The background features a complex marbled pattern with swirling colors of blue, yellow, orange, and purple. A large, solid black 'V' shape is superimposed over the center of the image, pointing downwards.

COVID vs. Brands: India Edition

How brands are rising to the challenge in India.



This is a curation of what we feel are some of the more inspiring and meaningful brand actions and responses in India to COVID-19.

The purpose of this document is to try and organise cases by behavioural themes that can potentially inspire your own thinking.

We have tried to keep only the most inspiring Indian cases that feel authentic and where brands have gone beyond conventional responses.

We have identified these cases from various news sources that have been keeping abreast with this global pandemic.

Brand Response Themes

\ Business Repurposed

\ Ads For Good

\ New Transparency

\ Join The Frontline

\ Customer ❤️ Before Sales

\ We've Got Your Back

\ Signs Of Solidarity

\ In This Together

\ Home Schooling

\ [Official] Help Scaled

\ Real Virtual

\ Shared Workforce

Business Repurposed

Brands that repurposed their businesses to help produce desperately needed supplies. Particularly PPE and hygiene products for front-liners.



Diageo pledges more than eight million bottles of sanitiser for frontline healthcare workers

- World's largest distiller in unprecedented global response in the UK, Ireland, Italy, the USA, Brazil, Kenya, India and Australia
- Pledge aimed at overcoming shortages to protect frontline healthcare workers
- Donation of alcohol is enough to produce more than eight million bottles of hand sanitiser
- **India:** 500,000 litres of alcohol to supply to the sanitizer industry across 25 States, for use in national healthcare systems and for consumers.

Diageo India has pledged to produce around 3,00,000 litres of bulk hand sanitiser across 15 of its manufacturing units in the country to help cope with the demand for the product. It will also donate 1,50,000 masks to five state public departments.

The Mahindra Group has offered to convert Mahindra Holiday resorts as temporary care facility. The company also plans on using its manufacturing facilities to produce more ventilators to meet the urgent need.



anand mahindra ✓
@anandmahindra

—To help in the response to this unprecedented threat, we at the Mahindra Group will immediately begin work on how our manufacturing facilities can make ventilators.

—At Mahindra Holidays, we stand ready to offer our resorts as temporary care facilities. (3/5)

12:35 PM · Mar 22, 2020 · [Twitter for iPhone](#)

NATIONAL

Coronavirus | Anand Mahindra offers to convert Mahindra resorts to temporary care facilities



Piyush Pandey

MUMBAI, MARCH 22, 2020 15:11 IST

UPDATED: MARCH 22, 2020 15:21 IST

SHARE ARTICLE



3



PRINT



Uber's new service Uber Medic has been initiated to ensure safe and reliable transportation of the front line healthcare workers to medical facilities and other critical areas across the country.



In partnership with hospitals across India, we've launched a new service, UberMedic - a 24/7 dedicated fleet to help healthcare professionals move with ease.

Learn more here:



Uber Provides UberMedic Service To Assist Healthcare Providers ...
Uber Provides UberMedic To Assist Healthcare Providers
uber.com

Uber India launches 'UberMedic' to help health workers commute amid coronavirus

1 min read . Updated: 01 Apr 2020, 09:34 AM IST
PTI

- With the implementation of the 21-day lockdown in India, the government has allowed only people in essential services like healthcare, banking and media to commute.

Join The Frontline

Brands that have mobilised their resources, staff and/or product to meaningfully help front-liners. Some going a step further and joining the frontline to provide additional support.

A word of caution: These acts need to be authentic, meaningful and something that will make a difference.

Companies

Reliance to provide free fuel to emergency vehicles carrying Covid-19 patients

Ou Bureau | Mumbai | Updated on March 23, 2020 | Published on March 23, 2020



Reliance Industries has announced free fuel for all emergency service vehicles in the country.

Reliance Retail has also announced longer hours from 7 am to 11 pm at its outlets for customers.

COVID-19: Reliance Retail keeps grocery stores open

Rajesh Kurup | Mumbai | Updated on March 21, 2020 | Published on March 21, 2020



Reliance Retail, the retail arm Mukesh Ambani-led Reliance Industries Ltd, is keeping all its grocery stores, except those in the malls, open from 7 am to 11 pm, even as many cities have closed down

Reliance Foundation will be providing free meals to people across various cities in partnership with NGOs during the crisis situation.



Nitrogen, a Mumbai-based SaaS company, announced 3 months free usage of its digital platform for hospitals, grocery outlets & pharmacies.

The platform will help by increasing web performance; assisting websites with handling peak traffic & strengthening security for these specific industry segments that could be facing unprecedented traffic because of the 21-day lockdown.

Paytm has announced a commitment of Rs. 5 crore for development of indigenous medical solutions to fight Covid-19 and has urged innovators and medical professionals to contribute.



Stay Home, Stay Safe ✓

@vijayshekhar

We need more Indian innovators to start building such indigenous solutions for potential ventilators shortage and other COVID cures.

@Paytm commits ₹5 crore for such teams working on COVID related medical solutions.

Paytm commits Rs 5 cr for developing coronavirus-related medical solution

By: PTI | Published: March 22, 2020 2:46:55 PM

Digital payment platform Paytm committed Rs 5 crore for Indian innovators developing medical solutions related to coronavirus, its founder and CEO Vijay Shekhar Sharma said on Sunday.

Tata Group has donated 1,500 crore for giving equipment, testing kits, setting up treatment facilities and respiratory systems across the country. They are also offering their hotel rooms across the Taj brand for medical professionals who are treating the COVID cases.



Indian Hotels, which runs Taj Group of hotels, has a consolidated debt of ₹3,245 crore as on 31 March 2014. Photo: AFP

Taj opens its doors for doctors on Covid-19 duty

Customer ♥ Before Sales

Brands that put caring for their existing customers over making new sales.

With their 'Stay Safe, Bank Safe' campaign, Bank of Baroda has waived all its charges on digital transactions for three months to encourage customers to bank digitally from remote locations.



Bank of Baroda ✓
@bankofbaroda

#BankofBaroda assures customers an enhanced banking experience by announcing [#ZeroCharges](#) on digital transactions for 3 months w.e.f 21.03.2020. #StaySafeBankSafe #GoDigital. Know more bit.ly/DigitalTransac...



Bank announces **ZERO** charges on digital transactions (for retail users) for 3 months to enhance the banking experience.

w.e.f. 21.03.2020

Stay Safe. Bank Safe.

Tata Sky is providing free access to its fitness channel for a month to help people stuck at home, stay fit.



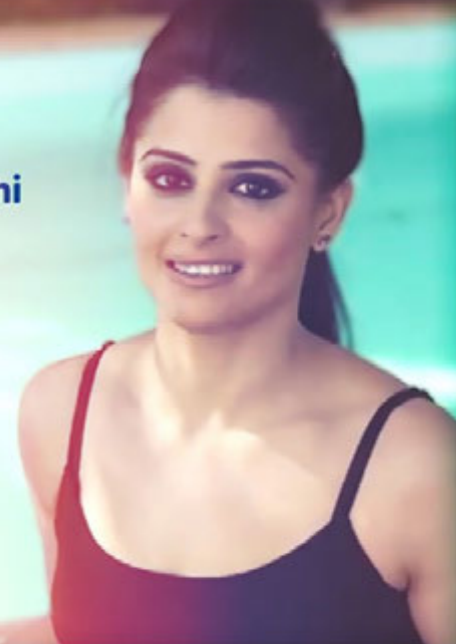
Tata Sky
@TataSky

Close your eyes, take a deep breath and open your eyes to a powerful fitness dose. Tune into 110 and get fitter with FREE subscription of Tata Sky Fitness till 24th April 2020. Learn the core of Leg Yoga with @sunainarekhi - bit.ly/2Fkhl2k.

@BLTWellness @FitIndiaOff

Learn
Yoga with
Sunaina Rekhi

Get fit at
home with



The internet has become the saving grace during self-quarantine. Recognising this, Jio is offering basic JioFibre broadband service to new customers and doubled data limit for all its existing customers.

#Corona
Haarega
India
Jeetega



Stay safe. Stay connected.
With love from Jio.

Jio
TOGETHER

JioFiber

Jio

COMMITTED TO KEEP YOU
CONNECTED IN IMPORTANT TIMES
4G DATA VOUCHERS NOW
WITH MORE BENEFITS

₹ 51 ^{3 GB} 6 GB | ₹ 101 ^{6 GB} 12 GB
500 MINUTES TALKTIME | 1000 MINUTES TALKTIME

Stay safe. Stay connected. With love from Jio.

T&C Apply

Coronavirus: Ola, Uber suspend shared rides temporarily

Ride hailing companies like Ola and Uber have announced temporary measures to prevent the spread of coronavirus and protect customers and its drivers.

To ensure proper social distancing, Uber and Ola have suspended their shared ride service to help contain the spread of the virus.



Uber with care.

Help flatten the curve.



Sit in the back to give your driver space.

**INSIDER
MASTERCLASS**



Free masterclasses
from top celebrity stylists

Fashion Advice | Pro-Tips |
Live Q&A | Watch & Wishlist

[+ EXPLORE](#)

STAY AT HOME WITH NYKAA

Make the most of this
LOCKDOWN

NYKAA
network

TAKE THE CHALLENGE > *Join our buzzing community of beauty buffs today!*

E-commerce businesses like Myntra, Nykaa, Book My Show and First Cry are providing gaming, entertainment and informational content to stay connected with their consumers.

ICICI Bank Products Apply Online Payments Ways to Bank Get in Touch Personal Banking LOGIN NEW USER?

Say 'Hi' to **9324953001** from your registered mobile number

Presenting WhatsApp Banking

Account Balance | Last 3 Transactions | Instant Loans

[KNOW MORE](#)

TBC apply

How can I help you today?

1. Banking Services (balance, funds, credit card limit)
2. Block / Unblock my card
3. Instant loans exclusively for you
4. Offers (shopping, dining, shopping)
5. Other Services (ATMs, deliverables)

Banking as easy as sending a message

Enjoy bank account related services with ICICI Bank WhatsApp Banking

TBC apply

Say 'Hi' on **9324953001** from your registered mobile number to start

How can I help you today?

1. Banking Services (balance, funds, credit card limit)
2. Block / Unblock my card
3. Instant loans exclusively for you
4. Offers (shopping, dining, shopping)
5. Other Services (ATMs, deliverables)

How can I help you today?

1. Banking Services (balance, funds, credit card limit)
2. Block / Unblock my card
3. Instant loans exclusively for you
4. Offers (shopping, dining, shopping)
5. Other Services (ATMs, deliverables)

ICICI Bank has launched its Whatsapp Banking service so that even non digital-savvy customers can avail of their banking requirements on their own while staying home. The services are instantaneous, secure and easy to use for all.

Signs Of Solidarity

Brands that not just show signs of solidarity through their branding but also through their actions.

A word of caution: Changing a logo with no meaningful action can be perceived as unauthentic and superficial, no matter how good the intention is.

DINE OUT LATER, STAY HOME NOW!

🔍 Search for Restaurants, Cuisines, Location...

Search

Dine Out changed their name across their social handles to 'Dine out later, Stay home now' and also changed their popularly used hashtag #LetsDineout to #LetsStayHome.

They are also selling redeemable vouchers to provide financial relief to restaurants that have shut due to the pandemic.



SUPPORT & SAVE

Buy dining vouchers worth ₹1000 at ₹750 to save on your bills later!

#ReliefForRestaurants

BUY NOW

The banner features a red background with a blue and white icon of two hands shaking. The text is in white and blue, with a blue button on the right side.

In This Together

Brands that encourage their communities to do the right thing.

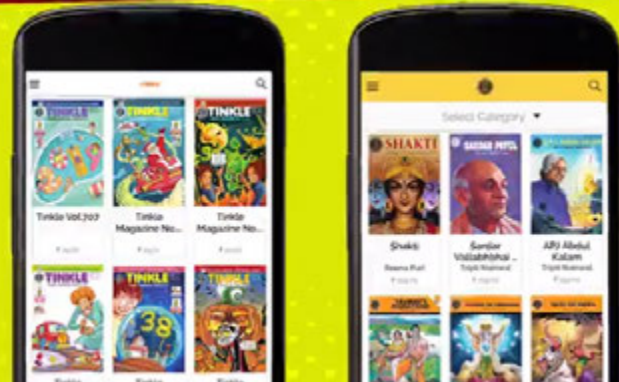
Amar Chitra Katha is helping people cope with social distancing by offering free access to 100+ Tinkle Magazines and 350+ Amar Chitra Katha comics for a month.



Cooped up in the house with nothing to do? Let us help out. We're giving everyone FREE ACCESS to both our Tinkle and Amar Chitra Katha comic apps for an entire month! Get a FREE one month subscription to our entire catalogue till March 31st, 2020! (1/3)

[#ACKComicsApp](#)

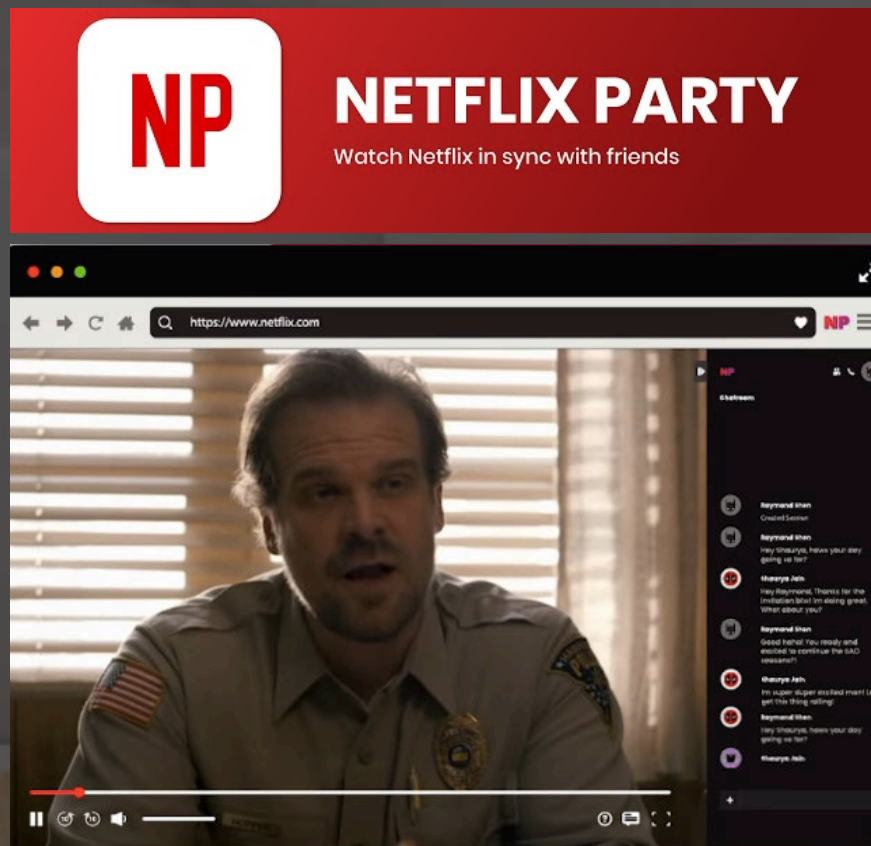
GET FREE ACCESS TO OUR APPS FOR 30 DAYS!



The WHO recognises proper hand washing as one of the best preventive measures against the spread of the virus. Dettol launched a #HandWashChallenge on Tik Tok, aiming to raise awareness on the four simple steps of hand washing.

The image displays a promotional graphic for the Dettol #HandWashChallenge and two examples of TikTok videos. The top graphic is green and features the Dettol logo, the text "PARTICIPATE IN THE #HandWashChallenge", "LET'S MAKE HAND WASHING COOL!", and a "JOIN NOW" button. To the right is an icon of hands being washed. Below the graphic are two video thumbnails. The left thumbnail shows a man in a blue t-shirt and beanie clapping, with the text "KEEP CALM AND WASH HANDS" and the Dettol logo. The right thumbnail shows a woman in a red and black outfit standing in a doorway, with the text "RUB NAILS ON PALMS" and the Dettol logo. Both thumbnails include the TikTok logo and the username "@detolindia".

Netflix Introduced Netflix Party, to encourage people to 'Netflix and chill' from a distance. Its is a Chrome extension that lets people watch videos with their friends and chat together at the same time.



[Official] Help Scaled

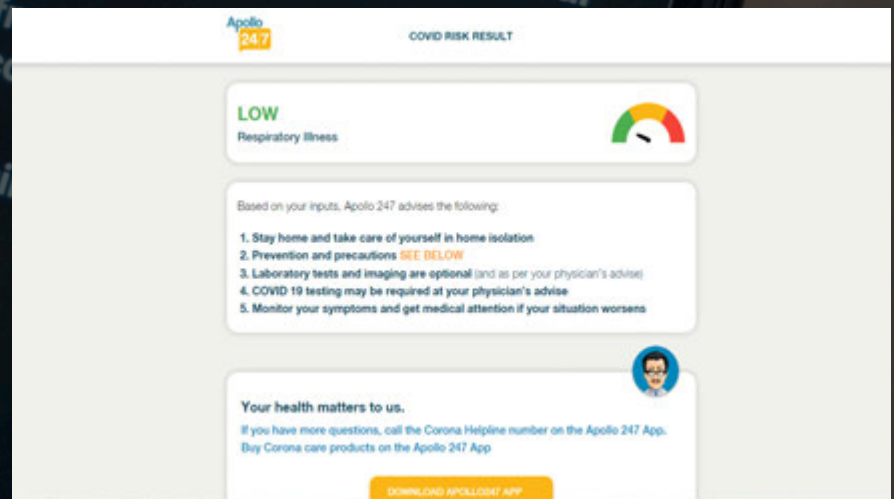
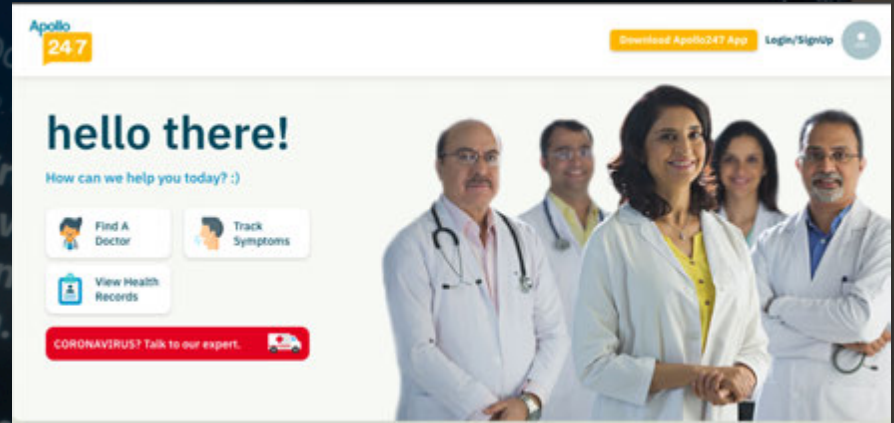
Brands that utilise their reach and resources to further scale official health organisations. (CDC, WHO, Governments)



Godrej Protakt partnered with BMC and TMC under the #ProtaktIndiaMovement and has commenced free distribution of 1 million packets of Mr. Magic powder-to-liquid hand-wash in Maharashtra, the state with the highest number of coronavirus cases.



Following the guidelines of WHO, MHFW and Government of India, Apollo group has developed an AI chatbot called Apollo 24|7. It enables users to assess whether or not they need medical attention with regard to Coronavirus.



MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY GOVERNMENT OF INDIA

MINISTRY OF HEALTH AND FAMILY WELFARE GOVERNMENT OF INDIA

WaterSafe

MY GOV

Help us to Help you

MYGOV CORONA HELPDESK

ADD WHATSAPP NUMBER
+91 9013151515

Please click to directly interact with MyGov Coronavirus Helpdesk
<https://wa.me/919013151515>

PREPARE. DON'T PANIC

#IndiaFightsCorona

24x7 Medical Help:
Phone: +91-11-23978046
Toll Free Number: 1075
Email: ncov2019@gov.in

Supported by Jio Haptik

N2GD

In a collaborative effort by the Indian Ministry of Health and Jio Haptik Technologies, a WhatsApp bot — called MyGov Corona Helpdesk — has been set up to provide instant authoritative answers to queries such as the symptoms of the viral disease and how people could seek help.

Ads For Good

Brands using (or donating) paid ad space for public safety and health messaging.

Coronavirus Awareness: ZEE launches #BreakTheCoronaOutbreak by pausing its content

By: BrandWagon Online | Published: March 19, 2020 4:46:13 PM

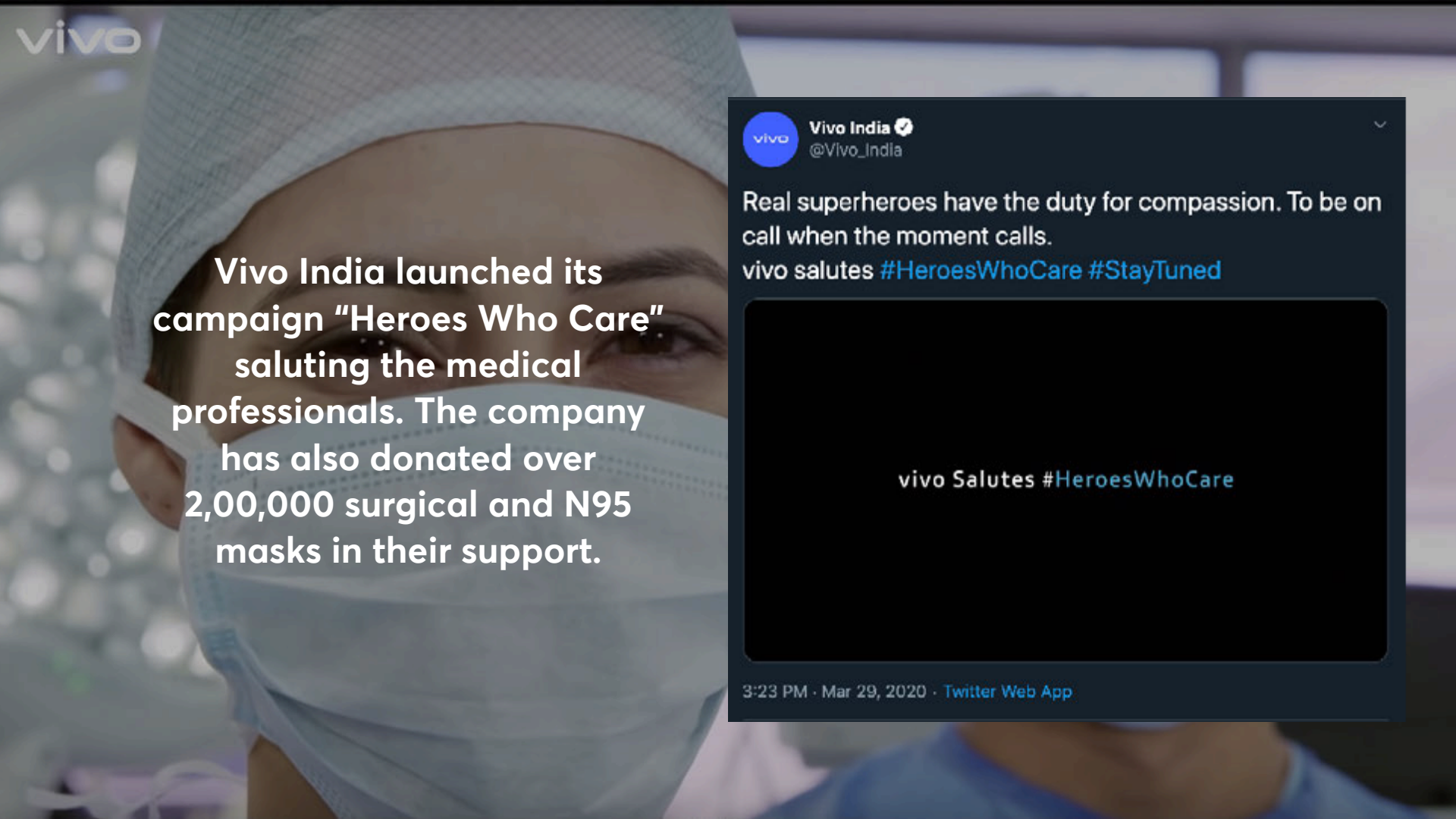
ZEE pauses content for a 30 second break throughout the day to encourage viewers to wash their hands

Zee pauses content for 30 second intervals throughout the day to encourage viewers to wash their hands.

#BreakTheCoronaOutbreak
ZEE आपके लिए रुका रहेगा



00:10



Vivo India launched its campaign "Heroes Who Care" saluting the medical professionals. The company has also donated over 2,00,000 surgical and N95 masks in their support.



Vivo India 
@Vivo_India

Real superheroes have the duty for compassion. To be on call when the moment calls.

vivo salutes [#HeroesWhoCare](#) [#StayTuned](#)



vivo Salutes [#HeroesWhoCare](#)

3:23 PM · Mar 29, 2020 · [Twitter Web App](#)



Har Ghar Chup Chap Se Kehta Hai...
Stay Home, Stay Safe

Taking forward its brand philosophy of Har Ghar Kuch Kehta Hain, Asian Paints has released a new ad film featuring how families are spending their time together in lockdown with the message #StayHomeStaySafe.

Real Virtual

Brands that are reimagining their physical experience virtually.

LIVE FROM HQ



STAY SAFE WHILE WE BRING
THE ENTERTAINMENT HOME TO YOU

LIVE ON



Prateek Kuhad
Wed. 25th Mar.
9pm



Indian Ocean
Thu. 26th Mar.
9pm



Karan Singh Magic
Fri. 27th Mar.
9pm



Vir Das
Sat. 28th Mar.
9pm



Aisi Taisi Democracy
(Rahul & Sanjaaj)
Sun. 29th Mar.
9pm



Kamakshi Khanna
Mon. 30th Mar.
9pm



Aisi Taisi Democracy
(Varun Grover)
Tue. 31st Mar.
9pm



Karsh Kale
Wed. 1st Apr.
9pm

Curated and Produced by: *Big Band India*

BookMyShow, the platform that helps people step out to have a good time, is bringing live entertainment to people's homes with the launch of 'Live From HQ' which features live performances by musicians and comedians that can be streamed at home.



Free online **DANCE FITNESS** sessions
with cult.live all day today!



Cult Fit has taken its gym classes offline. The brand has started free online workout sessions to encourage exercising and staying fit even while being at home in self-quarantine.





29 March Sunday

**VARUN
THAKUR**
6.00 PM

Tune in
@NH7dotin



The event ecosystem is moving online with Bacardi bringing NH7 Weekender to your home: a series of online music festivals and digital events.

WHO and Global Citizen are going to air a global special broadcast named 'One World: Together at Home' in collaboration with Lady Gaga and featuring top artists to support healthcare workers fighting the pandemic.

ONE WORLD TOGETHER AT HOME

GLOBAL CITIZEN World Health Organization

CURATED IN COLLABORATION WITH LADY GAGA

APPEARANCES BY:

ALANIS MORISSETTE • ANDREA BOCCELLI • BILLIE EILISH • BILLIE JOE ARMSTRONG
BURNS BOY • CHRIS MARTIN • DAVID BECKHAM • EDDIE VEDDER • ELTON JOHN • FINNEAS
IDRIS AND SABRINA ELIA • J BALVIN • JOHN LEGEND • KACEY MUSGRAVES
KEITH URBAN • KERRY WASHINGTON • LANG LANG • LIZZO • MALUMA
PAUL MCCARTNEY • PRIYANKA CHOPRA IONAS • SHAH RUKH KHAN • STEVIE WONDER

HOSTED BY JIMMY FALLON • JIMMY KIMMEL • STEPHEN COLBERT

SATURDAY, APRIL 18

WATCH THIS HISTORIC EVENT LIVE!
CHECK LOCAL LISTINGS HERE!
GLOBALCITIZEN.ORG/TOGETHERATHOME

gibictzn • Follow

gibictzn Today we're launching One World: #TogetherAtHome, a global broadcast on April 18 curated in collaboration with @LadyGaga and featuring your favorite artists and comedians — all in support of the @WHO and the health care workers on the frontlines of the #COVID19 crisis.

Visit the link in our bio or globalcitizen.org/togetherathome to learn more and take action now!

20h

mongeveiga Guys thank you so much for this. 🙏🇺🇸🇯🇵

19h 7 likes Reply

Liked by [the_otherswin](#) and 26,560 others

20 HOURS AGO

Add a comment... Post

New Transparency

Brands that go the extra length to provide new levels of transparency for increased safety and to ease customer anxiety.

The Government has developed a mobile app called CoWin-20 that uses location data & bluetooth to alert users if they are close to a COVID-19 infected patient.



Introducing CO win20

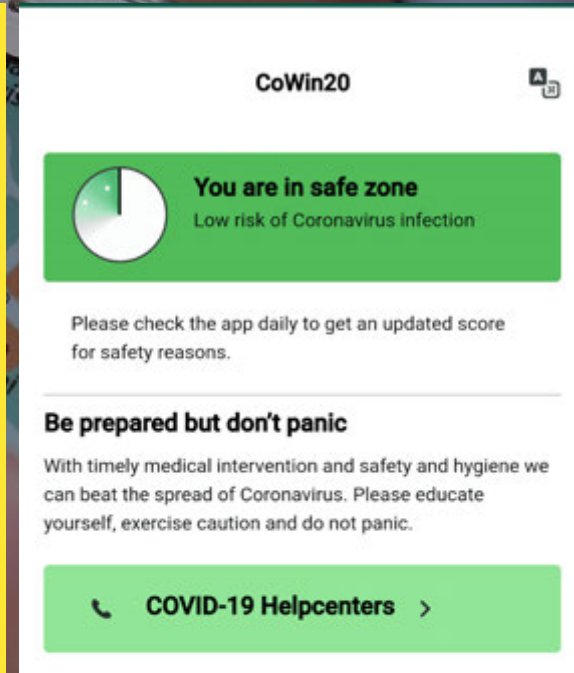
A wonder app to detect the COVID-19 outbreak. Get to know if you may have come in contact with anyone suffering from COVID-19.

Download Today

Why CoWin-20?

- Protect yourself & the community from COVID-19
- Track the spread of COVID-19 in the National level
- Stay alert before take and continue walk near you
- Get latest advisory register
- Learn about safety protocols

Let's CoWin Together! Stay Safe | Save Lives



CoWin20

You are in safe zone
Low risk of Coronavirus infection

Please check the app daily to get an updated score for safety reasons.

Be prepared but don't panic

With timely medical intervention and safety and hygiene we can beat the spread of Coronavirus. Please educate yourself, exercise caution and do not panic.

COVID-19 Helpcenters >



Always committed to
food safety and hygiene

We would like to thank you for the trust you place in us,
each time you choose to enjoy our products

We have taken necessary steps to ensure that:



Our staff, including parlour crew is trained on the best practices of personal hygiene, proper method and frequency of hand washing/sanitizing.



Sanitizers are available in all our stores for customers' use.



Our supply chain partners follow best delivery practices to ensure safe and hygienic delivery of your food packages.



You can continue enjoying our products with absolute certainty of quality, taste, hygiene and **with complete peace of mind!**

The team at Baskin Robbins has committed itself to highest standards of safety by adopting various measures so that they can continue to serve while the country stays home.



**BEST SAFETY
STANDARDS**

These restaurants have best-in-class safety standards. Here's what they do to keep your food safe:



Temperature
Checks



Sanitization
Every 4 Hours



Usage of
Masks



Safe
Packaging



Best in Safety

SEE ALL

Restaurants with best safety standards



Domino's Pizza

Pizzas

★ 4.2 • 30 mins • ₹400 for two


 Conducts daily temperature checks for its staff



Swiggy is ensuring safety measures by providing contactless deliveries, training their delivery staff and also working in collaboration with their restaurant partners to make sure their staff practices optimum hygiene while handling food.

We've Got Your Back

Brands that extend support beyond their immediate company to help people/organisations that form part of their wider distribution network.



**Diageo India pledged to
Rs. 3 crore as health
insurance cover for
bartenders.**

Diageo India pledges support to fight coronavirus

- Produce around 300,000 litres of bulk hand sanitiser across 15 manufacturing units for use by public healthcare workers.
- Donate 500,000 litres ENA to the sanitiser industry to enable the production of more than two million units (250 ml each) of hand sanitisers.
- Support the Hospitality sector with a Rs. 30 mn healthcare insurance to Bartenders
- Donate approximately 150,000 masks to 5 state's Public Health departments



Deepinder Goyal @deepigoyal · Mar 24

Please help by donating to 'Feed the Daily Wager' by Zomato Feeding India (@FeedingIndia) and provide food support to daily wagers who lost their livelihood due to COVID-19 lockdown.

Click to donate – feedingindia.org/donate

Read more – zomato.com/blog/feed-dail...

Spread the word.



The helping hands of our society need our help

Contribute to 'Feed the daily wager' to help ensure the daily wager community doesn't sleep hungry during this ...

feedingindia.org

232

1.3K

1.7K



Deepinder Goyal @deepigoyal · Mar 25

Rs 1.5cr collected in 17 hours. Thanks everybody for your generosity. Need to get to Rs 25cr to make a widespread impact. Please donate and share.

feedingindia.org/donate

#IndiaFightsCorona #21daylockdown

Through the initiative 'Feed The Daily Wager', Zomato raised ₹1.5 crore within 17 hours, to feed daily wage earners who are currently out of work.



Indian property developers vow to feed labourers amid lockdown

The Hiranandani Group has organized 15 days of food rations for more than 4,000 labourers across sites. Oberoi Realty Ltd will continue to pay its staff.

The Hiranandani Group has organised 15 days of food rations for more than 4,000 labourers across sites.

UrbanCompany has set up a relief fund to support gig economy workers and independent contractors. UC's founders, investors and employees have committed INR 1.5 Crore towards this fund.

Designer Anita Dongre has pledged a medical fund of Rs 1.5 crore to support small vendors, self-employed artisans and partners associated with her brand who may not have medical insurance or coverage.

The Urban Company family
has come together to form
and contribute to the

UC COVID-19 RELIEF FUND

We urge you to join us in
contributing generously to
this relief fund.



A lot has changed in the last few days. Our interactions. Our work. Our relationships. All faced drastic upheavals. Upheavals that can include unforeseen medical emergencies in the coming days.

Among the people who are likely to be most affected by these changes are the small vendors and self-employed artisans who contribute to the work you love and admire. Considering the swiftness of the crisis, we recognise that not many of them will have resources available to cover a potential medical emergency.

It is for this reason that the Anita Dongre Foundation has decided to set up a dedicated fund of INR 15 Million, to support any medical treatments arising during these troubling times.

>>



ANITA DONGRE

Pernod Ricard India Foundation provides free hand sanitisers, masks to truck drivers

PRIF collaborated with transports unions in the country to ensure truck drivers stay safe.

ET Bureau | Last Updated: Mar 31, 2020, 05:08 PM IST



Save



Pernod Ricard India Foundation will be providing the truck drivers with 30,000 masks and around 1000 sanitisers.

Pernod Ricard India Foundation (PRIF), a subsidiary of the French distillery behind brands like Chivas Regal and Jameson, has collaborated with transport unions in the country to supply truck drivers with hand sanitisers and masks.

Home Schooling

Brands that help teachers and parents quickly mobilise to support students' continued learning at home.

Unacademy has opened up its platform for educational institutions to conduct their classes for free.

Unacademy Cares

As the entire nation takes preventive measures to combat COVID-19, the education system too has suffered a setback, with educational institutions shutting down till the situation improves. At Unacademy, we believe that learning must never stop, come what may.

Hence, we are opening up our platform to educational institutions across the country to conduct their classes online, via Unacademy. Till the situation improves, they will be able to use our platform, for free, without any limitation on the hours or number of classes.

We care about the millions of students who are anxiously waiting for things to improve, and this will enable learning for everyone in the country. Calling all the educational institutions to sign up and use the power of technology to keep teaching via Unacademy.



Photo: Hemant Mishra/Mint

BYJU'S to provide free access to learning app amid coronavirus crisis

1 min read . Updated: 11 Mar 2020, 06:06 PM IST
PTI

- Students across classes 1-12 can download and access BYJU'S learning programs for free until the end of April, BYJU'S said
- BYJU'S said education of over 290 million students across 13 countries will be interrupted because of the COVID-19 crisis

BYJU'S is offering free math and science lessons for children in grades 4-12 until the end of April to help school children continue studies during the disruption caused by the outbreak.

Shared Workforce

Brands that facilitate and open up sharing of staff to help people maintain employment (as some businesses suffer and others are overwhelmed)



Uber India 
@Uber_India



We've joined hands with [@Flipkart](#) to make sure that everything you need reaches you at your doorstep. Stay home and limit the spread.



Uber partners with Flipkart to deliver everyday essentials in D...
We've joined hands with Flipkart to make sure that everything you need reaches you at your doorstep. Stay home and limit ...
[uber.com](#)

3:39 PM · Apr 6, 2020 · [Twitter Web App](#)

Flipkart, an e-commerce marketplace and Uber, a ride hailing company announced a partnership to help customers receive essential goods at their doorstep every day and to keep vital supply chains running.

Brand Response Themes

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\ Ads For Good

\ New Transparency

\ Join The Frontline

\ Customer ❤️ Before Sales

\ We've Got Your Back

\ Signs Of Solidarity

\ In This Together

\ Home Schooling

\ [Official] Help Scaled

\ Real Virtual

\ Shared Workforce

An important reminder...

\ Even if your intent is good, ask yourself...

Is what you're
doing truly
meaningful?

Will it provide
tangible help
where needed?

Are you truly
informing, or
communicating?

\ Credit where it is due...

Content Sources:

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ET Brand Equity
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Republic World
Forbes
The Next Web
Amar Chitra Katha Twitter
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Netflix Party
Dine Out
Indian Express
Financial express
Economic Times
Dettol Tik Tok
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Cure fit
Anita Donger
Diageo India
Reliance
BookMyShow
Uber
Mahindra (resorts)
Zomato
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