

# Orient Electric spreads warmth among homeless with 'Winter of Hope' campaign

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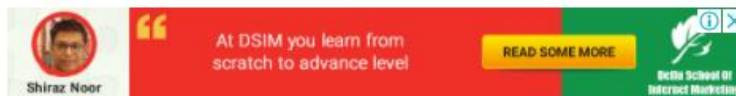
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New Delhi: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has announced its association with Indo-Global Social Service Society to donate 100 units of advanced wall-mounted room heaters across night shelter homes in Delhi NCR. The activity will be carried out through their ongoing initiative 'Winter of Hope' to create better conditions for the homeless during harsh winter months. More than 4000 homeless people are expected to benefit through these installations. The activity was concluded in the presence of Shri Satyendar Jain, Minister Urban Development, Government of Delhi.

Speaking about the initiative, Mr. Saurabh Baishakhia, Sr. Vice President and Business Head, Appliances, Orient Electric said, "For homeless people, Delhi winters bring a whole lot of distress especially among families with small children. While government and NGO's are doing their bit, we at Orient Electric firmly believe in making a difference by improving the existing conditions at these night shelters. We are sure that the room heaters will bring much respite from the cold weather and provide comfort for the needy. With this initiative, we will continue to pledge and partner with various stakeholders in an endeavour to become the agents of change"

Mr. Edwin Charles, Manager North Zone, IGSSS said, "The initiative by Orient Electric is very thoughtful and would definitely bring a world of difference to uplift the night shelter experience for people who come here. IGSSS has been actively working for development of the vulnerable communities across the country. Through Winter of Hope campaign, we aim to create awareness about shelter facilities, help the needy people and focus on Advocacy for improving shelter facilities. We are delighted to be a part of this cause and would look forward to associate again for social welfare activities."