

***Hope, for a brighter Spring for the survivors of "Mountain Tsunami"***

Coca-Cola India in its endeavor to help the survivors of the devastating earthquake of magnitude 7.6 that hit North India and Pakistan on Oct 8th, 05 came forward to provide relief operations and work towards the rehabilitation of the quake survivors. The earthquake that shook the state of Jammu and Kashmir on Saturday was the severest in the state in over 120 years. The worst hit areas in Jammu & Kashmir being Uri, Poonch and Baramulla.

The Coca-Cola Company and the Coca-Cola Foundation have pledged US \$2 million in aid, which is to be distributed equally to Pakistan's earthquake relief and Red Crescent Societies.

The India Division has also committed a sum of Rs.10 Lakhs, to be split equally between the State Chief Minister's Relief fund and distribution of medicines and blankets through local NGOs.

More than twenty-five people from the Company volunteered to assist the relief operations. A team comprising of Area HR Manager, Area Sales Manager & local business partners visited the far flung affected hill areas of Uri, Poonch & baramulla and personally distributed the relief material including Tarpolene sheets, blankets, food stuff etc. to the villages that were reduced to rubble. More than 3000 cases of drinking water and 800 woolen blankets are provided by the company for the benefit of the affected people.

The supplies were flagged off by the Minister of State for Consumers Affairs and Public Distribution (CAPD) & Transport, Mr. Raman Bhalla and Director for CAPD Mr. Ejaz Iqbal. Mr Bhalla appreciated the efforts of Coca-Cola for the development of the affected community.

The Company is consistently carrying out rehabilitation and restoration work involving the distributors, retailers and the local population in order to reach the neediest lot.