



Corporate Heads Cook for a Cause

On Saturday, January 29, 2011 a beautiful winter afternoon Genesis Foundation organized its first fund raiser of the year and its " 7th CEO Chefs Share a Smile Lunch" to help save the lives of 7 lesser privileged children.

The event is an ongoing effort by Genesis Foundation (GF) to facilitate critical medical care for abandoned and less privileged children. Our focus being on heart surgeries, complex surgeries to deal with extreme deformities and bone marrow transplants for cancer and thalassemia.

The Petal Garden, Crowne Plaza Today, Gurgaon was beautifully decorated in blue and white, the colours of Grey Goose. Great music from a live band welcomed all the guests on arrival.

The event was supported by **DuPont India** who sponsored the treatment of three of the seven children identified to benefit from this event. Our other support sponsor was Bacardi India Pvt Ltd - **Grey Goose**, who dedicated a new cocktail called 'Sunshine Smile' to the GF cause. The Foundation is extremely appreciative of the venue support by **Crowne Plaza Today**, travel support **Kingfisher Airlines** and event support **CRI Events**.

Ten CEO's graciously took up the challenge of becoming chefs for a day to raise funds for a worthy cause. They donned the chef's hats, Share-a-Smile aprons and fortified with Grey Goose cocktails cooked up a feast for about a 100 guests, who bought seats at the event.

The celebrity chefs were: Balvinder Kalsi, President - South Asia, DuPont India , Sashi Mukandan, CEO, BP Group Companies, Sanjay Coutinho, CEO, Barista Coffee Company Ltd, Siraj Chaudhry, Chairman, Cargill India (P) Ltd, Antti Öhrling, Co founder, BLYK Media India (P) Ltd., Dr. Alpna Seth, Mng Director, Biogen Idec India, Manu Anand, Chairman & CEO, PepsiCo India, Ramamurthy Sivakumar, Mng Director, Sales and Marketing group, South Asia, Intel, Aditya Ghosh, President, Indigo, Martin Jones, CEO, Marks & Spencer Reliance India. and Genesis Foundation's Goodwill Ambassador Parvathy Omnakuttan, (Miss India and Miss World 1st runner up 2008)

Exemption granted under section 80-G vide letter No. CIT/FBD/Tech/08-09/80-G/9/57/7019-25 dated 4th November, 2008 and further vide letter no CIT/FBD/Tech/80G/09-10/133/50/3207 dated 9th July, 2010 issued in terms of CBDT Circular No 5 of 2010 dated 3rd June, 2010.

Address: C/o K & S Partners, 109, Sector 44, Gurgaon 122 003, Haryana, India | Tel/Fax: +91 (124) 408-1528
Registered Address: A-50/5, DLF City I, Gurgaon 122 002, Haryana, India
www.genesis-foundation.net



The 6 counters where the Chefs worked were Salads, Indian, Continental, Chinese, Thai & Pan Asian and exotic desserts flambéed in Grey Goose vodka

Post lunch, guests were delighted with the lucky dip prizes they walked away with. The prizes were sponsored by PepsiCo, Microsoft, Crowne Plaza Today, Park Hotel, Indigo, Opera Wines, Bacardi Martini and Gallery One.

Please visit www.genesis-foundation.net for more information on the Foundation and the children who have benefited from the work we do.

About DuPont India:

DuPont is a science-based products and services company headquartered in Wilmington, Delaware, USA. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. It operates in more than 90 countries and offers a wide range of innovative products and services for markets including agriculture and food, building and construction, communications and transportation. DuPont India is a wholly-owned subsidiary of the parent company, marketing a wide range of products in varied market segments. With over 1800 employees, six production facilities in three locations and a world class DuPont Knowledge Center, DuPont India has been growing at double-digit annually in the last five years.

About Grey Goose:

Social and Corporate responsibility is of utmost importance to Grey Goose. With long standing commitments to several non-profit organizations, Grey Goose is honored to be able to continue to support a variety of causes at the local, grassroots and international level.

Grey Goose Vodka, the world's favourite luxury vodka, is created with one goal - to be the world's best tasting vodka. In its first year of production, Grey Goose was hailed as 'The World's Best Tasting Vodka' by the Chicago Beverage Testing Institute and was also awarded a Platinum medal at the World Spirits Championship in San Francisco, California. www.greygoose.com

For further information contact: kavita.nayyar@genesis-foundation.net.
Cell 9990008790