

## Pratha by Future Consumer supports Goonj's 'School to School' initiative

Partners with 1200 plus Future Group stores to spread literacy

For each Pratha product sold Rs.1 will be contributed to 'School to School' initiative

**National, 18<sup>th</sup> December 2018:** Pratha, a Future Consumer Limited lifestyle home fragrance and spiritual products brand has taken an initiative to spread education in rural India. Pratha has tied up with Goonj's 'School to School' initiative to provide better quality education and school supplies to the underprivileged children in remote areas in the country. More than 1200 Future Group stores which includes Big Bazaar, Easy Day, Heritage, HyperCity, Food Bazaar and Nilgiris across India will support this noble cause. Against every Pratha product sold at these stores, Rs.1 will be donated to 'School to School' initiative.

Pratha will support Goonj's 'School to School' initiative which is a step towards creating better access to education for the rural children and bridge the gap between urban and rural population by providing them with equal opportunities. Goonj creates school kits for the rural children which encourages children and motivates them to attend school and understand the importance of education.

Speaking about the initiative **Keshav Biyani, Head - Home and Personal Care, Future Consumer Limited** says, "Education has the power to solve many problems and can contribute in a big way for a brighter future. We are happy to support Goonj's initiative to make education accessible to as many children as possible. We would like our customers to participate in this initiative and reach out to everyone who can support this cause."

Pratha will be running this initiative till 15<sup>th</sup> January 2019 and invites all its customers to support this cause and help create a change in our society. So, come visit the nearest Big Bazaar, Easy Day, Heritage, HyperCity, Food Bazaar and Nilgiris store and help educate a child.

### **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.

**For More Information, Contact:**

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