



## **Bacardi and Tulsi Chanrai Foundation Team-Up in Nigeria to Provide Safe Drinking Water in Kebbi**

*Rehabilitation of 50 hand pumps provides safe drinking water to 30,000 villagers*

Lagos, Nigeria, August 16, 2017 – As part of the Bacardi ‘Spirit for Life, Caring Together’ annual Corporate Responsibility Month community service volunteer program, Bacardi partnered with Tulsi Chanrai Foundation (TCF) in Nigeria on its Mission for Water Project to provide safe drinking water to villagers in Kebbi state. Through the rehabilitation of 50 hand pumps, the initiative is benefitting more than 30,000 villagers.

In Nigeria, about 70 million people lack access to safe drinking water, with more than 110 million lacking access to adequate sanitation. Every year, an estimated 124,000 children under the age of five die because of diarrhea, as a result of unsafe water and lack of proper sanitation.

As the largest privately held spirits company in the world, Bacardi recognizes the importance of the local communities where we live and work and plays an active role in giving back by supporting organizations that make a difference.

This water pump rehabilitation initiative was officially launched today by Alejandro “Alex” Ouziel, regional president for Bacardi in Asia, Middle East & Africa; along with Mohammed Bala Yelwa, deputy general manager of Kebbi State Rural Water Supply & Sanitation Agency (RUWASSA); and Col GR Prasad, the Chief Executive of Tulsi Chanrai Foundation. Also representing family-owned Bacardi from its Asia, Middle East & Africa region were Finance Director Gerardo Herrera; Human Resources Director Saurabh Upadhyay; Legal Director Andrew Deane; and Managing Director - Nigeria Vikas Mittal.

“By living our values every day, we also commit ourselves to contributing to a more sustainable future for all. By caring deeply and passionately about our business and the world around us, we excel in creating brands consumers can trust,” said Alex Ouziel. “Our goal is to return to the environment at least as much as we take away.”

Kebbi State RUWASSA representative, Mohammed Bala Yelwa, added, “We have felt the impact of the Bacardi water initiative in the state. We appreciate the effort of the company in giving the indigenes safe drinking water which has helped to eradicate illnesses in the long run.”

In addition to restoring the water pumps, representatives from TCF briefed the villagers about the importance of safe drinking water. A goal of the project is to motivate the local community to take ownership of and maintain water sources, as well as to engage local governments to provide support.

“This is a just beginning for us in Nigeria. For Bacardi, it is in our long-term interest to foster healthy and vibrant communities. Our employees and business partners come from many local communities, and respecting and supporting our communities is an important part of our being a trusted partner,” added Vikas Mittal.

“TCF is extremely thankful to Bacardi for their partnership. Over the years 1.9 million people have been given access to safe water in partnership with government agencies and other like-minded organizations, TCF aims to make high quality sustainable and replicable models in primary health care, provision of safe drinking water and eye care in Nigeria,” added Col Prasad CEO of the foundation.

To learn more about Bacardi and its corporate responsibility across the entire Bacardi family of premium spirits and wine brands, visit: <https://www.bacardilimited.com/corporate-responsibility/>

### **About Tulsi Chanrai Foundation**

Tulsi Chanrai Foundation (TCF) is an international non-governmental organization initiated in Nigeria by one of the arms of the Chanrai family in 1994. TCF presently employs 20 Indian expatriates and 300 national staff. The mission of TCF is to establish in partnership, high quality replicable models in primary health care, provision of safe drinking water and eye care in each of the six geopolitical zones of Nigeria. [www.tcfnigeria.org](http://www.tcfnigeria.org)

### **About Mission for Water**

TCF's Mission for water is focused on the Concept of Village Level Operation and Maintenance (VLOM) by:

- Forming water, sanitation and hygiene committees (WASHCOMs) for each rehabilitated hand pump
- Skill development training of two private local area mechanics (LAMs) in hand pump installation-repair-maintenance in each of participating LGAs,
- Capacity building of WASHCOMs on preventive maintenance and managing their water sources,
- Establishing linkages to a local supply chain for high quality reasonably prices fast moving hand pump spare-parts.

TCF has covered 175 Local Government Areas in 27 States and executed village level operation and maintenance (VLOM) of hand-pumps by rehabilitating over 4,448 non-functional hand-pumps with the successful completion supported by UNICEF

### **About Bacardi**

Bacardi, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, and other leading and emerging brands including WILLIAM LAWSON'S® Blended Scotch whisky, ST-GERMAIN® elderflower liqueur, and ERISTOFF® vodka.

Bacardi Martini Nigeria was incorporated in 2015 for distribution and sale of Bacardi brands in and is one of the fastest-growing spirits company in Nigeria.

Founded more than 155 years ago, in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 170 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. [www.bacardilimited.com](http://www.bacardilimited.com)

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