



HDFC ERGO DISTRIBUTES 10,000 MASKS TO SAFEGUARD CHILDREN FROM AIR POLLUTION

Delhi, 1st December, 2017: HDFC ERGO, India's third largest non-life insurance provider in the private sector, distributed 10,000 pollution masks among school students in Delhi ahead of National Pollution Control Day. As part of its Corporate Social Responsibility (CSR) program, the company aims to spread awareness and address the health concerns faced by the children in the city.

HDFC ERGO took this opportunity to spread the awareness about the perils of pollution and connect with over 21,000 students and more than 600 school teachers & supporting staff at these government schools. Additionally, the company also educated them on the safety measures one must take to prevent any health hazards that may be caused due to pollution.

Speaking on this CSR initiative undertaken by the company, **Mr. Mehmood Mansoori, Member of Executive Management & Group Head, HDFC ERGO General Insurance**, said, *"We took this initiative to distribute high quality pollution masks to students of government schools in Delhi to ensure their well-being through our CSR activities."*

Through this initiative, 10,000 washable and re-usable pollution masks were distributed among the students of seven government schools – 3 Girls Schools and 4 Boys Schools – in the New Kondli, Dallupura, Vasundhara Enclave, MayurVihar areas of Delhi, covering 5,500 girl students and 4,500 boy students. These schools included New Kondli-GBSSS (Boys), New Kondli-GBSSS (Girls), Dallupura-SKV, Vasundhara Enclave-GBSSS, MayurVihar, Phase III GBSS (Boys), MayurVihar, Phase III GGSS (Girls), MayurVihar, Phase III, KondliGharauli-GGSS (Boys), MayurVihar, Phase III and KondliGharauli-GGSS (Girls).

The permissible level of PM 2.5 (particles smaller than 2.5 microns) is 60 per cubic metre while for PM10 (particles smaller than 10 microns) it is 100 micrograms per cubic metre. Air quality or ambient (outdoor) air pollution is represented by the annual mean concentration of Particulate Matter PM₁₀ and PM_{2.5}, which are the tiny dust particles that can be absorbed in lungs and blood tissues. The poor quality of air can be a combination of industrial fumes, dust, exhaust fumes, open fires and the burning of crop stubbles, which affects elderly people and children the worst. These are the key reasons that cause severe respiratory and cardiac problems.

HDFC ERGO plans to continue its CSR efforts in 2018 and focus on issues which pose a serious concern to people's healthcare and spread awareness about the preventive measures.

About HDFC ERGO:

HDFC ERGO General Insurance Company is a 51:49 joint venture between HDFC Ltd.; India's premier Housing Finance Institution and ERGO International AG; the primary insurance entity of the Munich Re Group of Germany. HDFC ERGO acquired L&T General Insurance Company to mark India first amalgamation in the non-life General Insurance sector and is the country's third largest non-life insurance provider in the private sector. The company offers complete range of general insurance products ranging from Motor, Health, Travel, Home and Personal Accident in the retail space and customized products like Property, Marine and Liability Insurance in the corporate space. HDFC ERGO is expanding its network across the



country and is today present in 109 branches spread across 91 cities with an employee base of over 2000 professionals. The Company also has a wide distribution network.

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