

## Press Release

### IndusInd Bank inks MoU with UP Government to foster Livestock Welfare

**Mumbai, February 13, 2024:** IndusInd Bank and Bharat Financial Inclusion Limited (100% subsidiary of IndusInd Bank) have signed a Memorandum of Understanding (MoU) with the State Government of Uttar Pradesh to focus on livestock healthcare management and welfare in the Western Uttar Pradesh region through their social initiative, Bharat Sanjeevani Program. Through this association, IndusInd Bank and Bharat Financial Inclusion Limited (100% subsidiary of IndusInd Bank) will extend comprehensive operational support for the newly established Cow Sanctuary in Muzaffarnagar and a doorstep tele-medicine and mobile veterinary service under the CSR umbrella - Sattvam.

Bharat Sanjeevani Program, a CSR program by IndusInd Bank and Bharat Financial Inclusion Limited (100% subsidiary of IndusInd Bank), aims to aid the Cow Sanctuary in Muzaffarnagar, a landmark initiative by the Government of India. The sanctuary is dedicated to providing care for 5,000 destitute cattle initially, and will be expanded in a phase wise manner. Concurrently, in collaboration with the Harit Pradesh Milk Producer Company (HPMPC) and promoted by the National Dairy Development Board (NDDB), the program will introduce doorstep telemedicine and mobile veterinary services in seven districts of Western Uttar Pradesh, i.e., Muzaffarnagar, Meerut, Bulandshahr, Saharanpur, Hapur, Shamli, and Bijnor. Additionally, the initiative encompasses a centralized call center in Muzaffarnagar, deploying professionals, medicines, and a mobile app for farmers, enabling livestock farmers within these districts to access mobile veterinary services through a toll-free number.

**Dr. Sanjeev Kumar Balyan, Union Minister of State for Animal Husbandry, Dairying, and Fisheries, Government of India,** acknowledged the support from IndusInd Bank and BFIL, "I extend my sincere appreciation to IndusInd Bank and Bharat Financial Inclusion Limited for their invaluable collaboration in supporting the Cow Sanctuary project in Muzaffarnagar, UP. The newly established Cow Sanctuary serves as a beacon of compassion, providing a haven for stray cattle and safeguarding the community. Witnessing the impactful contributions of the Bharat Sanjeevani Project in India's animal husbandry and livestock sector, I am confident that these collective efforts will significantly benefit the state of Uttar Pradesh. I commend IndusInd Bank for its pioneering role in conducting CSR activities in the livestock management on a large scale, thereby making significant impacts in people's lives. It's noteworthy that no other bank in the country has ventured into this sector. This collaboration underscores the power of public-private partnerships in driving positive change for the betterment of our society."

**Sumant Kathpalia, Managing Director & CEO, IndusInd Bank,** said, "At IndusInd Bank we are honored to join hands with the State Government of Uttar Pradesh, extending our commitment to support livestock welfare and scale up the Bharat Sanjeevani Program. Our comprehensive support for the Cow Sanctuary in Muzaffarnagar, coupled with the introduction of doorstep tele-medicine across seven districts of Uttar Pradesh, reflects our broader mission to enhance the well-being and economic empowerment of communities. Collaborating with the Harit Pradesh Milk Producer Company, backed by the National Dairy Development Board, strengthens our dedication to sustainable partnerships, while fostering accessible and convenient livestock healthcare solutions in rural areas. This mirrors the core of IndusInd Bank's commitment to creating a positive and enduring impact on the lives of the communities we serve."

**J Sridharan, Executive Vice Chairman, Bharat Financial Inclusion Limited,** said, "We are delighted to extend our services in Muzaffarnagar under the umbrella of Bharat Sanjeevani Program, our flagship



CSR project, which leverages the latest mobile technology to provide emergency response services to livestock owners at their doorstep. This initiative aims to address health issues, improve productivity, and help farmers adopt better livestock management practices, thereby reducing mortality rates. This initiative also aligns with the core values of our business model, focusing on the needs of the communities living in remote and rural areas of India. The Company's focus for CSR in rural areas comes from the drive to bridge the rural-urban divide and address the lack of access to quality essential services."

The Bharat Sanjeevani Program has contributed to more than 15 lakh farmers and treated over 2 million livestock in the states of Madhya Pradesh, Jharkhand, Rajasthan, Karnataka, Maharashtra and Telangana. In recognition of this project, in 2019 BFIL received the maiden National CSR award from the Ministry of Corporate Affairs.

