

for immediate use **PRESS RELEASE**

Tata Asset Management partners with Impact India Foundation to tackle malnutrition in Palghar district for project 'Janani'

Mumbai | March 15, 2024: Tata Asset Management today announced partnership with Impact India Foundation (IIF) for 'Project Janani', a multi-year partnership aimed to empower and nurture tribal women during pregnancy, fostering a positive impact on the health and well-being of both mothers and their children in the Mokhada District.

The project seeks to address reduction of malnutrition within the tribal community of Mokhada block wherein identification of families, management of nutritional supplementation and creating awareness regarding malnutrition is core to ensure sustainable impact created through capital and social investment in the region.

Mokhada Block in Palghar District consists of a tribal population of 1,40,000 lakhs. There are a total 4 Primary health centres serving this Block – Ase, Vashala, Khodala, Morhanda respectively. These are divided again into 7 Beats and 230 Anganwadis. The local study conducted in Palghar assessed the nutritional status of children between the age group of 1-6 years concluded that 59% of children were stunted. The prevalence of underweight was about 53% and the prevalence of severely underweight was about 18%.

The project estimates upto cater to 1500 pregnant women from these 4 PHC areas along with their children aged up to 2 years for 1000 days. Additionally, approximately 5725 children from Anganwadis will be intervened by IIF, focusing on their cognitive development.

TATA ASSET MANAGEMENT PRIVATE LIMITED

1903 B-Wing Parinee Crescenzo G-Block Bandra Kurla Complex Bandra East Mumbai 400 051
Tel 91 22 6657 8282 Fax 91 22 6617 8288
e-mail service@tataamc.com website www.tatamutualfund.com
U65990 MH 1994 PTC 077090

for immediate use **PRESS RELEASE**

On the program's launch, **Prathit Bhobe, MD and CEO of Tata Asset Management**, emphasized, "India grapples with high rates of malnutrition among children, low birth weight infants, anaemia in children and women, and other critical micronutrient deficiencies. The problem of malnutrition contributes to 55% of child mortality, which has been stagnating. In our bid to address the alarming issue, we have partnered with IIF under 'Project Janani', a 40-year-old institution for this community health initiative. It marks a pivotal step in our commitment to combating malnutrition in the state of Maharashtra. Our endeavour is to ensure continued availability of nutritional resources and support strategies to anchor local communities and institutions to sustain positive impact of the project for long term basis."

Prof. (Dr.) Rohini Chowgule, MD FCCP (USA), Managing Trustee of Impact India Foundation said that, "Project Janani stands as a beacon of hope, embodying the transformative power of collaboration. Together with Tata Asset Management, we embark on a journey to nurture the health and well-being of mothers and children. Through this partnership, we aspire to create a fabric of care, resilience, and empowerment that will resonate across generations. Our shared commitment to social impact fuels our determination to create a brighter and healthier future for the communities we serve."

(Data Source: IIF)

About Tata Asset Management

Established in 1994, Tata Asset Management Private Limited is the investment manager for Tata Mutual Fund. It is one of the oldest mutual funds in India with a unique folio base of over 39,00,000 (as on 29th February 2024). Tata Mutual Fund takes pride in managing the investments of the common man right from childhood to retirement. It offers a wide choice of funds for every need across the entire risk return spectrum. These include equity funds, debt funds, hybrid funds and few others.

TATA ASSET MANAGEMENT PRIVATE LIMITED

1903 B-Wing Parinee Crescenzo G-Block Bandra Kurla Complex Bandra East Mumbai 400 051
Tel 91 22 6657 8282 Fax 91 22 6617 8288
e-mail service@tataamc.com website www.tatamutualfund.com
U65990 MH 1994 PTC 077090

for immediate use **PRESS RELEASE****About Impact India Foundation**

Launched on October 2, 1983, by the President of India through a National Plan of Action, Impact India Foundation (IIF) emerged in response to a United Nations General Assembly Resolution against avoidable disablement. As a registered public charitable trust, IIF spearheads two flagship programs—the Lifeline Express (LLE) hospital train and the Community Health Initiative (CHI). Serving as a catalyst, IIF fosters collaboration among the Government, the corporate sector, and existing NGOs in national health programs, contributing to a healthier India. Originally promoted by UN agencies UNDP, UNICEF, and WHO, IIF is part of the 13-member International Federation of IMPACT Organisations (IFIO), which convenes biennially to address global issues related to disability prevention and reduction.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

For further information, contact:

Heena Uttamchandani
Corporate Communication
Email: huttamchandani@tataamc.com

Niharika Saluja
Adfactors PR
Email: niharika.saluja@adfactorspr.com

TATA ASSET MANAGEMENT PRIVATE LIMITED

1903 B-Wing Parinee Crescenzo G-Block Bandra Kurla Complex Bandra East Mumbai 400 051
Tel 91 22 6657 8282 Fax 91 22 6617 8288
e-mail service@tataamc.com website www.tatamutualfund.com
U65990 MH 1994 PTC 077090