



P&G Health Launches Mobile Healthcare Unit in Partnership with HelpAge India in Guwahati

~Launched under 'SEHAT', the initiative aims to enhance access to basic healthcare for the rural elderly~

Guwahati, August 02, 2023 – India is home to an estimated 100 million senior citizens, but unfortunately, not all have access to affordable healthcare. Prompted by the need to cater to this issue, **P&G Health** and **HelpAge India**, leading charitable organization working with and for older people in India for the past 45 years, have extended their 'Gift of Health Program for the elderly', to launch a **Mobile Healthcare Unit (MHU) in Guwahati**. This program will help provide sustainable healthcare solutions and emergency relief to disadvantaged elderly in remote areas around Guwahati.

The MHU will not only offer free treatment, medications and comprehensive counselling but also alleviate the burden of long hospital queues, transportation expenses, and medicine costs for the elderly population. The MHU team constantly monitors the health of the elders. Beneficiaries are provided health cards and records of their treatment are maintained. Along with this, it also undertakes basic diagnostics, home visits by doctors (in the case of bedridden patients), and counselling of patients, the elderly, family members and caretakers. 'The Gift of Health Program' is under P&G Health's flagship CSR program 'SEHAT,' which is committed to contributing towards building a healthier India. Over the past two years, this program has helped support over 10,000 treatments and treated over 22,000 senior citizens across the country.

Speaking about this initiative **Milind Thatte, Managing Director, Procter & Gamble Health Limited**, said, *"We believe that every individual, regardless of age, deserves access to quality healthcare. We have partnered with HelpAge India since 2020, when we first started supporting their Mobile Healthcare programs in Mumbai, to offer essential primary health services to disadvantaged elderly at their doorstep. By launching the Mobile Healthcare Unit in Guwahati today, we reaffirm our commitment to improve the well-being of the disadvantaged elderly in the rural areas around Guwahati. We will continue our interventions through SEHAT thereby facilitating more people to live healthier lives across all levels of the society."*

SEHAT has also played an active role in supporting HelpAge India's emergency response initiatives especially, during Covid-19. The company provided around 1670 survival kits containing essential hygiene and grocery items to disadvantaged elderly across Goa, Maharashtra, Odisha, Karnataka, and Chhattisgarh districts.

"The newly launched Guwahati MHUs will enable us to provide quality healthcare support to the disadvantaged elderly at their doorstep, a much-needed service in these areas. Approximately, over 40,000 treatments will be provided every year to senior citizens and their communities. P&G Health's SEHAT has been a long-standing partner with HelpAge India and extends continued support for our eldercare initiatives, including our healthcare projects in Puri (Odisha) and Khandwa (Madhya Pradesh). We greatly value the partnership with P&G Health.," **said Rohit Prasad, CEO, HelpAge India.**

About SEHAT:

Procter & Gamble Health Limited has channelized all its CSR efforts towards building a Healthier India through our CSR umbrella program - 'SEHAT' (meaning Health). SEHAT aspires to make a sustainable impact to Public Health in India. Projects under SEHAT include, but are not limited to preventive health, community health, and public health interventions; health awareness, screening, and education; financial support for healthcare needs of marginalized & underprivileged communities; capability-building of healthcare professionals, healthcare infrastructure and healthcare assistance as part of disaster relief and support.

9 bespoke projects under SEHAT are co-created and implemented with 8 reputable public health and non-profit partner organizations. Details of our CSR programs are available on our website – <https://www.pghealthindia.com/csr/>

About Procter & Gamble Health Limited: Procter & Gamble Health Limited is one of India's largest VMS companies manufacturing and marketing vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life, including Neurobion, Livogen, SevenSeas, Evion, Polybion and Nasivion. Please visit www.pghealthindia.com for the latest news and information about Procter & Gamble Health Limited and its brands.

About Procter & Gamble: P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Ambi Pur®, Ariel®, Gillette®, Head & Shoulders®, Olay®, Oral-B®, Pampers®, Pantene®, Tide®, Vicks®, and Whisper®. P&G operates in approximately 70 countries worldwide.

About HelpAge India: HelpAge India is a leading charitable organization working with and for older people in India for the past 45 years. It runs healthcare, agecare, livelihood, disaster response and digital empowerment programs throughout the country & advocates strongly for the elder cause. It became the first and only Indian organization to be honoured with the 'UN Population Award 2020' for its exemplary work in the field of ageing, recognition of the organization's outstanding contribution to population issues and efforts in the realization of older persons rights in India

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