

## PRESS RELEASE

### ASHA - THE HOPE CAFÉ' OPENED IN DELHI CANTONMENT

**New Delhi, 27 May 2026:** 'Asha – The Hope Café', a first-of-its-kind social enterprise was launched in Delhi Cantonment today. The initiative is designed to support Youth with Special Needs from armed forces families through hospitality skilling and sustainable livelihood opportunities.

The café has been setup under the Corporate Social Responsibility (CSR) support by United Spirits Limited (Diageo India). It will be further operated under the guidance of Army Women's Welfare Association (AWWA). Conceived as a premium café with a strong community-led purpose, ASHA The Hope Café brings together hospitality, skilling and entrepreneurship to build a sustainable social enterprise.

The café has been designed as a professionally managed establishment featuring curated artisanal offerings and modern operational infrastructure. In addition to providing employment opportunities, the initiative will facilitate structured training in hospitality, café operations, bakery, finance and entrepreneurship. ASHA Café has been envisioned as a replicable model that can be expanded across cantonments over time.

**Commenting on the initiative, Devashish Dasgupta, Director- Corporate Relations at Diageo India (USL), said;** "Through our *Learning for Life* programme, we have worked to build skills and enable employment opportunities in the hospitality sector for youth, persons with disabilities and now members of the armed forces and their families. We're proud to partner with AWWA on this project."

#### About AWWA

**Army Women's Welfare Association (AWWA)** is one of the oldest leading NGOs and welfare association that works towards welfare and empowerment of the Veer Naris, Widows, families of Serving & Retired Soldiers and the Children with Special Needs (CwSN). It is aptly called the invisible hand that shapes the punch of the Indian Army. AWWA came into existence on 23 August 1966, when it was registered under the Registration of Societies Act 1860. The need for such an organisation was felt as a consequence of 1965 Indo-Pak War, when due to large scale mobilisation of troops to border areas, there was a requirement of a support system for the soldiers' families. Immediately, AWWA set about mobilising the Army wives to provide solace, support and hope to those in need.

#### About United Spirits Limited (Diageo India)

United Spirits Limited (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 USL.**

Headquartered in Bengaluru, USL 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, 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, USL has been working on collective action to improve

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livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda.

For more information about USL, our people, our brands, and our performance, visit us at [www.diageoindia.com](http://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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