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Dabur launches Real ’Dil Se Dua’ to meet nutritional needs of underprivileged children

India’s preferred packaged fruit juice brand Réal joined hands with Prayas Juvenile Aid Centre Society to launch a mega social initiative – Réal Dil Se Dua – that seeks to help meet the nutritional needs of marginalised kids and children from the underpri

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India’s preferred packaged fruit juice brand Réal joined hands with Prayas Juvenile Aid Centre Society to launch a mega social initiative – Réal Dil Se Dua – that seeks to help meet the nutritional needs of marginalised kids and children from the underprivileged sections of the society. Launched on the occasion of Raksha Bandhan, this initiative is part of Dabur India Ltd’s mission to touch the lives of thousands of under-privileged children’s and spread Health & Happiness this festive season.

As part of the campaign, Réal -- along with Prayas Juvenile Aid Centre Society -- will launch a signature campaign across major cities, covering Delhi-NCR, Chandigarh, Ludhiana, Jalandhar, Amritsar, Jammu and Mumbai. “A dedicated team from Réal will visit big markets across these cities to garner support for the neglected, street and working children. We will be educating people about the nutrition needs of underprivileged kids and encourage them to sign on a pledge to support these kids. Against each signature, Dabur has committed to give one pack of Réal fruit beverage to a child in need. This initiative is not linked to any product purchase and we need from the people is a signature as a mark of their support,” said Dabur India Ltd Marketing Head-Foods Sanjay Singal.

In addition to the on-ground initiative, this initiative will also be promoted heavily on Radio and Social Media websites such as Facebook and Twitter. The brand will use these media to not just promote the campaign but also as a medium for collecting wishes from people. In order to encourage audience to share more and more wishes, ‘Réal Juice ka RJ’ character will makes 10 lucky wishes come true. “We aim to collect at least 30,000 pledges and then donate an equivalent number of Réal fruit juice packs to underprivileged children, making it a healthy and happy festive season for them as well,” Singal added.

Amod K Kanth, General Secretary of Prayas and former Chairman of Delhi Commission for Protection of Child Rights, said: “I strongly believe that this initiative of Dabur India is certainly going to touch millions of underprivileged children across India in touching their dreams and aspirations. Prayas JAC Society and its more than 50,000 children across nine states/UTs of India

wish to convey sincere thanks to Dabur and feels elated to be the part of the ‘Dil Se Dua’ Campaign, which seeks to spread smiles of healthy happiness amongst underprivileged children.”

On the occasion, Dabur also announced the launch of Réal Greetings, an exclusive range of special Rakhi gift packs of Réal fruit beverages. The Real Greetings offerings are available in nine attractive pack options, priced in the range of Rs 110 – Rs 300. These packs have been eloquently designed to communicate the goodness of fruits and the concept of ‘Wishes of Good Health’.

“Traditionally, in the Indian culture, fruits have been considered as auspicious and are an integral part of all festivities and celebrations. This stems from the fact that fruits are considered a form of life and a sign of vitality. Réal Greetings Gift Packs, made of real fruits, encapsulates this and offers a range of packs giving the best combination of taste and nutrition. The festival of Rakhi is a celebration of the purest bond of love between a brother and sister. Réal through its Rakhi Gift packs, endeavours to offer the consumers a means to gift Health and Happiness to their loved ones on this special occasion,” Singal said.

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