



Good Food, Good Life

PRESS RELEASE

Nestlé Pakistan donates water, provides animal care in flood-stricken areas

Lahore, 19 September, 2014: Nestlé Pakistan, the country's leading Nutrition, Health and Wellness (NHW) Company, has donated 125,000 liters of drinking water to people in the disaster-stricken areas in Punjab, as part of its contribution towards flood relief.

Water has been donated in areas that were identified after consultation with Government of Punjab. These are: Bhawana, Pindi Bhattian, Chiniot, Jhang, Multan, and Muzaffargarh areas.

The company, which has the largest dairy farmers' network in the country, has also taken note of the impact the catastrophe has had on cattle. Consequently, it has stationed qualified teams of veterinary doctors in the affected areas to provide constant assistance to the people. So far, some 3,000 animals have been vaccinated and 1,000 animals have been treated for various diseases. Medicine for 12,000 animals has been arranged and vaccination of another 50,000 animals is in process. Furthermore, the company is in the process of distributing 500 tonnes of silage bales. As many as 2,000 bags of concentrated feed mix (*Vanda*) have already been handed out in different regions.

In a letter written to the Punjab Chief Minister, Magdi Batato – Managing Director, Nestlé Pakistan – said that the company was grieved over the loss of life, property and standing crops as a result of the floods. Commenting on Nestlé's gesture of support at this time of national need, Mr Batato added, "The well-being of rural communities is of paramount importance to us. Nestlé Pakistan has a long history of providing humanitarian assistance in the event of natural disasters in Pakistan. We are well aware of the hardships that the people are facing in these devastating floods and we hope our donations will ease the suffering of those who have been affected and that they will play a useful role in the disaster relief effort."

About Nestlé Pakistan

Nestlé Pakistan is the leading NHW Company in Pakistan; meeting and exceeding all the international standards in manufacturing of their products. Nestlé Pakistan believes in creating shared value for the communities in which it operates with the focus being on Nutrition, Water and Rural Development. Nestlé Pakistan works with more than 190,000 farmers for collecting milk and engages in a number of rural development programs for community development.

For more information, please contact:

Aatekah Mir-Khan
Corporate Media Relations Manager, Nestlé Pakistan
Phone: 042-35988119
Email: aatekahahmad.mirkhan@PK.nestle.com