

**FMCG CO TO INVEST ₹30CR IN THE INITIATIVE**

## HUL to Donate 4,000 Oxygen Concentrators in Tie-up with Portea

**Shambhavi.Anand**  
@timesgroup.com

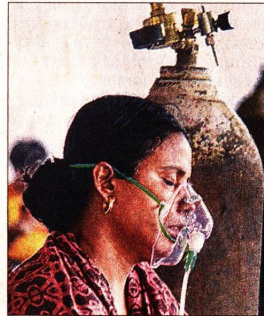
**New Delhi:** Consumer goods giant Hindustan Unilever said it will provide 4,000 oxygen concentrators to India to help meet the medical oxygen requirement of home-bound patients and hospitals amid the devastating second wave of Covid-19.

The company, which will be putting in ₹30 crore in this initiative, has partnered with KVN Foundation and home healthcare company Portea Medical to put them to use.

Portea will have access to 3,000 concentrators, which will be provided free of charge to patients. The remaining will be donated by HUL to hospitals at some 20 locations across the country, the company said in a statement.

The concentrators, sourced from various parts of the world, will be provided to homebound patients through Portea.

India, in the grip of a deadly second wave of Covid-19, is facing severe shortage of oxygen cylinders and concentrators. Most hospitals are working over capacity and are having to turn back patients due to shortage of beds and oxygen. "The entire Unilever family is rallying together to support India in this moment of crisis by helping secure oxygen concentrators which are in severe



short supply," said Sanjiv Mehta, chairman of HUL.

Meena Ganesh, cofounder of Portea Medical, which has treated over 400,000 Covid-19 patients over the last one year, said, "The second wave is unprecedented and has shown that there is an urgent need to treat patients with oxygen therapy and keep them out of the overflowing hospitals."

Apart from this HUL is covering the cost for vaccination of 300,000 people, including those who work for suppliers and distributors, and has set up isolation facilities at its 30 manufacturing units. Last year, the FMCG major had committed ₹100 crore to support the communities impacted by the coronavirus pandemic. It also provided food kits for 15 days to more than 100,000 migrant labourers and their families.