



CEOs Sing for their Supper

A novel, one of its kind, fund raiser by Genesis Foundation for treating critically ill children

Gurgaon, July 24, 2010: To help save the lives of 9 lesser privileged children, Genesis Foundation organized an exciting new fund raiser event “CEOs Sing for their Supper” at Crowne Plaza Today, Gurgaon. The event is an ongoing effort by Genesis Foundation to facilitate critical medical care for abandoned and less privileged children. For this event we were supported by our sponsors Crowne Plaza Today Gurgaon, Grey Goose Bacardi Martini India and Opera Wines.

The event was a great opportunity for the CEOs to pursue their love for singing. Nine CEOs, with yet undiscovered talent, put on a great show for a live audience of over 150 guests. The evening started on a perfect note with a duet ‘Zubi Dubi Zubi Dubi’ performed by **Shireesh Joshi**, Director Marketing, Airtel accompanied by his wife Priti Joshi. “Music has been an integral part of who I am”, says **Niren Chaudhary** CEO, Yum Restaurants India. He gave a wonderful performance with ‘Knocking on heavens door’ and ‘Wonderwall’. **Gopal Sarma**, MD, Feedback Ventures, sang a toe tapping medley with ‘Forever Young’ by Bob Dylan, ‘Wish You Were Here’ and ‘Stumblin’ In’ by Smokie. **Suresh Bhojwani**, CMD, Bright Bros Ltd. says “Music is important to me. You cannot work all the time. You have to have a multi-dimensional personality.” Not only did Suresh give a beautiful rendition of ‘The Wonder of you’ by Elvis and ‘I can’t stop looking at you, You’re Just Too Good to Be True’, but also kept the guests thoroughly entertained with a few impromptu numbers. **Dinesh Mirchandani**, President India, Boyden Global Executive Search, performed magic with ‘American Pie’ by Don MacLean and ‘Sweet Caroline’ by Neil Diamond. And everybody had a marvelous time listening to **Vikash Gupta**, CEO, Opera Wines, sing ‘Ek Din Bik Jayega Maati Ke Mol’ by Mukesh and ‘Again and again and again’. In the beautiful voice of **Geetu Verma**, Head of innovation, PepsiCo India, we heard ‘Babuji Dheere Chalna’ by Geeta Dutt and the ever popular ‘Lipstick on your collar’ by Connie Francis. **Ramesh Iyer**, MD Financial Services, Mahindra & Mahindra, in his fantastic voice, sang ‘Suhani Chandni Ratein Hame Sone Nahin Deyti’ by the legendary bollywood singer Mukesh and ‘Poochcho Na Kaise Maine Rain Bitayi’ by Manna Dey. And last but not the least **Ashwin Deo**, Fmr CEO, South Asia Breweries India gave a fabulous performance with Begum Farida Khannum’s ‘Aaj jane ki zid na karo’ and

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'My Way' by Frank Sinatra. After which the floor was open to all the guests who wished to sing.

MakeMyTrip.com supported the evening by providing their band 'The Trippers'. Throughout the evening an entertaining live performance by the band kept the mood going. Some of the CEOs were supported by Dominique on the keyboard while some strummed their own guitars.

At the end of the performance the guests at the fundraiser chose a winner through a secret ballot. The winner **Ashwin Deo** with his chosen partner for the evening, Genesis Foundation's Goodwill Ambassador Parvathy Omanakuttan (Miss India 2008, runner up Miss World 2008) were served a specially crafted gourmet supper. It was an evening of great entertainment with cocktails, a live band and great food.

There were a host of lucky dip prizes sponsored by corporates supporting the event such as Reebok, PepsiCo India, Sennheiser, Client Associates, Park Hotel, Canon, Hotel Crowne Plaza Today, Kingfisher, Opera Wines and Levo. There was also a silent auction for limited Edition Grey Goose Martini glasses studded with Swarovski crystals.

Genesis Foundation facilitates and financially supports extraordinary medical intervention for critically ill abandoned and less privileged children, with the hope that these children may have an opportunity to lead a normal or near normal life and sustain them in the future. Over the years, child patients of cancer, cardiac problems, polio, scoliosis of the spine, polio, limb degeneration, and kidney failure among others have benefited from the support extended by the foundation.

This fundraiser will support the treatment of and help save the lives of 9 special children who have cancer, require heart surgeries, bone marrow transplants for thalassemia and complex surgeries to deal with extreme deformities.



About the Children identified for support :

Thalassemia

Mehak Lokchandani, 9 years old, has Thalassemia Major and needs to undergo Bone Marrow Transplant (BMT). Cost of BMT is Rs.12,00,000. The family has collected Rs. 8,00,000. Genesis Foundation will help with the balance.

Cancer

Madhav Sharma, a 5 year old suffering from Acute Lymphoblastic Leukemia (cancer), needs 6 chemotherapy sessions costing Rs.1,00,000.

Severe Deformity

Shruti, a 12 year old has severe scoliosis (twisted spine) needing corrective surgery with implants. Cost of surgery Rs.3,25,000.

Heart

Omkar Singh, a 3 month old boy, suffering from congenital heart disease, needs open heart surgery at the earliest as oxygen level is low. Cost of surgery Rs.1,40,000.

Namandeep is 8 months and requires open heart surgery (VSD Closure). The family has collected Rs.75,000 and are falling short of Rs. 1,25,000.

Jayant, 8 months old suffering from a cardiac disorder requires surgery for VSD closure. Cost of surgery Rs.1, 50,000.

Mohit Sharma, a 9 year old, has multiple holes in the heart and needs to undergo open heart surgery. Cost of surgery Rs.1,50,000.

Aditya, a 5 year old, has severe breathing problems as he has a cardiac disorder that requires immediate surgery. Cost of surgery Rs.61,000.

Pappu, a 8 year old, has TOF (heart disease) and needs to undergo Open heart surgery. Cost of surgery Rs.1, 50,000.

Please visit www.genesis-foundation.net for more information on the foundation and the children who have been treated and those undergoing treatment currently.

For further information, please contact: miecckey.bharrucha@genesis-foundation.net