

DECEMBER 2021

TRANSPARENCY REPORT

INDIA NEEDS OXYGEN

Oxygen support for people affected by
COVID-19 pandemic

feeding india
by **zomato**

PROCESS PARTNER



Grant Thornton

EXECUTIVE SUMMARY

As the country faced a national crisis during the second wave of COVID-19, Feeding India by Zomato launched 'India Needs Oxygen' - an initiative to provide the affected with crucial life-saving oxygen support.

The campaign went live in May'21, at the peak of the second wave of the pandemic. Feeding India worked with various stakeholders to provide immediate life-support and build long-term oxygen supply.

The following pages provide key facts about the campaign impact.



HELP RECEIVED



16k+

Donors



66cr

raised in 6 weeks

OXYGEN SUPPORT



9,323

Oxygen Concentrators distributed



4

Oxygen Generation Plants setup



315

Districts



819

Hospitals



60

NGOs



2

Others

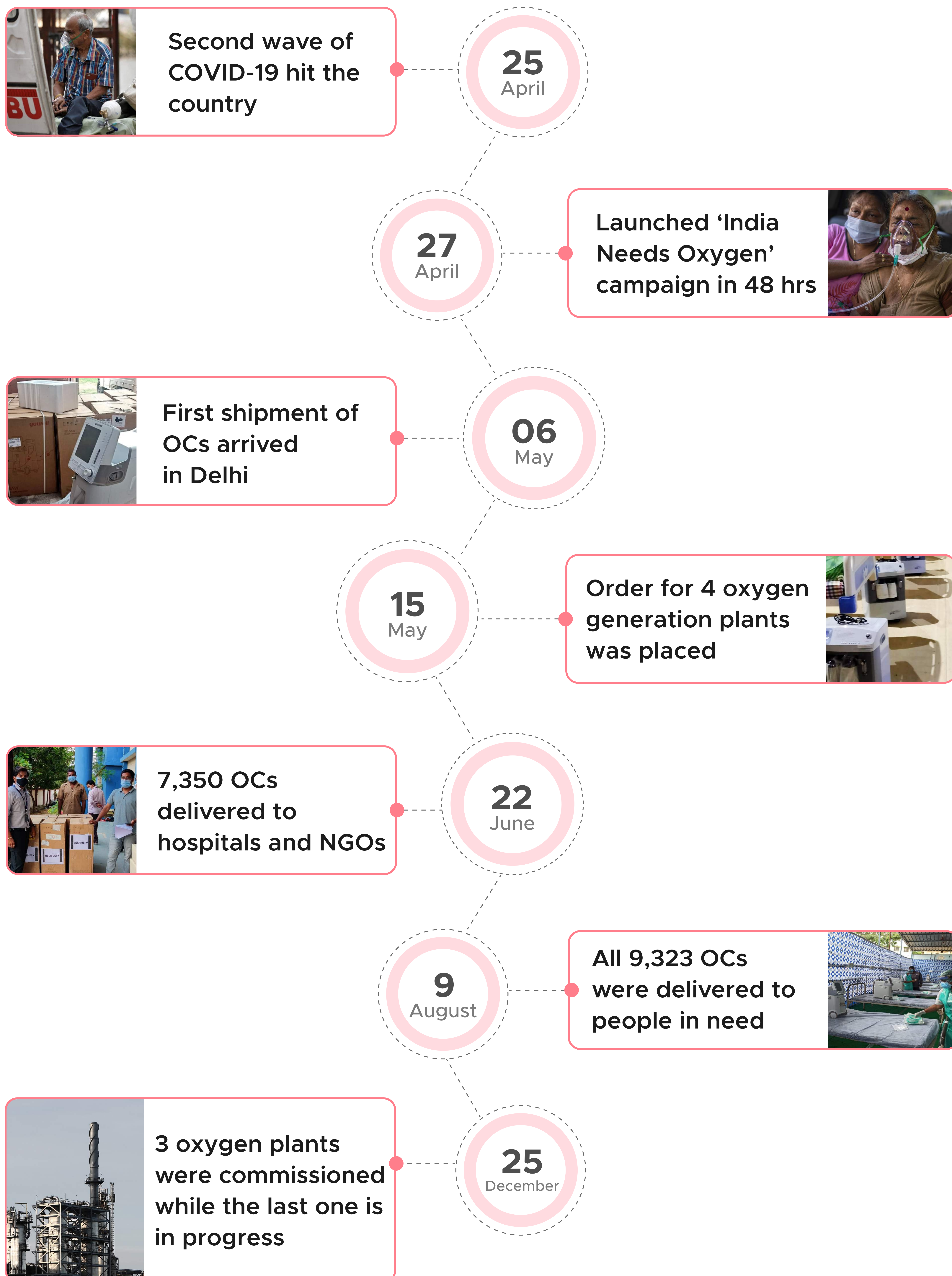


And countless lives were saved.

CAMPAIGN TIMELINE

Feeding India decided to go beyond its call of duty and support the country in its time of need. As oxygen became the new food, all efforts were pivoted to the crisis at hand.

Feeding India launched 'India needs Oxygen' to support the country with oxygen concentrators (OCs) and oxygen generation plants.



NEED OF THE HOUR

The second wave of the COVID-19 pandemic left our country gasping for oxygen. As India faced a national crisis, the daily number of cases of COVID-19 breached the 4 lakh+ mark and the demand for medical oxygen shot up by 4x.

The country witnessed shortage of hospital beds, restricted supply of critical medicines and increasing deaths.

India was not fully prepared to handle the intensity of second wave.

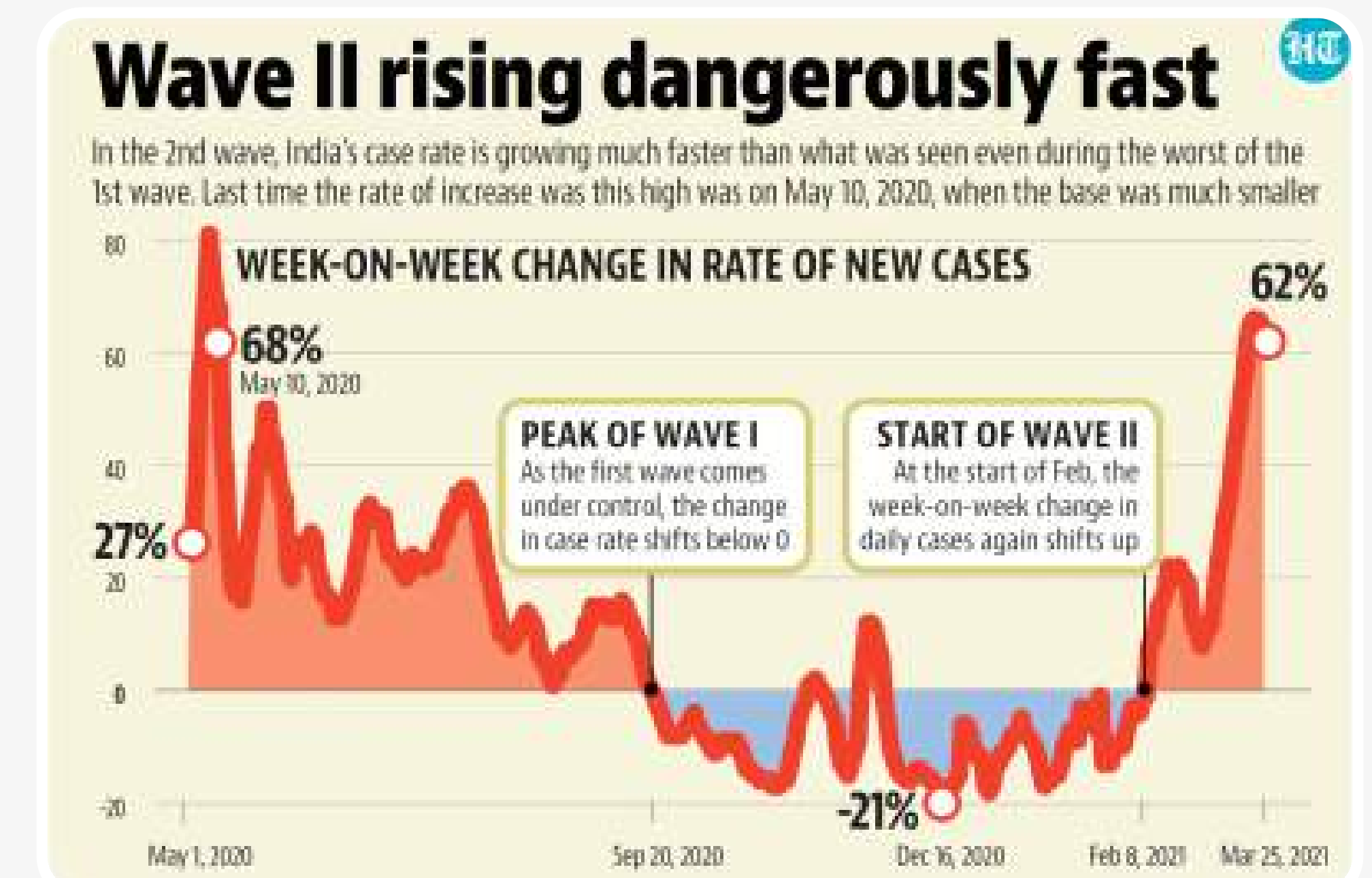


Image Source: Hindustan Times and Indian Express

OUR APPROACH

Feeding India proactively took measures to support the nation during crisis and launched "India Needs Oxygen" campaign. From procurement, to allocation and distribution, Feeding India worked with the credible partners to ensure timely delivery of the equipments.

VALUES

Our values supported us to act at the right time, and made possible to work holistically with multiple stakeholders towards the mission of helping India.

- ✓ First to Act
- ✓ Transperancy
- ✓ Equitable



OUR PROCESS

1. SOURCING

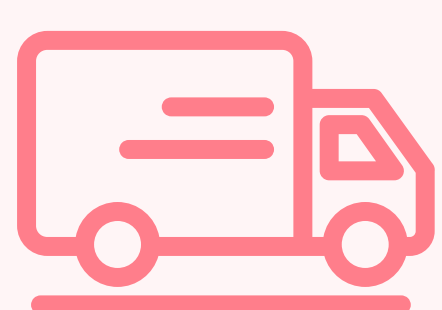
With supplies drying up in domestic markets for critical Oxygen equipment we focused on importing supplies from credible vendors. The vendors were shortlisted on the basis of:



Quality check



Compliance to Indian standards



Timelines of deliveries



2. IMPLEMENTATION

A. LIVE DEMAND TRACKER

Feeding India received an overwhelming number of requests for support from MyGov portal, the liaison officers in each state and our primary NGO partner - **Swasth** which was responsible for the end-to-end management of the campaign.

my
GOV
मेरी सरकार



B. ALLOCATION STRATEGY

Swasth, our NGO partner, led the allocation strategy in collaboration with multiple stakeholders. Prioritised geographical locations and selection of beneficiary hospitals as per the following data:



Deaths: to gauge the extent of vulnerability



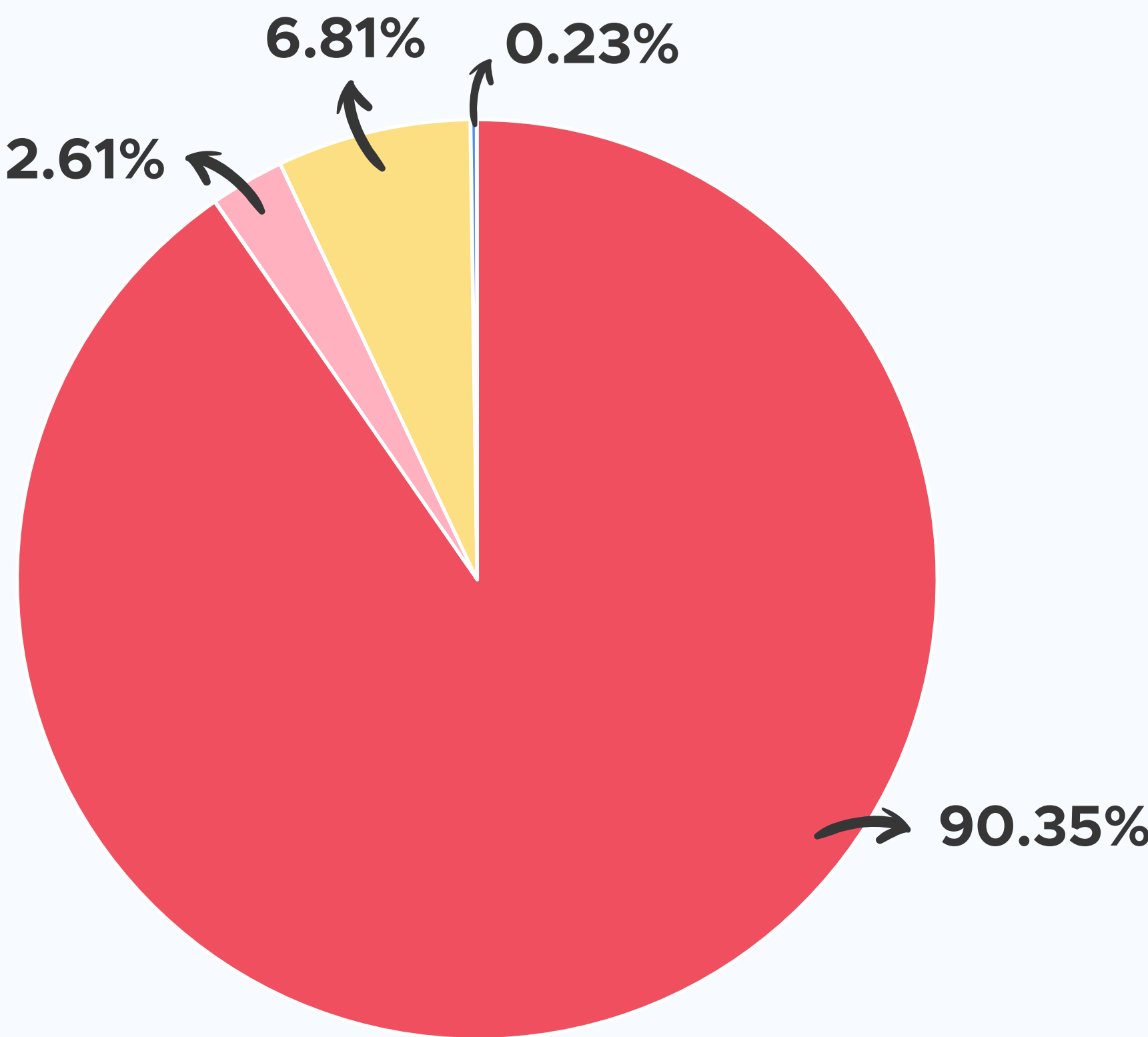
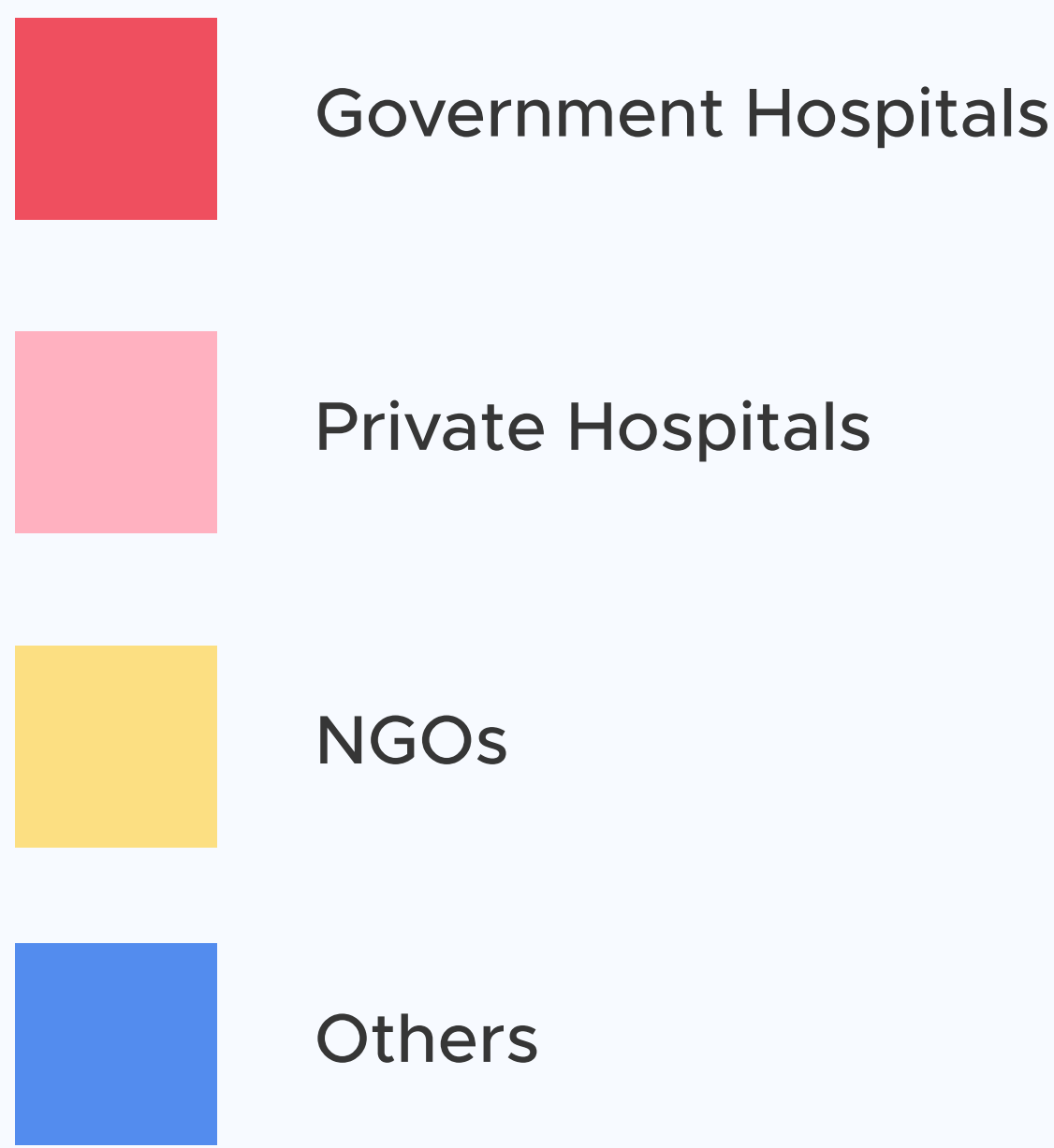
Change in active cases: to identify trends



Positivity rate: to gauge under reporting of cases



Testing data: to identify areas with low testing rates



STEERING COMMITTEE



SANJEEV BIKHCHANDANI
Founder, Info Edge &
Chairman of the Committee



ABHISHEK SINGH
CEO, MyGov India



DEEPINDER GOYAL
Founder & CEO, Zomato
& Representative of
Feeding India



DR. RAJEEV GARG
Professor of Excellence
in the Directorate General
of Health Services, GoI



MOHIT BHATNAGAR
MD, Sequoia India
Representative of ACT



PROF. V. KAMAKOTI
Professor of Computer
Science & Engineering at IIT
Madras

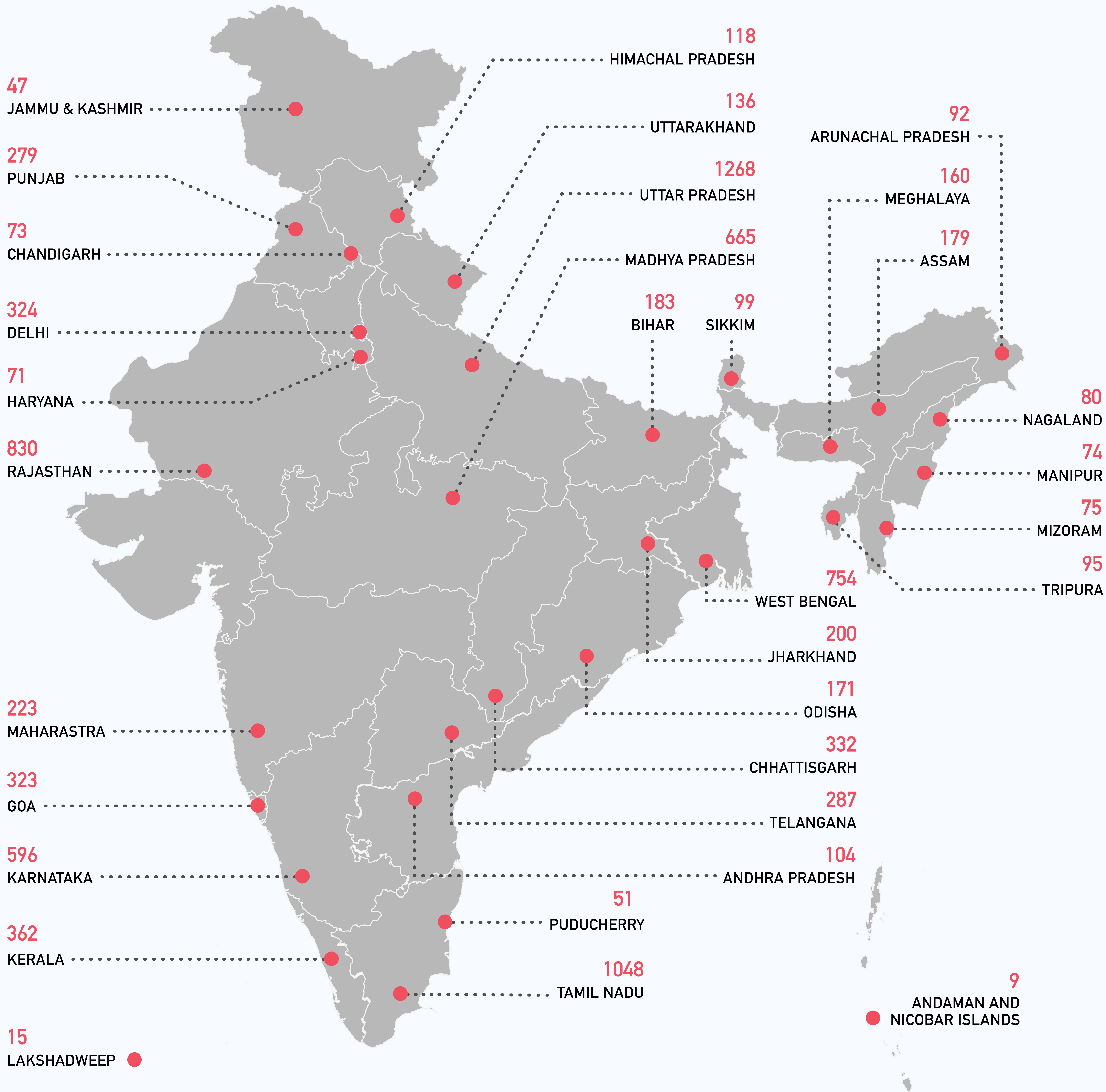


PROF. DR. ARVIND KUMAR
Lung Care Foundation,
Ex AIIMS



ABHIRAJ SINGH BHAL
Founder & CEO,
Urban Company &
Representative of ACT

REACH AND IMPACT



9,323
Oxygen
Concentrators
distributed



3,210
5 LPM
Oxygen
Concentrators



6,113
10 LPM
Oxygen
Concentrators

Oxygen
concentrators
were distributed
across 28 states
and 5 union
territories.

C. LAST MILE DELIVERY

Delhivery, along with our NGO partners, played a key role in seamlessly managing the end-to-end logistics for oxygen concentrators. A process was setup to ensure regular communication with the logistic partners and to troubleshoot issues.



GLOBAL LOGISTICS

- Ensure timely delivery of shipment
- Avoid custom clearance delays

QUALITY CHECK

- Transfer to warehouse for quality checks
- QR codes were placed on the OCs for tracking

LAST MILE DELIVERY

- Ensure smooth delivery & handover with hospitals
- Collect signed copies of proof of delivery

3. MONITORING & EVALUATION

Strict procedures were followed by Swasth to ensure the right deployment and usage of oxygen concentrators.

- Geo-tagged images used for verification
- Acknowledgement receipts post deployment
- Ensure devices become part of state's assets in a formal manner
- Periodic check-in on utilisation

BENEFICIARY TESTIMONIALS



Dr. Chanakeshava
Physician, Bangalore

"We received about 74 oxygen concentrators from Feeding India, and we received them as the need of the hour. It was moral support to the team, which strengthened our moral responsibility, boosted our confidence by which we could save many lives. Thank you for your concern towards society & joining your hands with us to combat the pandemic."



Satyaki Ganguly
District Fellow, MoHA

"In today's scenario, with developing technology, doctors are helpless without advanced machines. The modern machines provided during the COVID pandemic helped us provide quality healthcare services- specifically give oxygen to those grasping for breath, and helped us save thousands of lives."

PARTNER TESTIMONIALS



Hemesh Singh
Co-founder and CTA
Unacademy

"At the peak of second wave, when our medical infrastructure was struggling to support our needs – it was heartening to watch several organisations come together to look for a solution. We were all united with a common desire to support the needs of millions of Indians struggling, with any resource available to us. At that time, 'India Needs Oxygen' provided a much needed platform which brought together support from several corporates, NGOs, medical institutions and more. As a responsible corporate, we hope that the contribution of Unacademy towards the overall collected amount led to some more oxygen concentrators being imported, further ease the oxygen plants being established and helped some of our fellow citizens recover. I would like to extend our heartfelt gratitude to all the other organisations and Feeding India for coming together to resolve the fatal crisis, and provide some hope to everyone."



Carrie Morgridge,
Vice President at the
Morgridge Family
Foundation

"When I got an email from Feeding India, I knew we had to help with the oxygen crises India was facing in early 2021. India holds a special place in my heart, and in their time of need, it was critical to give support that would make an immediate impact. We chose the 'India needs Oxygen' campaign and Feeding India as our on-the-ground partners because we trusted their team to get the job done. As soon as we told our network our plans to invest, the collaborations began and we saw Feeding India's ability to make our gift go even further by utilizing strategic campaigns and gift matching. Thank you, Feeding India, for getting life-saving resources to the people who needed it most."

DONATIONS

The donations for the campaign were raised from various sources that included Corporates, Individual (Direct Channel), and Individual (Indirect Channel).

65% of funds were from Indian donors, and remaining 35% were from foreign sources.

A total of ₹66 Crores was received during the campaign period. Some of the key donors were Apple Inc., Grofers, Tiger Global, among many others.

Source	Amount (in ₹)	% of Total
Individual (Direct Channel)*	15,70,87,164	24%
Corporate	48,32,27,768	73%
Individual (Indirect Channel)**	1,09,34,012	2%
Value of OCs In kind	91,54,814	1%
Total	66,04,03,758	

*Direct channel is referred to as donations received through Zomato/Feeding India channel.

**Indirect channel is referred to as donations received through crowdsourcing platforms - Ketto and Impact Guru.

Source	Amount (in ₹) Non FCRA	Amount (in ₹) FCRA	Amount (in ₹) Total
Individual (Direct Channel)*	14,80,98,025	89,89,139	15,70,87,164
Corporate	26,81,57,219	21,50,70,549	48,32,27,768
Individual (Indirect Channel)**	66,76,670	42,57,342	1,09,34,012
Oxygen Concentrator in kind***	91,54,814	-	91,54,814
Total	43,20,86,728	22,83,17,030	66,04,03,758

***Estimated value of Oxygen concentrators received in-kind.

CORPORATE DONORS



UTILISATIONS

Zero administration fee was deducted.

Efficient vendor negotiations and utilization of donor funds helped in creating a Covid-19 reserve for future contingencies.

Source	Unit	Amount (in ₹)	% of Total
Oxygen concentrators (purchased)	9,209	62,69,94,982	
Oxygen concentrators (In-kind)	114	91,54,814	1%
Oxygen plants	4	1,04,98,327	2%
COVID-19 Fund Reserve****		1,37,55,635	2%
Total		66,04,03,758	

****Amount to be used for Covid-19 response till June'22. If unutilised, will be redirected towards other relief programs by Dec'22.

OVERWHELMING SUPPORT

Feeding India received massive support from people across industries with the voice of the campaign being amplified multifold on social media to help out people in dire need of oxygen. The initiative was closed in a span of 4 weeks, after achieving our target of ₹66 cr.



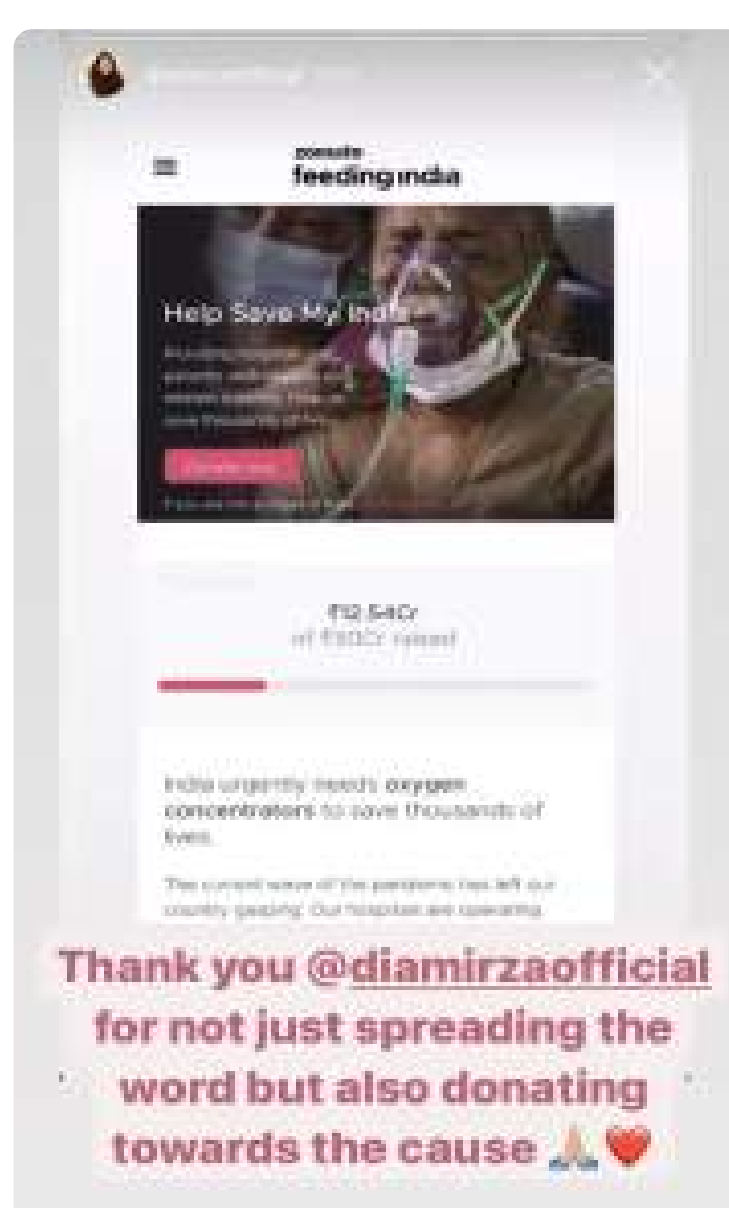
VARUN DHAWAN



DIA MIRZA



SONAKSHI SINHA



MOUNI ROY



MASABA GUPTA



RAJKUMMAR RAO



Madhav Sheth @MadhavSheth1

In addition to previously announced relief efforts, #realme has donated to the #IndiaNeedsOxygen initiative by @zomato @FeedingIndia to provide oxygen concentrators that can help 350 patients daily.



OTHER INITIATIVES DURING COVID-19

Feeding India customised its program response to different phases during the Covid-19 pandemic. During the first wave in 2020, Feeding India provided immediate food-relief to millions of Indians who struggled to feed themselves and their families due to lockdown across country.

1 Feed the Daily Wager

Largest non-government food relief drive organised in India during COVID-19

KEY POINTS



32,57,48,829

raised in 6 weeks



7.8 Cr+

Meals served



181

Cities
across India



2 Meals for Migrants

First to act and deliver meal packs and drinking water at transit points in cities to help migrant labour through their journey back home

KEY POINTS



78,10,000

raised



25 Lakh

Meals served



10 Lakh

meals rescued



NOTE FROM PROCESS PARTNER

Grant Thornton Bharat LLP

Grant Thornton Bharat LLP was engaged by Feeding India by Zomato as a Process Partner to review the efficacy of process(es) followed and efficiency of the results for the India needs Oxygen campaign.

The review team adopted a dynamic approach taking into consideration the operational challenges posed by COVID-19, the ensuing lockdown, and the dire need of the hour.

A three phase approach was followed by the review team, each phase was executed with due discussions and inputs from the management to maintain assured efficiency and quality.

Based on review of evidence obtained and the information / explanations provided to us, no significant design failures or transaction level failures were observed. However, few improvement opportunities were observed during the review which have been highlighted to the management separately.

1

UNDERSTANDING THE PROCESS

Developing a preliminary understanding of process and related guidelines, documents, and role of stakeholders.

2

REVIEW AND EVALUATION

Identifying and reviewing focus areas and key points, using materiality and probability-based sampling techniques.

3

REPORTING

Reporting review points, recommendations and key results.

ABOUT US

We are one of the largest fully integrated Assurance, Tax and Advisory firms in India. With 5,600+ people and presence in 15 locations across 13 cities, we help dynamic clients unlock their potential for growth. We constantly pursue new ideas and embrace a culture of curiosity, agility and innovation. We deliver the greatest value by collaborating across services to create innovative, tailored solutions to resolve clients' complex challenges.

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