



Committed to giving back to society

Himalaya's investment in good health goes beyond developing high-quality products. We have always been passionate about initiatives that help in protecting the Earth, caring for the community, improving health, and respecting life in all its forms. We collaborate with several non-profit organizations to execute our Corporate Social Responsibility (CSR) initiatives, including community health initiatives, tree plantation programs, and supporting small and marginal farmers.

'Tree Planting' to preserve natural biodiversity

Our tree planting initiative is a step in the direction of preserving the flora and fauna of our biosphere.

- In a span of 5 years, we planted over 700,000 trees across a 1,500-km area in the Western Ghats and the state of Andhra Pradesh to expand green cover
- We are targeting an additional 500,000 saplings throughout India by 2020



Himalaya, in partnership with the Society for Environment and Biodiversity Conservation (SEBC) has helped reinforce the livelihoods of local communities by preserving the flora in the Western Ghats, which is recognized as a UNESCO world heritage site.

In recognition of our efforts towards environment conservation, we were awarded the prestigious Vanashree Award in 2017 by the state of Maharashtra.



'Kisaan Mitra' to sow the seeds of happiness



Himalaya shares a special bond with the farmers who cultivate the herbs used in our products. *Kisaan Mitra* or Farmer's Friend Initiative celebrates this deep connection by focusing on the economic empowerment and financial security of small and marginalized farmers across India.

- We engage with over 3,000 marginalized farmers to grow medicinal plants on small tracts of land, averaging two to four acres.
- Himalaya purchases these herbs directly from the farmers at a mutually agreed and predetermined price.
- This helps maintain stability by eliminating dependence on intermediaries, assuring a buyer and a fair market price, despite any market fluctuation.

Himalaya aims at ensuring a more fulfilling life for our farmers by giving them an assured income and welfare programs, such as community health camps, improvement of health and sanitation, and supporting the education of their children.



'Healthy India Happy India' to create health and hygiene awareness

Himalaya's "Healthy India Happy India" program is a grassroots initiative that spreads awareness about issues related to health and hygiene among underprivileged school children living around our Makali campus in Bengaluru. We conduct regular medical camps to measure BMI (Body Mass Index) and meet their overall healthcare needs through regular dental and eye check-ups.

Children and parents are educated on the importance of nutrition, as well as health and menstrual hygiene. We have reached out to 20,000 children from 40 government schools, and distributed spectacles free of cost to over 1000 underprivileged school children with vision problems.

'Muskaan' to spread the warmth of smiles



In India, nearly 30,000 children are born every year with cleft lip and palate defects. Our nationwide cleft lip initiative, Muskaan, in collaboration with the international non-profit organization, Smile Train India, provides free corrective surgeries for cleft lip and palate deformities in underprivileged children between 3 months and 15 years of age.

Muskaan gives our customers an opportunity to support this effort by contributing two rupees from the sale of each unit of any premium Himalaya Lip Care product.

Himalaya has transformed the lives of more than 300 underprivileged children through corrective surgeries, and over 200 through its awareness program. We reach out to children from economically challenged communities to ensure access to treatment at an early age when the healing process is faster.



Our mission is to bring wellness in every home and happiness in every heart.