

PRESS RELEASE

CHETAK GROUP APPOINTS ARUN ARORA AS THE HEAD AND DIRECTOR - CHETAK FOUNDATION

ARUN COMES WITH 30 YEARS EXPERIENCE IN CORPORATE AND SOCIAL ORGANISATIONS

New Delhi, October 22, 2021: Chetak Group, the leading player in logistics in India has appointed Arun Arora, a renowned communication professional and a philanthropist as the Head and Director, Chetak Foundation, acknowledging his immense contribution to the Corporate Communication and CSR domains.

Chetak Foundation is the Corporate Social Responsibility (CSR) arm of Chetak Group. The foundation has been set up to work on improving the quality of life for underprivileged communities in the logistics and other public domains.

Speaking on the appointment, Mr. **Mukesh Haritash**, Board of Director Chetak Group said, *"We are delighted to onboard Mr. Arun Arora who comes with a rich experience of over three decades in Communications, CSR and Change Management. He has successfully led teams of large corporations and social organization's as a strategic head of communications. He is well prepared to lead the Chetak Foundation and I am sure he will bring immense value, enthusiasm and passion to the Chetak Group."*

Arun Arora has worked in diverse sectors including Automobiles, Airports, Bio-Sciences, CSR and Education, Hospitality, Infrastructure, Mining, Natural Resources, Oil & Gas, Power, Ports, Roads, Logistics, Steel and Developmental Sector. He has worked with renowned organizations like Escorts, Maruti Suzuki, GMR, JSPL, GVK, Cairn Oil & Gas (Vedanta) and Mavyn, where he introduced many innovative and award-winning communication tools for various stakeholders for corporate and social initiatives.

He had great exposure in CSR and education domains during his stint with these organizations and subsequently while he worked as an advisor with Be Artsy, Fake Free India and IndiaCSR. Arun a Mechanical Engineer, an MBA with additional qualifications in Hotel Management, Journalism and Mass Communications is known to be a passionate and dynamic leader, a strategic thinker, and a team player with a positive attitude.



A Chetak Group Initiative

CHETAK FOUNDATION

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CIN : U85300DL2021NPL383049

Arun was adjudged Power Brand Hall of Fame, as the 'Most Dynamic Corporate Communication Professional' 2011, Indian PR Icon 2013, inducted in the PR Hall of Fame (PRCI, 2015) and ranked amongst the top ten corporate communications professions (Reputation Today, 2016). Listed amongst the top 100 PR professionals in Reputation Today 2017 and again in Exchange for Media ratings, 2019. He was a jury member for the prestigious BM Munjal Business Excellence Awards 2019. He won the PRSI's National Leadership award 2020 (in Feb 2021).

"I am thrilled to associate with a credible organization like Chetak Group, especially the Chetak Foundation that has been set up as a tribute to Late Shri J K Sharma ji, the founder of Chetak Group, to keep his vision of helping the underprivileged, alive. His sons Mukesh, Rajesh and Sachin Haritash are taking the legacy forward, growing not only the brand 'Chetak', but they are further enhancing the philanthropic work imbibed in the Chetak culture by Shri J K Sharma ji. I share their passion to grow along with communities. I look forward to contributing my bit and in the process learn from this amazing association" **said Arun Arora.**

The Chetak Foundation has decided to focus on broad areas including **Education, Livelihood, Health, safety, and Environment.**

The Foundation has rolled out amazing schemes to take its mission forward like Poshan Plus (Hunger alleviation and Nutrition), Swasthya Plus (Health & Fitness), 'Siksha se Rozgaar' (Education to Livelihood), Zindagi Plus (Road safety), Oxygen Plus (Environment protection), and Sahayata Plus (Disaster/Emergency support).

Recently the Hon'ble Union Minister for Home, Shri Nityanand Rai rolled out Chetak Foundation's debut event, Poshan Plus, wherein the Foundation felicitated over 1000 drivers and Covid front-line workers in association with Sir Ganga Ram Hospital and shared high quality dry ration with them.

About Chetak Group

Established in 1979, Chetak Group takes pride in its long-range strategy of providing comprehensive logistics solutions to its customers. Equipped with over 1.5 million sq ft modern warehousing facilities, across India, the Group provides Total Supply Chain Solutions including Transportation Services through all modes, Warehousing & Distribution, International Freight Forwarding, Customs Clearance & Logistics Services.



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CHETAK FOUNDATION

Enriching Lives, Empowering Society

Located in the national capital, the group has 60 offices and branches spread across India, at major industrial hubs, to provide effective solutions to its customers.

Chetak Group is known for its 'On-time performance and Quality Service. Equipped with over 2400 customised vehicles, Chetak enjoys the impressive clientele of industry leaders in automobiles since its inception. These include all major national and global automobile brands such as Maruti Suzuki, Tata, Hyundai, JCB, Kia, Honda, among many others.

For more information, please contact.

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