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Dabur Group pledges support to tackle COVID-19 pandemic

Earmarks Rs 21 Crores towards Support and Relief Activities The Dabur Group pledges support towards India’s Fight against the COVID-19 by lending a hand to the Government’s efforts to endure the social and economic impacts of the Coronavirus p

By **Manbeena Chawla** | April 7, 2020



dabur-group-pledges-support-to-tackle-covid-19-pandemic

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Earmarks Rs 21 Crores towards Support and Relief Activities

The Dabur Group pledges support towards India’s Fight against the COVID-19 by lending a hand to the Government’s efforts to endure the social and economic impacts of the Coronavirus pandemic as well as protecting vulnerable populations by enabling access to food and essential supplies.

Towards this end, the Dabur Group has established a ‘Dabur Care Fund for COVID-19’, to protect lives and livelihood, and support those affected by the COVID-19 pandemic. We have earmarked a fund of Rs 21 Crores towards Relief efforts, helping meet immediate needs of those most affected by this pandemic. Out of this pledged amount, a sum of Rs 11 crores is being contributed to Prime Minister’s Citizen Assistance and Relief in Emergency Situation Fund (PM CARES Fund) by Dabur India Limited and other entities in the Group.

“For the past 135 years, Dabur has been sworn to its motto of being dedicated to Health and Well-Being of every household. As a Group, we understand the importance of giving back to the communities where we operate. In these unprecedented times, the Dabur Group is committed to caring for the health and well-being of our partners and customers, while playing a constructive role in supporting the individuals on the frontlines of this battle against COVID-19,” Dabur India Ltd Chairman Mr. Amit Burman said.

The Dabur Group will provide support in three areas: Donation to PM CARES Fund; assistance for those individuals engaged in frontline efforts to fight the virus; and support to members of vulnerable sections of the society and migrant workers, who are the hardest hit by this pandemic.

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