.vvfltd.com/index.html>

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