

Unicharm India, a wholly owned subsidiary of Unicharm Corporation, Japan was established in 2008. We have launched MamyPoko Pants, MamyPoko Baby Wipes, Lifree adult diapers and Sofy sanitary napkins to serve our best products to consumers. By our high level technology and our associates' determination to dedicate to consumers, all brands have been well supported by many consumers. I believe that we still have a lot of place to contribute to Indian consumers and Indian society with our NOLA & DOLA (Necessity of Life with Activity and Dreams of Life with Activity) philosophy of Unicharm Group. We would like to be the necessary company for our consumers and all business partners by realizing modern and hygiene lifestyle of all populace across India. I commit to serve new experiences and excitement by our products and initiatives taken under our CSR (Corporate Social Responsibility).

CSR (Corporate Social Responsibility) function is engrained in the DNA of Unicharm and the company, through its product range, it is already working towards the betterment of the health and hygiene of the society. Besides this, Unicharm India is dedicated to address the concern of menstrual hygiene and reproductive & child health.



Mr. Yukihiro Kimura
Managing Director, Unicharm India

Our Ideals

WE contribute to creating a better life for humankind by offering only the finest products and services to the customer both at home and abroad.

WE strive to pursue correct corporate management principles which bring together corporate growth, well being among associates and fulfilling our social responsibilities.

WE bring forth the fruits of cooperation based on integrity and harmony, by respecting the independence of the individual, and striving to promote the Five Great Pillars

Unicharm India's Target

Build No. 1 position in our category as the expert of the category. Our Target is to be No. 1

- For India consumers (necessary company for their life)
- For associates (Pride as Unicharm Group's associate)
- For Unicharm Group (Growth of Sales and Profit contribution)
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- For shareholders of Unicharm (High gain by our growth)
- For Distributors (Necessary business partner in our category)
- For Retailers (Necessary business partner in our category)
- For suppliers (Best contributors for their business by mutual growth)
- For India society (CSR: Compliance, Ethics, Respect)

CSR Interventions

"Managing Menstruation - My Pride" Campaign (School Health Education)

Women Empowerment Programme

We Care Initiatives - Unicharm's Relief Support





School Education Program - "Managing Menstruation - My Pride"

The project aims to educate girl students on menstrual hygiene, building self-esteem and how to be comfortable during periods so that they can feel empowered, along with the use and disposal of Sanitary Napkins.

The program brought about change in the level of confidence among young girls, clarified the taboos attached to the issue and enabled them to live a healthy hygienic life.

Women Empowerment Programme

The project promotes the concepts of safe menstrual management among rural communities which lack knowledge and understanding on menstruation, sanitation and hygiene. Thus keeping this in view, the project was outlined for 3As : Awareness, Availability and Accessibility. The initiative sensitized rural community women leading to their better health and hygiene.



We Care Initiative (Relief Support)

Unicharm India not only goes by the planned programmes and directives but is also concerned for the population at large. Thus, besides the regular activities, Unicharm India serves and ensures its presence during the times of crisis within and beyond the country boundaries.

We have supported disaster stricken people during natural calamities like the Jammu and Kashmir floods and the Nepal earthquake through NDRF and NDMA both in kind and cash.

Unicharm 's Corporate Social Responsibility is the realization of its Corporate Philosophy of NOLA and DOLA: Necessity of Life with Activities and Dreams of Life with Activities. It embodies our commitment to provide people with products that physically and psychologically support through gentle care so that they may be free of their burden and their dreams may be fulfilled.

In the present modern world where population of youth is growing tremendously, hygiene of young girls still remains a grave concern. Menstruation is one such challenge that every girl/women faces in her life, surrounded by several social, cultural and economic connotations which prevent their overall growth in the society. The religious and cultural taboos passed on from generations, defining menstruation have built pressures where women are shy, embarrassed or silent on the issue. Typologies of impure and pure have further enhanced misconceptions, as women prefer to follow orthodox religious practices during their monthly cycles.

We at Unicharm are thus working towards helping the female population to maintain their health and hygiene and are supporting the community and environment at large.



Mr. Vijay Chaudhary
Sr. Director, Unicharm India