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HUL, Trent again join hands to fund poor kids' schooling

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Hindustan Unilever (HUL) and Star Bazaar, the hypermarket brand of the Tata group's retail arm Trent, are to again run a month-long campaign promoting a social cause through joint marketing.

Titled India's Favourites, it was launched in September last year, to raise money for various causes concerning underprivileged children. Different HUL products are available at a discount for a month, with five per cent of the sales proceeds to be donated to non-governmental organisations which promote the cause.

This year's campaign begins on August 29 and goes on till September 21. Brands that are part of the second edition include Vim, Surf, Axe, Vaseline, Dove, Clear, Kwality Walls, Knorr, Kissan and Brooke Bond Red Label, in addition to eight other brands from last year.

The number of stock keeping units this year has also increased compared to last year, said HUL's Chief Executive Officer and Managing Direc-



Hindustan Unilever CEO Nitin Paranjpe and Trent Hypermarket CEO Jamshed Daboo, announce the launch of India's Favorites, to promote the cause of education of underprivileged children, in Mumbai on Monday. PHOTO: SURYAKANT NIWATE

tor Nitin Paranjpe. "The scale of the initiative has definitely grown over last year. Such activities build preference for our brands and simultaneously contribute to a social cause."

According to Jamshed Daboo, chief executive officer, Trent Hypermarket, the retailer is looking to double collections this year through the initiative. "Actively supporting the local community is one of the promises we have as part of our community plan. We believe that providing customers

an opportunity to support good causes in a simple and meaningful way is the right approach. We are delighted to be associated with HUL on this particular initiative."

For HUL, the launch of the second edition of India's Favourites, comes close on the heels of the inauguration of India Water Body, an initiative to address the challenge of water scarcity in India, in May.

Both initiatives are part of the Unilever Sustainable Living Plan launched in November last year.