



HSBC India joins hand with United Way Mumbai and The Social Lab to install drinking water kiosks across five cities

Initiative to combat heat wave in the country covering Mumbai, Pune, Hyderabad, Bengaluru, Delhi NCR

May 31, 2024: Responding to the urgent need for access to safe drinking water amid rising temperatures across the country, HSBC India, in partnership with United Way Mumbai (UWM) and The Social Lab (TSL), has commenced an initiative aimed at ensuring the well-being of urban communities across key metropolitan cities, with a primary focus on Mumbai, Pune, Hyderabad, Bengaluru, and Delhi-NCR, which are among the major cities facing severe heat wave.

The initiative involves the installation of water kiosks strategically positioned in high-traffic locations across these cities. The kiosks, accessible round the clock, are equipped to dispense over 500 liters of clean drinking water daily at each location. As a result, more than 5,000 liters of free clean drinking water will be made available every day, benefiting thousands of individuals.

Data from Indian Meteorological Department (IMD) shows that the heat wave this year is far worse than the preceding years. It is likely that 2024 will be recorded as the warmest year on record. Almost the whole of India is reeling under heat waves, with temperatures hovering around 50°C. As temperatures soar during the summer, the risk of heat-related health issues increases, particularly among vulnerable population in urban areas.

Ms. Aloka Majumdar, MD, Global Head of Philanthropy and Head of Sustainability - India, HSBC, said, "The objective of this initiative is to address an immediate critical need for the well-being of our communities. At a time when the country is in the grip of a severe heat wave, access to drinking water will help reduce the impact of heat stress for people. We really appreciate the partnership with UWM, TSL and the local administration in the respective cities which enabled us to turn around this project in a short span of time."

Shri. George Aikara, CEO-UWM said, " United Way Mumbai is privileged to be part of this initiative to establish water kiosks and provide clean and safe drinking water through a sustainable solution. Through this project, we aim to address water scarcity for our communities in need and contribute to their well-being."

Shri Sahil Arora, CEO-TSL said "TSL is proud to partner with HSBC India and UWM on this noble initiative. We are deeply committed to the well-being of our communities, especially during the scorching summer months. By installing free water kiosks in underprivileged areas, we aim to provide essential relief and ensure access to clean, safe drinking water for those who need it the most. This initiative reflects our dedication to fostering health, dignity, and resilience in every community we serve

HSBC and Sustainability

HSBC's sustainability strategy to support sustainable economic growth, focuses on Community Investment (CSR interventions), Sustainable Operations, Sustainable Finance and Sustainability Risk. The strategy is delivered through a combination of programmes, collaboration, and partnerships. We believe it requires a

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concerted effort between business, governments and other stakeholders on policies and programmes to accelerate the transition to sustainability.

For more information on HSBC's sustainability initiatives in India, please visit www.hsbc.co.in.

The Social Lab

The Social Lab (TSL) is driven by a mission to eradicate poverty, enhance road safety, elevate education, and foster entrepreneurship. We combine data science, technology, research, and management to create holistic solutions aligned with the United Nations Sustainable Development Goals. Through strategic corporate partnerships, we redefine responsible practices, contributing to Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG), and Extended Producer's Responsibility (EPR) objectives. Our focus includes combating climate change, addressing the plastic crisis through circular economy principles, empowering communities through education and skill development, enhancing road safety, and championing women's empowerment. TSL's impactful projects reflect our commitment to sustainable development, creating lasting solutions, and building resilient, empowered, and thriving communities worldwide, with a measurable impact on elevated education standards, safer roads, and empowered communities.

United Way Mumbai

United Way Mumbai is a non-profit organization with a mission to improve lives by mobilizing the caring power of communities to advance the common good. UWM work closely with a network of 400+ NGOs and a large number of corporates for their CSR programmes, workplace giving campaigns and other events. This includes designing CSR policy and strategies, due diligence of NGO partners, programme implementation, employee volunteering, impact assessments and financial and programmatic reporting. Over the past 18 years, UWM has partnered with 300+ companies and 100,000+ individual donors investing INR 480 Crore for community development projects. Our expertise lies in identifying, designing & implementing high impact projects in the areas of Education, Health, Income, Environment, Public Safety & Social Inclusion, in urban and rural communities, through a collective community impact model.

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