



P&G Health and HelpAge India collaborate to improve healthcare access in Palghar

- Launches new Mobile Healthcare Unit (MHU) under SEHAT CSR Initiative to bring healthcare to the doorstep of communities in remote areas

Maharashtra, xxx, 2024: On the occasion of World Health Day, Procter & Gamble Health Limited announced its collaboration with HelpAge India to launch a New **Mobile Healthcare Unit (MHU)** in Palghar district of Maharashtra.

Speaking at the launch, **Mr. Milind Thatte, Managing Director, Procter & Gamble Health Limited**, said *“P&G Health is committed to contributing towards building a healthier India through our flagship CSR Initiative, SEHAT. Through our continued collaboration with HelpAge India, we have been working towards bringing healthcare services to the doorstep of elderly and underserved communities since 2020. Supported by P&G Health and run by HelpAge India, the new MHU at Palghar will bring primary healthcare services to the doorstep of the tribal community across Palghar’s 19 villages. With a full-time doctor, pharmacist and basic diagnostic equipment, the new MHU will offer free consultations, medication, counseling and screening services along with facilitating timely referrals to Primary Health Centers”*



(Seen in this pic – Mr Milind Thatte, Managing Director, P&G Health Limited, Dr. Ritu Rana Mission Head - Health HelpAge India, Rajeshwari Chowdhury Director - HelpAge India, Mr. Dhanraj Pande - CAFO Palghar District, Mr. B.H Palawe - Palghar District CEO, Mr. Sunil Koli - Tahsildar, Palghar district, along with employees and members from P&G Health and HelpAge India respectively.)

P&G Health has been partnering with HelpAge India since 2020 to support healthcare needs of disadvantaged elderly populations through HelpAge's Mobile Healthcare Program in Assam, Orissa, Tamil Nadu and Bihar, & also providing survival kits with basic amenities during the Covid-19 pandemic.

"We are very pleased to be a long-standing partner to P&G Health's SEHAT CSR Initiative with its vision to make a meaningful impact to Public Health at the grassroots. For tribal communities residing in remote areas, accessing quality healthcare services is often a challenge leading to delayed diagnoses and treatment. With our new MHU in collaboration with P&G Health, we aim to help bridge these challenges by providing healthcare services at the doorstep of over 20000 members of the underserved tribal community residing in Palghar" **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 is to make a sustainable impact to Public Health in India. With an objective to support and develop the Public Health in India, our initiatives are categorized under: Capability, Accessibility, Intervention. 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 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, age care, 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 honored 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.

CONTACTS

Media Contacts - Procter & Gamble Health Limited:

Paromita Kundu | kundu.p.1@pg.com

Agency Contact - 20:20 MSL:

Priyanshi Shah | priyanshi.shah@2020msl.com

Bidisha Mohanty | bidisha.mohanty@2020msl.com