



## GLOBAL DENT AIDS PVT. LTD.

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13<sup>th</sup> March, 2025

To,

Ayaan Goyal  
[ayaan.goyal@outlook.com](mailto:ayaan.goyal@outlook.com)

Subject: Child Rights Guide – Official Adoption Notice

Dear Ayaan,

I wanted to personally write to you regarding your initiative on Child Rights. Your Guide on Socio-Behavioural Practices for FMCG Employees is exceptional. As the director of a company in the competitive oral care space, I rarely come across resources that speak directly to the challenges faced by brands like ours. Your guide is that rare exception.

When you reached out last quarter, we were finalizing our supplier network across South Asia. Your timing couldn't have been more coincidental. The practical frameworks you've included in the guide—particularly your comprehensive assessment framework—have already proven invaluable in our vendor selection process.

What truly stands out to us is your insight that companies like ours can build ethics into our DNA and avoid the challenges of changing established practices. We found great value in your SME case studies showing how ethical sourcing becomes a market advantage.

I'm pleased to share some concrete steps we're taking: We've created a dedicated Child Rights Protection Officer role in our organisation. We're incorporating a compliance checklist into all vendor contracts. Adopting these practices represents a significant commitment. But we're convinced that building ethical foundations now will yield dividends in consumer loyalty and brand reputation as we scale.

While others may view ethical practices as costly compliance measures, you've helped us see them as essential building blocks of a sustainable business model. We'd be honoured to serve as a case study for how emerging brands can implement your framework.

Thanking you,

Very truly yours,  
For GLOBAL DENT AIDS PVT. LTD.

(PRADEEP KR. DEBNATH)  
Director



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