



Peninsula and Mobile Crèche launch first Crèche for kids of construction workers at Ashok Towers

Mumbai, November 13, 2008: Ashok Piramal group's real estate arm - Peninsula Land Limited today announced the launch of its first crèche at Peninsula's construction site, Ashok Towers, Parel. Mrs. Indu Shahani, Mumbai sheriff was the Guest of Honour. Mrs Mrinalini Kochar, President-Mobile Crèche along with Mrs. Urvi Piramal, Chairperson, Ashok Piramal Group was present at the opening ceremony.

On the occasion, Mrs. Urvi Piramal, Chairperson, Ashok Piramal Group said, "It is a simple format and gesture to come forward to help children of construction workers who we have often seen being neglected because of the lack of basic amenities and facilities at construction sites. It is a heart-felt cause that we decided to initiate across cities starting from Mumbai to help the construction workers. We are grateful to Mobile Crèche, an organization that has been since long involved in taking care of underprivileged children, to come forward and partner with us in this mission."

"We aim to give these children an opportunity to be a part of mainstream society by providing daily meals, day-care facilities for the younger children and empowering the older ones through education," she added.

The crèche at the Ashok Towers construction site has three rooms for about 90 kids belonging to different age groups. There is a separate kitchen where food is cooked daily for the children. The crèche starts at 9 am when the children are given milk and breakfast which usually consists of raagi. They get lunch at 12 noon which consist of rice and dal and a vegetable. In the evening, the children get a snack which is usually milk and a cereal. In addition, the children are given supplements of calcium and multivitamins. Each of the age groups have a teacher who keeps them busy with studies and educational activities. All the teaching material and stationery is provided at the crèche.

Mrs Kochar said, "Providing care and helping children has been the motto of our organisation. Our cause becomes even stronger when our commitments are funded by corporates. We urge other companies like Peninsula to come forward and help children, who are in fact the future of our country."

The entire cost of constructing the crèche and running it is borne by Peninsula Land Ltd. The crèche will be run till the construction work at Ashok Towers is completed.

Mrs. Piramal concluded, "We will soon have a mobile crèche at Ashok Gardens and plans are on to have it up at all our on-going construction sites."

About Peninsula Land Limited

Peninsula Land Limited is the real estate business company of the Ashok Piramal Group. Its initiatives include pioneering retail ventures, world-class commercial and residential projects and facility management services to manage real estate, private projects, projects that involve public private participation as well as a realty fund. With the development and planning of over 40 million sq. ft. of real estate in less than a decade since inception in 1997, Peninsula continues to bring real value and expertise to the real estate industry.

Peninsula Facility currently manages 2.1 million sq. ft. of real estate and is looking at increasing its foothold in the facility management business by servicing the management of an additional 35 million sq. ft. in the next three years.

About Ashok Piramal Group

Ashok Piramal Group is a leading diversified and fast growing business conglomerate. The Group has several business interests and prominent presence in the following industries- Textiles – Morarjee Textiles, Real Estate – Peninsula Land Limited, Auto Components – PMP Components and Machine Tools – Miranda Tools. The key strengths of the Group come from its strong brand building, Group lineage, excellent quality control, and management skills. It underlines the Group's philosophy to deliver 'Quality' through world-class products and services.

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