**Akshay Kumar's "Toilet Ek Prem Katha" raises funds with CleanMate
to provide safe, clean and healthy sanitation facilities in India**
Urges citizens of the country to join '2 For Toilet' social initiative by CleanMate to improve
sanitization facilities across the nation

National, 1st August 2017: Superstar Akshay Kumar's latest and most anticipated film 'Toilet: Ek Prem Katha' and **CleanMate** a popular brand of Toilet Cleaner Liquid & home cleaning products by **Future Consumer Limited** has created an innovative co-branded social initiative **'2 For Toilet'** to raise funds that will be used to **improve sanitation facilities** across the country. '2 For Toilet' is an endeavor by CleanMate to **discourage open defecation** and help **restore pride** of the communities by providing safe sanitation.

Inviting the citizens of the country to join '2 For Toilet' initiative Akshay Kumar will be seen in a **special film by CleanMate** appealing to the people to buy CleanMate from nearest Big Bazaar stores, as CleanMate will **donate Rs. 2** towards this fund on sale of each pack. Increasing the magnitude and reach of the campaign Akshay Kumar also urges his **fans to tweet '2 For Toilet' and share the special video on social media platforms like Facebook, where against each tweet and share CleanMate will donate Rs.2** to this cause.

CleanMate offers complete household cleaning solutions with product options like toilet & floor cleaners, utensil cleaners, kitchen aides, detergent powder & bar. '2 For Toilet' is a step towards supporting the Prime Minister Narendra Modi and Government led Swachh Bharat Abhiyan to eliminate open defecation and build toilets inside homes.

Speaking about this social cause superstar **Akshay Kumar** says, "I am extremely happy that CleanMate's '2 For Toilet' initiative, propagates the same message as my upcoming movie 'Toilet: Ek Prem Katha'. Everyone especially women should have basic facilities of a safe & clean toilet and through this initiative I would like to appeal to all my fans to buy CleanMate products from nearest Big Bazaar, share & retweet this campaign online and spread the message to help this noble cause as much as possible."

Talking about the campaign **Mr. Rahul Kansal Head – Business Strategy and Marketing, Future Consumer Limited** says, "With '2 For Toilet' initiative we would like to make a meaningful contribution not only by contributing & raising funds but by also passing on the message to put an end to open defecation and improving sanitation facilities. We are delighted to partner with Akshay Kumar and his upcoming movie to promote the same cause as this will certainly help us reach out to millions of people."

Toilet: Ek Prem Katha starring superstar Akshay Kumar highlights the importance of providing toilets especially for women so that they can avoid going through any discomfort and humiliation. Starting 1st August 2017 CleanMate will donate Rs.2 against each CleanMate product sold to **Swachh Bharat Kosh**. Additionally CleanMate will also contribute Rs.2 against each share or retweet of the video message done using '2 For Toilet'. CleanMate is available at Big Bazaar, Easy

day, Nilgiris, Heritage, Star bazaar outlets, ecommerce sites and popular general stores across the country.

ABOUT FUTURE CONSUMER LIMITED (FCL)
Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.