

## World Milk Day – Fortis Malar and Cavin’s educates expectant mothers on the benefits of Milk

**Chennai, 1<sup>st</sup> June 2019:** On the occasion of World Milk Day 2019, young mothers-to-be from different parts of the city gathered together at Fortis Malar Hospital for a special awareness talk on the benefits of consuming milk during different stages of pregnancy. Organized by Chennai’s leading healthcare provider, Fortis Malar, along with Cavin’s, the dairy arm of FMCG giant CavinKare, the specially curated session was helmed by **Dr. Nithya Ramamurthy, Senior consultant, Gynaecology, Fortis Malar Hospital,** and **Dr. Meenakshi Narayanan, Head – R&D, CavinKare.** This one-of-a-kind session was also followed by an exciting baby shower put together by the hospital to celebrate and cherish the expectant mothers.

Milk being a power of house nutrients, the awareness session aimed to address and educate the expectant mothers on its lesser-known benefits. In addition to this, the speakers also shared insights on the importance of consuming a milk rich diet to help the growing baby develop a strong immune system. The session also paved the way for an interaction between the mothers-to-be and the experts, shedding light on common myths surrounding pregnancy and dietary restrictions.

Commenting on the event, **Dr. Nithya Ramamurthy** said, “As expectant mothers go through numerous physical and hormonal changes, it is important that they receive adequate rest and proper nutrition to help them cope with these changes. Pregnant women need to be stress-free, exercise regularly, eat balanced diets, meditate to calm their minds and go for regular checks. It is also important for expectant mothers to go for antenatal workshops along with their spouses. All this will enable them to provide adequate care for their little ones after birth”

Adding to this, **Dr. Meenakshi Narayanan,** said “We are happy to be partnering with Fortis Malar for an intriguing session on milk today. There is plenty of information available around us and also passed down to us from generations before on the benefits of consuming milk. Being a powerhouse of essential nutrients and calcium, consuming milk helps in the holistic growth of the child and also keeps the mother nourished throughout pregnancy. We are confident that through this session we have educated many young mothers and hope to reach out to more in the future.”

As part of World Milk Day, Fortis Malar Hospital conducted a traditional baby shower for expectant mothers in Chennai. Participants were also pampered with hair makeovers and a mehendi session.



Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 43 healthcare facilities (including projects under development), approximately 9,000 potential beds and 392 diagnostic centres.

**About Fortis Malar Hospital:**

Fortis Malar Hospital was acquired by Fortis Healthcare (India) Limited in early 2008. The hospital founded in 1992, is established as one of the largest corporate hospitals in Chennai providing quality super specialty and multi-specialty healthcare services. Fortis Malar Hospitals, with 180 beds, focuses on providing comprehensive medical care in the areas of Cardiology and Cardiac Surgery, Neuro Surgery, Gynaecology, Orthopaedics, Gastroenterology, Neurology, Paediatrics, Diabetics, Nephrology and Internal Medicine. Fortis Malar Hospital has a state of the art Cath Lab and multiple dedicated cardiac operation theatres and intensive coronary care units. Several rare and complex Adult and Paediatric Cardiac surgeries, Orthopaedic and Joint replacements, Neurosurgeries and Plastic reconstruction surgeries have been performed at this hospital. The hospital's Obstetrics and Gynaecology services are among the busiest in the city, successfully performing many complicated deliveries and surgeries. They are supported by a dedicated Neonatology unit.

**About Cavin's:** Cavin's is the umbrella brand for CavinKare's dairy based offerings. Be it cold chain offerings like UHT Milk, Curd, Paneer, Butter or ambient offerings like Milkshakes, Buttermilk, Lassi- Cavin's has a variety of products. With continuous innovation as Cavin's bed rock, the brand has evolved into a dairy brand with offerings of the highest quality alongside adherence to international quality standards in terms of production.

**About CavinKare:** CavinKare is a diversified FMCG major with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera&Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's& Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D center equipped with latest equipment and technologies constantly supports the divisions in their endeavor. Today, with a turnover of over Rs. 1600 crore, CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare's success is based on it being firmly grounded to its corporate mission "We shall grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees"

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