

Press Release

Agro Tech Foods organises a “Children’s day out”

Hyderabad, 14th November, 2007: Agro Tech Foods Limited (ATFL) a leading FMCG Company made yet another day special for 110 physically challenged children of Shekinah Residential School for the Disabled, by taking them on a fun filled tour of Ramoji Film City.

Ramoji film city, an hour away from Hyderabad, is one of the largest tourist attractions in India and has about 1.5 visitors across the year. With its mix of gardens, film sets of various shapes and sizes, amusement parks and restaurants, Ramoji was the perfect destination to make it a wonderful Children’s day for te children of Shekinah School.

The day began at 9.00 am with two buses taking off to Ramoji, filled with enthusiastic children. The drive to Ramoji was quite entertaining, with children singing and dancing all along. At Ramoji, the children had the opportunity to take a tour of Ramoji movie sets, witness the magic of silver screen, the magic and marvel of Fundustan, explore the dark age at Borasura, and experience the thrill of the different rides. By the end of this tour, the children’s happiness knew no bounds.

Agro Tech Foods Limited lays importance on contributing to society in a meaningful way. An initiative taken in this direction is the “Feeding Children Better” program. This program is drawn up in a manner relevant to Agro Tech’s core business - Foods, wherein, one nourishing meal a day is provided to underprivileged children at carefully selected schools across the country. The Feeding Children Better Program now extends to 5 schools and reaches out to more than 1000 children across the country. Besides providing a mid-day meal, various activities such as screening of a movie, medical camp, tour of Hyderabad city have been conducted since the inception of the program.

Speaking on the occasion, Mr. Utpal SenGupta, President of ATFL said, "Childhood is about innocence and playfulness, it's about joy and freedom. Celebrating Children's Day, is about giving a child the right to enjoy today and help them grow into healthy citizens of tomorrow. At ATFL, we strive to make each day special for these children through programs like "Feeding Children Better" and continue to stay committed to contributing to the society".