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## Shriram Properties extends relief to Chennai residents affected by Cyclone Michaung



In keeping with its commitment towards communities and its corporate social responsibility efforts, Shriram Properties Ltd (SPL) embarked on a significant relief measure to aid residents of Chennai, who were severely impacted by heavy rains from the "Cyclone Michaung" and subsequent floods earlier this week.

Over the past three days, thousands of individuals have been evacuated to relief camps, with many rescued from flooded homes using rubber and fibre boats. Acknowledging the gravity of the situation, SPL embarked on voluntary relief efforts and distributed relief kits comprising foodgrains, clothing, medicines, and daily essentials to over 2,500 families in and around Tambaram (Perungalathur) and Guduvanchery (Perumattunallur) areas of Chennai.

The relief materials were handed over to local authorities including Tambaram City Municipal Commissioner - Ms. R. Alagumeena, IAS; Tambaram Mayor - Ms. K. Vasanthakumari and Tambaram Deputy Mayor - Mr G. Kamaraj as well as Perumattunallur Panchayat President - Mr. Bagavadhi Nagarajan, apart from direct distribution to beneficiaries in the neighbourhoods. Over 100 volunteer staff members of Shriram Properties worked relentlessly over the last 24-30 hours towards timely and successful distribution of relief materials.

Commenting on the initiative, Mr M Murali, Chairman & Managing Director of Shriram Properties Ltd said, "At SPL, we strongly believe in working towards the welfare of communities where we operate. The devastation caused in the aftermath of Cyclone Michaung has affected thousands of people and, as a good corporate citizen, we believe that it is our duty to reach out and help citizens in their hour of need. We are happy to have helped the communities in our own small way and will continue to assess the evolving situation and provide further assistance as needed. I commend the SPL team members who worked relentlessly towards this cause."

Shares of Shriram Properties Limited was last trading in BSE at Rs. 119.10 as compared to the previous close of Rs. 122.35. The total number of shares traded during the day was 520222 in over 3622 trades.

The stock hit an intraday high of Rs. 124.30 and intraday low of 117.20. The net turnover during the day was Rs. 62378646.00. Source : Equity Bulls

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## CSR: Shriram Properties Offers Assistance to Chennai Residents Affected by Cyclone Michaung

Distributed food and daily essentials to over 2,500 families in 3 neighbourhoods



**Chennai:** In keeping with its commitment towards communities and its corporate social responsibility efforts, Shriram Properties Ltd (SPL) embarked on a significant relief measure to aid residents of Chennai, who were severely impacted by heavy rains from the 'Cyclone Michaung' and subsequent floods earlier this week.

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## Relief Work Continues, Articles Worth Rs 17.60 Crore Distributed



In the areas that still reeled under the impact of the floods caused by Cyclone Michaung, officials and volunteers continued their mitigation work even as the government announced that relief material worth 17.60 crore were distributed to the affected people. (Image: AP)

Chennai: Normal life returned to most parts of Chennai with vehicles started running on the roads causing the usual traffic snarls in some localities and offices, colleges and schools reopening after a long weekend as the dark clouds that hung over the city dispersed, paving way for some sun shine on Monday.

However, in the areas that still reeled under the impact of the floods caused by Cyclone Michaung, officials and volunteers continued their mitigation work even as the government announced that relief material worth Rs.17.60 crore were distributed to the affected people.

Those relief materials that enabled the people who were in distress in the immediate aftermath of the deluge that displaced people from their homes and also damaged their belongings were collected for the 34 districts in the State at the Chennai Corporation office and then routed to the places that were affected.

The WhatsApp number announced by the government for donors to contact was used by several persons and philanthropists that Rs 50 lakh of relief material was mobilized through that process, an official press release said.

Among the articles that were given away to people were 10,77,000 water bottles, 3,02,165 loaves of bread, 13,08,847 biscuit packet, 73.4 tonnes of milk powder and 4,35,000 kg of rice and 23,200 kg of black grams for cooking purpose.

Other material included 82,400 bed sheets, lungis, nighties, plastic buckets, mugs, candles and matches, the press release said, adding that the distribution was done on the basis of the requests received at the Integrated Control Room set up at the Ripon Building in Chennai.

A private donor, Shriram Properties, alone provided relief to 2,500 families in three affected neighbourhoods around Tambaram and Guduvanchery through the local body authorities. Chairman

and Managing Director of Shriram Properties, a leading real estate company, said that they strongly believed in working towards the welfare of communities where they operated.

Taking pot shots at those who were blaming the government for inaction and lethargy during the time of distress, State Industries Minister Thangam Thennarasu said that the damage caused by the floods was limited only because of the precautionary measures taken by the present DMK government.

He was speaking to media persons at Anna Arivalayam, the DMK headquarters, when he said that all the affected places were returning to normal and that a major catastrophe was averted only because of the work done by the government ahead of the floods with the Chief Minister M K Stalin reviewing the progress of the work.

The relief of Rs 6000 announced by the Chief Minister to the affected people of Chennai, Kanchipuram, Thiruvallur and Kanchipuram districts had brought some cheer, he said and compared the latest flood disaster with the one that devastated the city in 2015.

In 2015, the then Chief Minister J Jayalithaa had sought Rs 10,250 crore from the Union Government and wanted the floods to be declared as a national disaster to which foreign nations were prepared to extend help while in the present one the State was able to come out of it fast, thanks to the precautionary measures taken by the government.

The city returned to normal only after 10 days in 2015 and 289 deaths were reported then, he pointed out and also said that during the AIADMK rule successive natural disasters were handled clumsily without any sensitivity.

Meanwhile, a review meeting was held by the Water Resources Ministry, headed by the Minister concerned Duraimurugan, in which instructions were issued to the officials to brief the six member team of experts sent by the Union Government to assess the damages caused by the floods.

The team, which has been split into two will inspect the damages in various places. One Tuesday, the team studying the damages caused in north Chennai would inspect DeMellows Road junction, Pattalam, Pulianthope and Stephenson Bridge between 11.30 am and 12.30 pm. Between 1.30 pm and 3.30 pm, the team will visit Vadaperumbakkam, Manali and Tiruvottiyur.

The South Team will go to Vellacherry, Madipakkam, Narayanapuram Lake and Medavakkam Tank, in the morning between 11.30 and 1.00 pm and then inspect Perumumbakkam, Elcot IT Park, Okkiyum Madu, Tahiyur, Rajiv Gandhi Road, Mamallapuram Road and Kandigai from 2 pm to 4 pm.

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## CSR support for cyclone Michaung-affected areas in Tamil Nadu



Cyclone ‘Michaung’ has wreaked havoc in parts of Tamil Nadu including Chennai and Andhra Pradesh. Residents of several districts in these states have been severely impacted by heavy rains and flooding caused by the cyclone. Thousands of people have been evacuated to relief camps, with many rescued from flooded homes using boats.

Tamil Nadu Chief Minister M K Stalin announced a cyclone ‘Michaung’ relief package, which includes Rs 6,000 in cash and increased compensation in various categories, including farmers with flood-affected crops.

Due to cyclone ‘Michaung,’ Chennai and nearby areas in Chengelpet, Kancheepuram, and Tiruvallur districts experienced heavy to very heavy rainfall on on December 3 and 4, resulting in extensive flooding, property damage, and loss of lives.

Several companies including leading car-makers, 2-wheeler manufacturers and real estate companies have come forward to stand by the people of Tamil Nadu who have been affected by the calamity offering CSR support. The CSR Journal takes a look.

CSR of Hyundai Motor India Foundation Hyundai Motor India Foundation (HMIF), the CSR arm of Hyundai Motor India Ltd., recently announced a relief support of Rs 3 crores to support communities affected by Michaung cyclone in Tamil Nadu. The Company’s onsite teams are working along with state government authorities to deliver emergency relief, including food, water, shelter, medical assistance and other essential commodities to affected communities, as per an announcement made by them.

Commenting on HMIF’s support to the residents of Tamil Nadu, Mr. Un Soo Kim, MD & CEO, Hyundai Motor India Ltd., said,

“Hyundai Motor India stands in solidarity with people of Tamil Nadu in these testing times. As a reflection of our global vision – Progress for Humanity – we are committed to alleviate the challenges faced by communities during times such as these. We have contributed INR 3 crores towards the relief fund, which will deliver immediate help and bring significant impact to the affected regions & communities.



HMIL has also set up a dedicated 'Relief Task Force' which will work closely with the District Administrations to offer support to the needy.

For our beloved customers, we have ramped up our service support to flood affected customers in Tamil Nadu. We have also deployed a dedicated Emergency Roadside Assistance Service Team to support our customers."

The Foundation is also arranging for relief kits such as dry rations, tarpaulin, bedsheets and mats. Medical camps will also be set up and HMIF will help clean villages in its efforts to address the after effects, they announced.

For Hyundai Motor India customers, the Company has put-in-place an emergency road assistance team and will offer 50% discount on depreciation amount on insurance claims of cyclone affected vehicles. Also, the company's service network has been put on a high state of preparedness to attend to an expected higher influx of vehicles.

Customers can reach out to Hyundai Customer Care Helpline no 1800 102 4645. CSR of Ashok Leyland Ashok Leyland, leading commercial vehicle manufacturer, donated Rs 3 Crores to Tamil Nadu Chief Minister Relief Fund towards relief work and humanitarian aid for the flood-affected areas in the aftermath of Michaung cyclone on Monday. The cheque was handed over to Thiru M.K. Stalin, Hon'ble Chief Minister, Government of Tamil Nadu, by Mr. Shenu Agarwal, MD & CEO, Ashok Leyland.

The contribution aims to assist the state government in its relentless efforts to address the impact of the Michuang cyclone on the people of Tamil Nadu, underscoring Ashok Leyland's dedication to supporting the community during challenging times.

Mr. Shenu Agarwal, Managing Director & CEO, Ashok Leyland, said, "We are deeply saddened by the havoc caused by the cyclonic storm and the incessant rains that has affected the life of many people in Chennai and adjoining districts. While the cyclone has left a trail of destruction, it is very heartening to see the quick response demonstrated by the Government of Tamil Nadu in managing the difficult situation and in ensuring that necessary relief measures are undertaken. Ashok Leyland has always been supporting the initiatives taken by the Government during any such calamity and we stand committed to continue this support this time as well. Being one of the oldest corporates in Tamil Nadu, it is only our duty to stand united with the Government in providing relentless support to the affected communities."

CSR of TVS Motor Company TVS Motor Company, leading two-wheeler company has donated Rs 3 crore to the Chief Minister's Relief Fund after the flooding and damage caused by Cyclone Michaung in Tamil Nadu. The company has also announced Rs 50 lakh towards disaster relief in Michaung-affected Andhra Pradesh.

"The floods have unleashed severe hardship on the community, and we would like to do our part to support the community. This will augment the tireless efforts of the government and the resilient people of Tamil Nadu to restore normalcy," said Sudarshan Venu, Managing Director, TVS Motor Company.

"In times of distress, corporate entities bear a collective responsibility to extend support and aid in the restoration of normalcy. Our contribution will support the efforts of the government in bringing succour to the affected communities in Andhra Pradesh," he further said. TVS Motor will also offer additional service support for its customers in the flood hit districts. India's

Third-largest Two-wheeler Company has also announced additional service support for its customers in the states of Tamil Nadu, Andhra Pradesh and Puducherry in the wake of the Michaung Cyclone. TVS is also offering additional support to its customers in the above states.

CSR of Shriram Properties Ltd Real Estate Development Company Shriram Properties Ltd, as part of its Corporate Social Responsibility, has distributed relief kits comprising foodgrains, clothing, medicines, and daily essentials to over 2,500 families in and around Tambaram (Perungalathur) and Guduvanchery (Perumatunallur) areas of Chennai.

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CSR of Shree Renga Polymers, In the aftermath of Cyclone Michaung wreaking havoc in Chennai, Shree Renga Polymers- SRP Foundation, the Corporate Social Responsibility (CSR) arm of Shree Renga Polymers has distributed 750 t-shirts and 200 bedcovers to provide immediate relief to those impacted by the cyclone.

Jayashree Senthil, Vice President of Shree Renga Polymers and Managing Trustee of SRP Foundation, expressed his thoughts on the initiative, stating, “Our hearts go out to the communities affected by Cyclone Michaung. As a responsible corporate entity, we believe in giving back to society.

The distribution of t-shirts and bed covers is a small step towards helping those in need to rebuild their lives. We stand in solidarity with the people of Chennai and are committed to supporting them during these challenging times.”