

## PROJECT AAROHI BY BENETTON INDIA WINS INDIA CSR AWARDS

**New Delhi, May 26, 2017:** United Colors of Benetton has been adjudged the winner of the 3<sup>rd</sup> India CSR Awards for **project AAROHI: Wings of Empowerment**. Today Mr. **Sundeep Chugh**, MD & CEO of Benetton India Pvt. Ltd., has received the award at India CSR Leadership Summit in Mumbai.

Under the umbrella of the Women Empowerment Program (WEP), Benetton India launched the initiative AAROHI, supporting menstrual healthcare for women. Following the conviction that all women and girls must be granted access to affordable and adequate menstrual and reproductive healthcare, the program aims to create positive change by educating women on issues of health and personal hygiene and highlighting menstrual practices that are healthy, environmentally sustainable, culturally responsive and empowering for women.

UNITED COLORS  
OF BENETTON.



"Women's health has always been a priority for Benetton and we have been taking several initiatives to support women healthcare through our global WE program. The award reaffirms our commitment towards achieving exemplary results for our society, especially for women empowerment, while following the best practices," said **Mr. Sundeep Chugh**.

Benetton believes in promoting a collective climate of positive development and progress, particularly in the areas of sustainable living and green practices. The brand's communication campaigns, collaborations with other organizations working on social issues as well as the several initiatives undertaken for social betterment echo the company's commitment to social welfare.

The India CSR Awards focus on honoring and celebrating the innovation and significant contributions that CSR practices make to the economy and the society. More than 15 corporate leaders, think tanks and NGO leaders joined **Mr. Sundeep Chugh** to share their CSR vision for the progress of the country and of society as a whole.

### **About Benetton Group and United Colors of Benetton**

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets with a network of about 5,000 stores. A responsible group that plans for the future and lives in the present - with a watchful eye to the environment, to human dignity, and to a society in transformation - the Group has a consolidated identity

comprised of colour, authentic fashion, quality at democratic prices and passion for its work. These values are reflected in the strong, dynamic personalities of the United Colors of Benetton and Sisley brands.

United Colors of Benetton's commitment to social issues has always been a central feature of the brand that, through its communications campaigns and collaborations with leading non-profit organizations, makes the public reflect on social issues of universal relevance.

### **About Women Empowerment Program**

The WE Program (Women Empowerment Program) is a long-term, Benetton Group sustainability program aimed at supporting the empowerment of women worldwide.

To fulfill the goal of gender equality and women empowerment, Benetton Group has identified five key priorities in accordance with the UN agenda: sustainable livelihood, non-discrimination and equal opportunities, quality education, healthcare and fight against violence.

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