

Diageo India and Nashik Municipal Corporation Sign MoU to Strengthen River Health and Waste Management Initiatives Ahead of Simhashta Kumbh 2027

Nashik, November 12, 2025: Diageo India (United Spirits Limited) has signed a Memorandum of Understanding (MoU) with the Nashik Municipal Corporation (NMC) to advance a series of river conservation and solid waste management initiatives aimed at preserving the health of the Godavari and Nandini rivers ahead of Simhashta Kumbh 2027. The signing took place at the NMC office and was attended by Smt. Manisha Khatri, IAS, Commissioner & Administrator, Nashik Municipal Corporation and Smt. Karishma Nair, IAS, Additional Commissioner, Nashik Municipal Corporation, Abhay Dabholkar, Senior General Manager-Manufacturing at Diageo India, and representatives from **CSRBOX**.

Under the MoU, Diageo India will support the installation of **boom barriers** at two critical points on the Godavari and Nandini rivers near Tapovan, an important first step in reducing solid waste inflow into the river system. These efforts will support NMC's preparation for the Kumbh, which attracts millions of pilgrims and places significant pressure on Nashik's civic and environmental infrastructure.

Devashish Dasgupta, Director, Corporate Relations at Diageo India, said: *"This partnership with the Nashik Municipal Corporation is deeply aligned with our Spirit of Progress ESG action plan, especially our commitment to Preserve Water for Life. Through The Godavari Initiative, which we are proud to have co-founded, we are working to improve water quality and strengthen ecosystem health across the river basin. The installation of boom barriers is an important on-ground intervention, and we look forward to supporting NMC as the city prepares for Simhashta Kumbh 2027."*

Smt. Manisha Khatri, IAS, Commissioner & Administrator, Nashik Municipal Corporation said "We are pleased to welcome Diageo India to the Floating Barriers Project, a flagship effort under The Godavari Initiative aimed at making the Godavari River pollution-free ahead of the upcoming Simhashta Kumbh. This collaboration marks a vital step toward a cleaner and healthier river ecosystem. We look forward to continued partnership with Diageo India and invite all to join hands in protecting and rejuvenating our rivers."

This partnership marks an important milestone in Diageo India's **Spirit of Progress ESG action plan**, which places strong emphasis on water stewardship, climate resilience, and community wellbeing through its focus on **Preserving Water for Life**. As part of this commitment, Diageo India has been investing in watershed protection, groundwater recharge, and sustainable water access across several Indian states.

A key part of these efforts is The Godavari Initiative (TGI), a pioneering multi-stakeholder collaborative platform launched to address critical challenges related to the health of the Godavari River basin. With Diageo India as the founding partner, the initiative is supported by leading corporates, Alliance for Water Stewardship, CSRBOX, and others. TGI aims to create a resilient and thriving riverine ecosystem that balances community well-being with ecological integrity and long-term water security. Spanning 55,350 sq. km of catchment area, the initiative will benefit 23 million people across 9 districts in Maharashtra.

About Diageo India

Diageo India is among India's leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is **listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL)**. Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells, and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda.

For more information about Diageo India, our people, our brands, and our performance, visit us at www.diageoindia.com. Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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