

Cycling for a Cause: Finolex Industries Limited and MMF Lead the Charge in Deafblindness Awareness



Sunvilla News: Ahmedabad

Finolex Industries Limited, a leading player in the Indian PVC pipes and fittings industry, and its CSR partner, the Mukul Madhav Foundation, proudly announce their association as Title Sponsor of the 10th Edition of the SENSE International Cyclothon – Messengers on Cycles. This event aims to raise awareness about deafblindness and commemorate the birthday of Helen Keller, a pioneer in advocating for people with

disabilities. Ajit Venkataraman, MD of Finolex Industries, expressed his enthusiasm for the event, stating, "We are honored to support this important initiative. The cyclothon brings attention to the needs of the deafblind community and reflects our commitment to making a positive impact. By supporting and participating in this event, we hope to foster greater understanding and support for individuals with deafblindness, and inspire others to join us in this worthy cause."