

Chairman's message

April is traditionally a month of festivals in India when we usher in the Bengali New Year and celebrate Baisakhi in Punjab, Bihu in Assam, Gudi Padwa in Maharashtra, Vishu in South India and several other festivities usually connected with harvesting. This year, however, we are facing an extraordinary situation with the sudden unleashing of a deadly virus that has threatened lives and economies all over the globe. The Coronavirus disease or COVID-19 has been spreading like wildfire and claiming more lives than any other deadly illness that may have turned pandemic in recent years.

This uncertainty of what the future holds had been hugely disruptive on manifold businesses. But as the country comes to a halt under the current lockdown, it is time not to panic but understand how we must, as a team, tackle the situation at the cost of personal comfort, and ensure that our families and the community in which we live remain safe. Life may never be the same again. But that hardly precludes new ways of assessing how we wish to look at the

future. This is the time to propagate compassion and extend a helping hand to those who need our support. This is the time to travel inwards and understand relationships we had, in the past, taken for granted. This is the time to look at the many-splendoured gifts of nature that we have often ignored. And this is, indeed, the time to forget differences and learn to forgive those who may have wronged us, appreciate those who have given us their unconditional love and be grateful to the Almighty for his countless gifts that continue to enrich our lives. Let us not lose hope for better days.

As Gurudev Rabindranath Tagore had put it so succinctly:

*'Let me not pray to be sheltered from dangers,
but to be fearless in facing them.
Let me not beg for the stilling of my pain,
but for the heart to conquer it.'*

Harshavardhan Neotia



'Sometimes the best thing we can do during difficult times is not to think but act. To make the situation better, we need to lift each other up, stay positive and extend our support towards building a stronger community that stands tall against all odds'

Harshavardhan Neotia
Chairman

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Supporting PM Cares & Chief Minister's Relief Fund

Ambuja Neotia Group has set aside a fund of INR 10 crores to support the various relief works in fighting Covid-19. While 70% of the fund has been contributed to the PM Cares Fund and CM Relief Fund, the balance amount is being utilized for various relief works. Neotia Foundation at the ground level has taken up several initiatives on its own as well as through other charitable arms of the Group.



PM CARES

Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund



सत्यमेव जयते

Chief Minister Relief Fund

AmbujaNeotia

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