

Mahindra Intertrade supports Project Nanhi Kali by donating toys to over 26,100 privileged children

Brand

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Mumbai: Mahindra Intertrade a Mumbai based subsidiary of Mahindra & Mahindra Ltd. donated toys worth Rs. 60 lacs to Project Nanhi Kali. High-priced and popular branded toys such as Barbie Dolls, Lego toys, Disney Toys and Rideons form part of this generous donation. It is a dream come true for the under privileged girl children who are beneficiaries of Project Nanhi Kali – a national girl child education sponsorship programme.

The donated toys were distributed to girl children in both urban, and remote rural and tribal communities of Hyderabad and Paderu in Andhara Pradesh, Udaipur in Rajashtan, Sheopur in Madhya Pradesh and Kanker in Chattisgarh. This initiative will benefit 7600 Nanhi Kali's in Udaipur, 6000 Nanhi Kalis in Kanker & Sheopur and over 9000 Nanhi Kalis in Paderu and Hyderabad where the distribution is underway.

In Mumbai, the toys were distributed to a small group of 120 Nanhi Kali's at a function organized on September 20, 2008 and the remaining 3300 odd Nanhi Kali's will be given the toys in their respective schools.

This toy distribution event was attended by senior representatives of BMC such as Deputy Municipal Commissioner - Mr. Chandrashekhar Rokade, The Education Officer - Mr Thackrey and various other ward officials along with Mr. Harsh Kumar - MD, Mahindra Intertrade and Mr. Sushil Singh- Head, CSR Implementation.

About Project Nanhi Kali:

Project Nanhi Kali is a national sponsorship programme which supports the education of under privileged girl children in poor urban and remote rural and tribal communities of Mumbai, Delhi,

Rajasthan, Madhya Pradesh, Andhra Pradesh, and Chattisgarh. Through the Nanhi Kali sponsorship the girl children are provided not just year round academic support through study classes but comprehensive material support including uniforms, shoes, socks, school bag, stationery etc to enable them to go to school with dignity. The Mumbai chapter of Project Nanhi Kali commenced with the setting up of the Naandi office in Mumbai in August 2006 with approx. 1500 Nanhi Kali's from BMC schools. Today the program boasts of approx 3500 Nanhi Kali's across 3 wards i.e. Worli, Borivali and Kandivali.

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

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