

## **Khaadi donates Rupees 30 Million for the Diamer Basha and Mohmand Dam Fund as part of its Independence Day pledge**

KARACHI: Khaadi, Pakistan's premier fashion brand announced that it will donate Rupees 30 million for the Diamer Basha and Mohmand Dam Fund. The announcement was made during a fund raising ceremony at the Governor House Karachi as part of Prime Minister, Imran Khan's scheduled visit.

The donation amount was revealed following the August 14<sup>th</sup> pledge of Khaadi's contributing its Independence Day proceeds to a national cause..

"We had said that have no right on the money earned on August 14<sup>th</sup> as it belongs to our homeland," said Shamoos Sultan, Founder and CEO of Khaadi, "Today we donated 30million rupees as a reflection of our commitment."

Building on last year's #MainBhiPakistanHoon tagline which celebrated all-inclusiveness across Pakistan, the brand focused this year's Independence Day Campaign on giving back to Pakistan, thus changing the hashtag to #HumBhiPakistanHain. Through a nationwide poll that crowdsourced suggestions, customers had the autonomy to choose from 5 sectors vital for national development, namely; water, health, education, sanitation, and environment. Results revealed water to be a sector of utmost importance, given the alarming situation the country is facing, pertaining to this scarce resource.

**About Khaadi:**

Khaadi is Pakistan's premier fast fashion and lifestyle brand. It operates 46 stores, in 17 cities across Pakistan and 17 stores across UK and the GCC. It offers a wide range of products from apparel for women, men and kids to home-textiles.

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