

Diageo India Partners with National Restaurant Association of India (NRAI) to vaccinate the F&B trade under the Raising the Bar Programme

Aims to support 20,000 employees of partners, registered under the programme

National, 22 July, 2021: Diageo India has partnered with National Restaurant Association of India (NRAI) to vaccinate its F&B trade partners, registered under the Raising the Bar programme. Through this initiative, Diageo India aims to support 20,000 employees from the industry by providing them both doses of the vaccine.

The F&B industry has witnessed severe impact in the past year with multiple lockdowns and subsequent revenue losses impacting the businesses as well as employees. As cities begin to reopen, safety and wellbeing of employees is of utmost importance, Diageo India aims to help bars, pubs and restaurants serving alcohol in India, open its doors again.

The initiative, that has already been underway since June 2021, gives employees of the 1500 outlets registered under Raising the Bar program an opportunity to get their jobs at select hospitals, with whom NRAI has partnered, across Delhi, Haryana, Punjab, Rajasthan, Kolkata, Bangalore, Hyderabad, Mumbai, Pune, and Goa.

Commenting on the initiative, **Shweta Jain, (Vice President Luxury Commercial, Key Accounts India & South Asia), Diageo India** said, *“Diageo India has been at the forefront, supporting the bar & hospitality community through programs like Raising the Bar & World Class during the pandemic. The revival of this sector is vital to the economy and to the cultural ecosystems of cities. As the F&B industry in India opens operations, our aim is to provide enhanced safety measures to bring back employee and consumer confidence to return to the places they cherish.”*

Launched in June 2020, ‘Raising the Bar’ is an INR 75 crore revival and recovery program that supports pubs, bars and restaurants and helps businesses welcome customers back and recover from the pandemic. As a part of this program, Diageo India and NRAI will now provide necessary support to the F&B industry during the pandemic by covering the costs for the vaccines for all restaurant employees.

Speaking about this, **Anurag Katriar, President of NRAI; Founder & Managing Director of Indigo Hospitality Pvt Ltd** said, *“I sincerely thank Diageo India for their thoughtful gesture towards our industry during these difficult times. This is a beautiful example of the industry and their channel partners coming together to collectively combat a huge crisis. This initiative will further cement the relationship between the F&B Fraternity and Diageo India, and NRAI Vaccination drive will ensure that the staff of our member restaurants resume work quickly, creating a safe environment for our guests. I truly appreciate the efforts by Diageo India and sincerely hope that other major stakeholders in the F&B ecosystem will follow this graceful example.”*

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About Diageo India

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo PLC. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell's No1, Smirnoff and Captain Morgan.

Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3300 employees, 49 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at www.diageoindia.com. Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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