

PAREE CELEBRATES 'JOY OF GIVING' WEEK IN PUNE BY DONATING PARTIAL SALE PROCEEDS TO THE JANA SEVA FOUNDATION

Pune, October 10, 2014: Paree celebrated the 'Joy of Giving' week by donating 1024 packs to support school students of the Jana Seva Foundation. Paree's 'Joy of Giving' week was held between October 2 - 8, 2014 with the aim of spreading joy and happiness.



Saina Nehwal celebrates 'Joy of giving week' with Paree

“The core idea behind 'Joy of Giving' week was to spread happiness and reinforce the idea of contributing towards making another individual smile. Brand Paree is committed to being a positive influence and creating awareness on menstrual health and hygiene amongst the whopping 70 percent of Indian women of menstruating age who use alternate and unhygienic forms of sanitary protection”, said Ms. Usha Subramani, Manager-Community Programs, Soothe Healthcare. “We are indeed delighted to be able to contribute a part of our sales proceeds to

the Jana Seva foundation. We would like to thank all Pune Parees for helping us make a difference”, she added.

Paree's 'Joy of Giving' week called on Pune city residents to spread happiness with effective campaigns across mass media with RJs on Red FM encouraging their listeners to join in and social media platforms achieving record engagement and reach of over 2 Lakh women. The 'Joy of Giving' initiative struck a chord with several women in Pune. Deepti Patil, for instance, sent in a message that was posted on Facebook, “The Paree banner on Facebook inspired me to do my bit. The promise of Paree giving a part of the sales proceeds is a great initiative”. Similarly Sonakshi Sinha's message read “I did my bit by buying a Paree product. This is such a great idea, I wish everyone joins in”.



A representative from Soothe Healthcare hands over boxes containing 1024 Paree Sanitary Pads to celebrate the 'Joy of Giving' week to the trustees of Jana Seva Foundation



“We would like to thank Soothe Healthcare for their contribution in the form of Paree sanitary pads to support school girls at Jana Seva Foundation. We do believe that this will go a long way in reaching out to the community and wish them all success in their future endeavours”, said Mr. Vinod Shah, Founder-Chairman Jana Seva Foundation.

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ABOUT SOOTHE HEALTHCARE

Soothe Healthcare is an ISO 9001:2008 certified, Spirit of Manufacturing award winning company that manufactures and markets a diverse range of innovative and affordable healthcare products. We are among the top suppliers of sanitary pads to Central and State Govts. under the National Health Mission (NHM). Women's health, especially menstrual hygiene in India requires urgent attention. Recognizing the importance of Women's health in the process of economic and social development, Soothe Healthcare aims to provide quality and affordable solutions to the Community.

Paree sanitary pads, our flagship product is a top quality product with world-class specifications offering personal care to women. Soothe Healthcare is highly invested in being a socially responsible enterprise and is working with several partner NGOs in India to bring awareness on women's health. Through our community programs we have successfully reached out to over 30,000 women and young girls educating them on women's health and hygiene issues across India.

ABOUT JANA SEVA FOUNDATION

Jana Seva Foundation, founded on January 15, 1988 is a charitable trust that runs on donations and is registered under Bombay Public Trust Act, 1950 head office located in Pune. Jana Seva Foundation began modestly by organizing health camps in rural parts of Maharashtra but soon set up a hospital and an old age home. Over the years, it rapidly expanded its activities and has to its credit today a wide range of charitable projects. Dr. Vinod Shah, M.D., renowned gastroenterologist and an accomplished physician, a teacher of medicine is the founder-chairman of the foundation. Mrs. Meena Shah is the driving force and works tirelessly for the success of the foundation along with all the trustees.