

Dalmia Bharat's fund raising for 'Bharat Ke Veer' helps raise INR 13 crore for families of martyrs

New Delhi, January 22, 2018: In continuation to support the 'Bharat ke Veer' initiative, Dalmia Bharat, the world's greenest cement company, organised a fund-raising event at Teen Murti Bhavan, New Delhi on Saturday. The event helped raise INR 13 crore for families of CAPF martyrs from participation and contribution from patrons and Corporates Houses.

Speaking on the initiative, **Mr. Puneet Dalmia, Managing Director, Dalmia Bharat Group** said, "We are very privileged to support and organise this event. We believe that with each and every person's contribution together we can bring a huge difference to the families of CAPF martyrs. We express our gratitude to all the contributors and supporters for raising more than Rs 13 crore. We are hopeful that this fund amount will have a huge impact in their lives. We look forward to continuing our collaboration with 'Bharat ke Veer' initiative in every possible manner."

The event was attended by the Hon'ble Home Minister, Shri Rajnath Singh along with both the Ministers of State for Home Affairs, Kiren Rijiju and Hansraj Gangaram Ahir. Also in attendance were celebrities like Akshay Kumar, Kailash Kher, senior officials of the Home Ministry, all the heads of the Central Armed Police Forces and Corporates Houses.

The event also witnessed the launch of an Amar Chitra Katha graphic novel depicting the stories of CAPF's Brave Heart Soldiers and the sacrifices made by them. In addition to support the cause further, the reputed band Kailasha, led by renowned singer Kailash Kher have released an anthem created for Bharat Ke Veer, at the event. Also shown at the event was a heart-wrenching film specially directed and produced by renowned documentary maker Adi Pocha showcasing the families of some of the martyrs.

Started in 2016, Bharat Ke Veer is an initiative of the Hon'ble Home Minister to enable civilians to contribute to the family of the martyrs of Combined Armed Police Forces. At present the donation per family is limited to Rs 15 lakh which could generate an annuity of Rs 1.2 lakh pa (Rs 10,000 pm). The Fund is directly administered by the Ministry of Home (Govt of India) and is given as an annuity or one-time grant to the family of the martyred soldier as desired by the donor. The target is to raise Rs 1500 crore so that families of CAPF martyrs over the last 10 years can be benefitted.

About Dalmia Bharat Group

Dalmia Bharat Group (www.dalmiabharat.com) is a leading national player in India's core manufacturing sector since 1939. With a turnover of over ₹ 10,000 crore it has a leadership position in Cement, Sugar, Refractories. A leader in specialty cements and the country's largest producer of slag cement, Dalmia Bharat is the world's greenest cement company. And a leader in Sustainability best practices set to global benchmarks. In generic sugar, the group caters to several marquee brands. It has an enduring and growing customer base in refractories.

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