

MEDIA RELEASE

Reliance launches multi-pronged efforts to enrich Rath Yatra experience for lakhs of devotees

- **Through Anna Seva, Reliance Foundation will serve nourishing, hot meals to lakhs of visitors**
- **100 police aid posts have been set up, providing shelter for police personnel**
- **Over 4,000 volunteers deployed to help in crowd facilitation**

Bhubaneswar, June 26, 2025: As Odisha gears up for the grand Rath Yatra, Reliance Industries Limited, in close collaboration with the Puri district administration, has launched a comprehensive series of efforts to ensure that visitors enjoy a safe, comfortable, and enriching journey.

The annual chariot festival in Puri draws lakhs of devotees who gather to witness the majestic procession of Lord Jagannath, Balabhadra, and Subhadra from the Jagannath Temple to the Gundicha Temple.

Honouring the spirit of seva, Reliance Foundation, with its characteristic *We Care* spirit, is proud to support this 13-day sacred journey with meaningful contributions.

“Seva is deeply rooted in Reliance’s ‘We Care’ philosophy, and the opportunity to serve devotees in Puri is truly a blessing. We believe that by serving pilgrims and personnel during the Rath Yatra, we are serving the divine. We are committed to enriching the experience of visitors through various initiatives, ranging from food to safety, making their journey smoother, safer and more comfortable,” said **Shri Anant M Ambani, Executive Director, Reliance Industries Limited.**

Key highlights of Reliance’s Seva initiative:

- **Anna Seva:** Reliance Foundation is serving hot, wholesome meals to lakhs of devotees and police personnel at six key locations along the yatra route, ensuring no one goes hungry.
- **Hygiene Focus:** Installing contactless sanitisers at food stalls, supplying garbage bags for cleanliness in collaboration with the municipality, and extending sanitation amenities to police camps.
- **Crowd Management:** Collaborating with municipal and police authorities to guide devotees with clear direction boards and markers, ensuring smooth navigation for visitors from afar.
- **Volunteer Support:** Over 4,000 trained volunteers, wearing identifiable uniforms, will manage crowds and oversee water points to keep devotees hydrated in the summer heat.

- **Comfort in Heat:** Distributing over 1.5 lakh eco-friendly hand fans to help pilgrims beat the heat.
- **Police Support:** Setting up 100 police aid posts with shelters for on-duty personnel, offering accessible help points for devotees.
- **Weather Preparedness:** Keeping the rainy season in mind, 3,500 raincoats have also been distributed among police staff. Volunteers, municipal staff, and police personnel will be provided with refreshment kits.

Earlier this year, during Maha Kumbh 2025, Reliance had engaged in service for several lakhs of visitors in Prayagraj with initiatives from meals to health to transport services. With a strong commitment to supporting communities during spiritual events, Reliance has been demonstrating a deep commitment to ensure a safe, healthy, experience for all. The activities during this year's Rath Yatra at Shri Kshetra are yet another opportunity to serve humanity and the divine.

About Reliance Foundation:

Reliance Foundation, the philanthropic arm of Reliance Industries Limited, aims to play a catalytic role in addressing India's development challenges through innovative and sustainable solutions. Led by Smt. Nita M Ambani, Founder and Chairperson, Reliance Foundation is relentlessly working for the overall well-being and enhanced quality of life for all, focusing on rural transformation, education, health, sports for development, disaster management, women empowerment, urban renewal and arts, culture and heritage, and has touched the lives of over 86 million people across India, in over 91,500 villages and urban locations. More on www.reliancefoundation.org.

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