



MEDIA RELEASE

BHARTI AXA LIFE INSURANCE JOINS HANDS WITH AKSHAYA PATRA TO SUPPORT MID-DAY MEAL PROGRAMME FOR SCHOOL CHILDREN

MUMBAI/NEW DELHI: August 22, 2019: Bharti AXA Life Insurance, a joint venture between Bharti Enterprises, one of India's leading business groups, and AXA, one of the world's largest insurance companies, today pledged to support and contribute to the mid-day meal programme for government school children in partnership with Akshaya Patra Foundation.

On its 13th Foundation Day as part of 13 Smiling Years initiative, Bharti AXA Life Insurance has joined hands with Akshaya Patra Foundation, the world's largest non-profit organisation running mid-day meal programme, and urged its employees to donate a day's salary and help transform the lives of many. The donation will be offered to Akshaya Patra to sponsor meals for school children from underprivileged sections of the society.

"Going to bed hungry is sad. Mid-day meal can sometimes be the only meal of the day for many children in India. On this auspicious day of our 13th anniversary, we have joined hands with Akshaya Patra Foundation on the wonderful initiative of supporting mid-day meal programme across the country. We strongly believe that a full stomach leads to better learning and powers their future with protecting lives to spreading smiles," said **Mr. Vikas Seth, Managing Director and Chief Executive Officer, Bharti AXA Life Insurance.**

He said the company has about 5,500 employees across the country and they will help the non-profit organisation counter classroom hunger and aid in education of children.

Akshaya Patra serves hot and nutritious mid-day meals free of cost to children studying in government-run schools. At present, it feeds 1.76 million children every day in 15,000 schools across 12 states in the country.

"We see a positive value in associating with Bharti AXA Life Insurance for our mid-day meal programme. This association will help us take a few steps towards our mission of reaching 5 million children by 2025," said **Mr. Shridhar Venkat, Chief Executive Officer, The Akshaya Patra Foundation.**



As part of this noble initiative, Akshaya Patra Foundation will also provide an opportunity to employees of Bharti AXA Life Insurance to visit its kitchens and see the preparation of food for students.

Bharti AXA Life Insurance Company Ltd.

www.bharti-axalife.com

Bharti AXA Life Insurance is a joint venture between Bharti, one of India's leading business groups with interests in telecom, agriculture business and retail, and AXA, one of the world's leading organizations with interests in financial protection and wealth management. The joint venture company has a 51% stake from Bharti and 49% stake of AXA. The company has pan-India presence through its 238 offices and offers a wide range of value for money and need-based insurance products targeted at individual and groups.

Akshaya Patra Foundation

The Akshaya Patra Foundation is a not-for-profit organisation headquartered in Bengaluru, India, which strives to address issues like hunger and malnutrition in the country. By implementing the Mid-Day Meal Scheme in Government and Government-aided schools, Akshaya Patra aims to fight hunger and at the same time, bring children to school. Since 2000, Akshaya Patra has worked towards reaching more children with wholesome food on every school day. The Foundation is continuously leveraging technology to cater to millions of children. Its state-of-the-art kitchens have become a subject of study and attract curious visitors from around the world. In partnership with the Government of India and various State Governments, and the inestimable support of many philanthropic donors and well-wishers, Akshaya Patra has grown from humble beginnings serving just 1,500 school children across 5 schools. Today, it is the world's largest mid-day meal programme, serving wholesome food to over 1.76 million children from 15,000 schools across 12 states in India.

For media queries, please contact:

Sanjiv Kumar
9312456677

sanjiv.kumar10@bhartiaxa.com

+91