



To Whom It may Concern

We have recently been in close contact with Mr N Krishnan and his **Akshaya H.E.L.P Trust of Madurai**. Their selfless efforts in serving the mentally ill destitute in and around Madurai is an inspiring example of social service of a very rare kind indeed and forms an extremely motivating story of what dedication to one's ideals can achieve not withstanding the absence of any formal support system.

We were so moved by the story of Akshaya and the eight long years of missionary zeal displayed in serving these unfortunate and taking care of those who can't take care of themselves, that we requested Mr Krishnan to deliver a motivational talk at one of our recent conferences. The visible connect and spontaneous impact at that meet as Mr Krishnan's story and interaction with the group unfolded were indeed gratifying and at the same time humbling.

We consider ourselves fortunate to have interacted so closely with such a noble cause and mission as Akshaya's. We wish them all success for their endeavors, including especially in providing their proposed home for the homeless destitute.

For PepsiCo International,

A handwritten signature in black ink, appearing to read "Ashish Sen", is written over a light blue horizontal line.

Ashish Sen

Director – Supplier Development & Procurement. (South Asia Beverages)