



Date 1-Apr-2025

Dear Ayaan Goyal,

On behalf of Bikanervala Foods Pvt. Ltd., we extend our sincere appreciation for your remarkable work on "Ensuring Child Rights: A Guide for Socio-Behavioural Practices for FMCG Employees." Your guide presents an insightful and actionable framework that aligns with our commitment to ethical business practices, responsible sourcing, and corporate social responsibility (CSR).

What distinguishes your work is not merely its content, but the remarkable research and insight demonstrated in addressing the unique challenges faced by organizations like ours within the FMCG sector. Your presentation to our leadership revealed a nuanced understanding of—the complex balance between commercial imperatives and ethical obligation, the practical implementation strategies tailored to our operational realities, and the measurable metrics that align with international compliance standards.

The business case you articulated—connecting child rights protection to enhanced brand equity, consumer loyalty, and risk mitigation—was compelling and data-driven. This approach has transformed what could have been viewed as merely a compliance exercise into a strategic business advantage.

We commend your dedication to advocating for child rights, and appreciate the hard work you have put in to create this business case.

With appreciation and best wishes,

Ashok Aggarwal
Director

Bikanervala Foods Pvt. Ltd.
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A handwritten signature in blue ink, appearing to be "Ashok Aggarwal", written over a horizontal line.