

Nihar Shanti Amla launches '*Padhai Par Lockdown Nahi*' giving free access to education to students in rural India

Opens up school curriculum learning through virtual classes on Paathshala Funwala app

Mumbai, May 5, 2020: Driven by the conviction that children's education is the cornerstone of progress of our country and should not get hampered under any circumstances, Nihar Shanti ***Paathshala Funwala*** has announced '***Padhai Par Lockdown Nahi***'- an initiative that ensures students can keep learning English even at home through the '***Phone Uthao India ko Padhao***' program that was launched last year. Free virtual classes are available for the next two months for grades 6th -10th through the ***Paathshala Funwala*** app on Google Playstore.

The modules are designed in partnership with AAS Vidyalaya and offer the complete school curriculum for CBSE, Uttar Pradesh State Board and the NIOS (The National Institute of Open Schooling). For the benefit of students, the lessons are taught using both Hindi and English as the conversational language. Further, sessions are in the form of videos, which are approximately up to 15 minutes long. Students also have the advantage of interacting with teachers on the app for better understanding and clarification of lessons taught.

The campaign '*Padhai Par Lockdown Nahi*' aims to encourage children in rural areas to learn and practice spoken English through '*Phone Uthao India Ko Padhao*' program. Students can call on a toll-free number and continue learning their English modules by phone conversations with an urban adult volunteer. Nihar Shanti Paathshala Funwala is inviting educated, urban consumers to volunteer just 10 minutes of their time a week and help these students practice spoken English through phone conversations.

Commenting on these initiatives, **Koshy George, Chief Marketing Officer, Marico Limited** said, "*Nihar Shanti Amla has always believed that education is the foundation of nation's growth. COVID-19 pandemic has posed serious challenges to continuity of learning. We understand this and to ensure that learning doesn't stop even during the lockdown, we have launched ***Padhai Par Lockdown Nahi*** campaign. This program gives an opportunity to urban adults sitting at home to teach spoken English to a rural child who can access it anytime, anywhere through a simple, convenient phone based intervention. In addition, the partnership with AAS Vidyalaya helps make all other subjects available free on our app for 2 months. It covers 6th-10th grade curriculum designed as per CBSE, UP State Board and NOIS board. Together we all can make a difference to these children's lives and strive towards building a confident, educated young India.*"

Russell Barrett, CCO & Managing Partner, BBH India added, "*Nihar Shanti Amla has been built on the promise of Look good, Do good. And for years now the brand has dedicated itself to doing good by educating India's underprivileged children through various on- ground and digital initiatives. During these exceptional times, exceptional brands reinforce their worth by their actions and Nihar Shanti Amla has dedicated itself to ensuring there is no lockdown on learning. We've used technology to give children in the remote interiors of India the same privileges that our own*



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children enjoy during this time through the Phone Uthao India Ko Padhao program. We're so proud to partner Marico in this initiative and to ensure the next generation of India doesn't stop their onward march to a better future."

Nihar Shanti Amla has been continuously strengthening its mission to educate underprivileged children in far-flung areas by integrating the best of technology to not only reach, engage with and educate the children, but also improve the education outcomes.

Over the past few years, Nihar Shanti Paathshala Funwala has led massive rural outreach programmes that have positively impacted 7500+ villages with call volumes of 10 lakh from 3 lakh children in these villages in the past year.

Credit List

- **Agency: BBH India**
- **Chief Creative Officer & Managing Partner:** Russell Barrett
- **Chief Executive Officer & Managing Partner:** Subhash Kamath
- **Head of Planning & Managing Partner:** Sanjay Sharma
- **General Manager:** Sarita Raghavan
- **Creative Director:** Deep Chhabria
- **Copywriter:** Deep Chhabria, Aggremma Sethi, Heemuhn Major
- **Art Director:** Shelton D'Souza, Radhika Subramanian, Rohit Ranjan
- **Animator:** Nilesh Jadhav
- **Strategy Director:** Purvi Mistry
- **Strategy Partner:** Nikhil Chinnari
- **Senior Business Partner:** Shivani Dand
- **Business Partner:** Vimesh Salian

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, True Roots, Kaya Youth O2, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.