

Press Release

CHOLA REITERATES ITS COMMITMENT TO CLEANLINESS

- Lends a hand to the ‘Swacch Bharat Abhiyan’ Campaign through its CSR initiative ‘Swacch Raipur’
- Partners with Sulabh International for the construction of two 30 seater Semi-Deluxe Toilet complexes in Raipur and Bhilai
- Sets up RO Water Plant in Bhilai in association with Bala Vikasa Social Service Society

Raipur / Bhilai, January 6, 2017: Cholamandalam Investment and Finance Company Limited, the financial services arm of the Murugappa Group, today announced the inauguration of a 30 seater Semi-Deluxe Toilet complex in Pandri Bus station Raipur.

The inaugurations were done at the auspicious hands of **Mr. Pramod Dubey, Mayor, Municipal Corporation of Raipur** and **Mr. Rajesh Munat, Minister for Urban Development, Housing & Environment, Transport – BJP** in the presence of members from Sulabh International, senior officials from Cholamandalam Finance and other dignitaries.

Speaking on the occasion, **Mr. Ravindra Kundu-Executive VP & Business Head - Vehicle Finance, Cholamandalam Investment and Finance Company Limited** said, *“According to World Health Organization, every dollar spent on sanitation typically sees dollar 9 saved in health, education and economic development. The Government of India is also considering to make companies spend 30% of their CSR funds on the Swachh Bharat Abhiyan. In line with this nationwide endeavour, Chola has decided to focus on a set of social priorities.”*

“A Toilet complex at Pandri Bus Station, Raipur was needed as the bus drivers and general public did not have clean sanitation facilities. The toilet complexes have toilets and bath rooms separately for men and women users, and also urinals for men” adds Kundu.

Accordingly with an outlay of Rs. 36.7 lakhs, Chola partnered with Sulabh International for constructing a 30 seater Semi-Deluxe Toilet complexes in Pandri bus station Raipur.

The thought that led to this initiative taking shape was the fact that with limited access to clean hygiene facilities. The drivers have no other option but to use dilapidated toilets, which are unhygienic and emanate foul smell to wash themselves.

The purpose of constructing the toilet complexes is to provide the community with access to basic hygiene and sanitation facilities as part of an overall effort to holistically improve the basic living and working conditions.

Chhattisgarh is an industrial state and has several Transport Nagars in its proximity. With the objective to support the health requirements of the truck drivers and other related workers of the sector a program was planned to provide Pure drinking Water in the Hathkhoj-Bhilai Transport nagar.

Accordingly with an outlay of Rs. 19.1 lakhs, Chola partnered with Bala Vikasa Social Service society for the construction of an RO Water plant in Hatkhoj- Bhilai. The RO Water facility has a water purification machine with 1000 litres capacity per hour with a coin based ATW (Any Time Water) System. The drivers can get purified drinking water at a very nominal cost.

Press Release

Speaking on the occasion, **Mr.Arul Selvan Executive VP & CFO, Cholamandalam Investment and Finance Company Limited** said, “Sanitation and safe drinking are the two basic requirements. After constructing a 30 seater semi-deluxe toilet complex in Hathkhoj Bhilai transport nagar last year, we commenced the work on constructing a Reverse Osmosis Water plant.

Quantitatively, the ‘Swacch Raipur’ campaign will positively impact the health of an estimated 10,000 truck drivers annually. Qualitatively, the aim is to changing the attitude of all the truck users towards using hygienic toilets and doing away with open urination and defecation.

About Cholamandalam Investment and Finance Company Limited

Cholamandalam Investment and Finance Company Limited, incorporated in 1978 as the financial services arm of the Murugappa Group. Chola commenced business as an equipment financing company and has today emerged as a comprehensive financial services provider offering vehicle finance, home loans, home equity loans, SME loans, investment advisory services, stock broking and a variety of other financial services to customers.

Chola operates from over 637 branches across India with assets under management above INR 30,000 Crores. The subsidiaries of Chola are Cholamandalam Securities Limited (CSEC), Cholamandalam Distribution Services Limited (CDSL) and White Data Systems India Private Limited (WDSI).

The vision of Chola is to enable customers enter a better life. Chola has a growing clientele of over 7.5 lakh happy customers across the nation. Ever since its inception and all through its growth, the company has kept a clear sight of its values. The basic tenet of these values is a strict adherence to ethics and a responsibility to all those who come within its corporate ambit - customers, shareholders, employees and society. For more details, visit www.cholamandalam.com

About Murugappa Group

Founded in 1900, the INR 295 Billion Murugappa Group is one of India's leading business conglomerates. The Group has 28 businesses including nine listed Companies traded in NSE & BSE. Headquartered in Chennai, the major Companies of the Group include Carborundum Universal Ltd., Cholamandalam Investment and Finance Company Ltd., Cholamandalam MS General Insurance Company Ltd., Coromandel International Ltd., Coromandel Engineering Company Ltd., E.I.D. Parry (India) Ltd., Parry Agro Industries Ltd., Parry Sugar industries Ltd, Shanthi Gears Ltd., Tube Investments of India Ltd., and Wendt (India) Ltd.

Market leaders in served segments including Abrasives, Auto Components, Transmission systems, Cycles, Sugar, Farm Inputs, Fertilisers, Plantations, Bio-products and Nutraceuticals, the Group has forged strong alliances with leading international companies such as Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Sociedad Química y Minera de Chile (SQM), Yanmar & Co. and Compagnie Des Phosphat De Gafsa (CPG). The Group has a wide geographical presence all over India and spanning 6 continents.

Renowned brands like BSA, Hercules, Montra, Ladybird, Mach City, Ballmaster, Ajax, Parry's, Chola, Gromor, Shanthi Gears and Paramfos are from the Murugappa stable. The Group fosters an environment of professionalism and has a workforce of over 32,000 employees. For more details, visit www.murugappa.com

For further information, please contact:

Tarun Kankani Chola Finance tarunk@chola.murugappa.com +91 44 3000 7424
