

## **P. V. Sindhu supports Bridgestone India's Fight Against Breast Cancer**

**Pune, 11 October 2017** — Bridgestone India Pvt. Ltd., a subsidiary of the world's largest tyre and rubber company and a Worldwide Olympic Partner, launched the Bridgestone Pink Valve Cap Donation Drive Campaign to create awareness against breast cancer. The three month long campaign will be supported by Olympic Silver Medallist and Bridgestone India brand ambassador P V Sindhu to generate funds for the Tata Memorial Hospital Mumbai that hosts a specialist cancer treatment and research centre to provide cancer treatment and care of underprivileged patients.

Focussed on its mission of "Serving Society with Superior Quality", Bridgestone India supports communities and works towards enhancing the way people live, learn, work and play. With this initiative, the company aims to highlight the importance of screening for the disease at an early stage to prevent loss of lives. The integrated campaign will raise awareness through multiple tools from onground activations in local communities to digital films screened in retail stores, digital platforms and social media.

Expressing his views on the campaign, **Mr. Kazutoshi Oyama, Executive Director, Bridgestone India** said, "With this campaign, we are collaborating with the Tata Memorial Hospital to raise funds for the treatment of underprivileged women suffering from this painful disease. The campaign is aimed at educating more and more people about the importance of early diagnosis to combat cancer. We hope that our efforts will spur other subsidiary companies in Asia Pacific to adopt this initiative and contribute to the fight against breast cancer."

Lending her support for the initiative, **P V Sindhu, Bridgestone India's brand ambassador** said, "I am glad to be associated with Bridgestone India and their campaign for the cause of women's health & safety. Statistics today reveal that almost 1 out of 28 women in India are at risk of Breast Cancer and eventually, loss of life if the cancer remains undetected. I believe such initiatives, especially for lesser privileged women, are imperative to curb the growth of the disease and will go a long way in making a healthier India."

Throughout the three-month campaign, Bridgestone India will reach out to men and women through its Select outlets in several cities with a pack of four pink valve caps where proceeds will be donated to the Tata Memorial Hospital. Additionally, Bridgestone India will also donate ₹ 10 for every tyre sold to its Select dealers in the period November 2017 to December 2017.

### ***About Bridgestone India:***

*Bridgestone India Pvt. Ltd started its operations in 1996. In March 1998 with the setup of its manufacturing facility in Kheda, Madhya Pradesh; Bridgestone achieved its objective of running Indian manufactured Bridgestone tyres on Indian Roads. It expanded its facilities by setting up one more facility in Chakan; Pune in 2013. In a short stint of 18 years, Bridgestone India Pvt. Ltd has become one of the leading tyre companies in both the OEM & Replacement market.*

### ***About Bridgestone Corporation:***

*Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.*

### ***About Tata Memorial Hospital, Mumbai:***

*The Tata Memorial Hospital is situated in Parel, Mumbai, in India. It is a specialist cancer treatment and research centre, closely associated with the Advanced Centre for Treatment, Research and Education in Cancer (ACTREC). The Centre is the national comprehensive cancer centre for the prevention, treatment, education and research in Cancer and is recognized as one of the leading cancer centres in this part of the world. Its a fully funded Grant-in-Aid Institution of Department of Atomic Energy, which also oversees the administration of institute since 1962.*

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<http://bridgestone.mediaroom.com/index.php?s=20295&item=122417>