



ACT NOW. GIFT A LIFE.

www.datri.org



**DATRI
CONNECT**

**CORPORATE
NEWSLETTER**

MANAGEMENT DESK

Dear Corporate leaders,

At DATRI, our mission is simple yet profound - to give hope, and a second chance at life, to patients fighting blood cancers and other fatal blood disorders. This mission would remain a distant dream without the support of committed partners like you.

As the operating head of DATRI, I am constantly reminded that true impact is never achieved in isolation. It is through meaningful collaborations with organizations like yours that we are able to reach more people, register more donors, and ultimately, save more lives. Each corporate awareness drive and each employee who steps forward to become a potential lifesaver brings us closer to a future where no patient dies waiting for a match.

This newsletter is our way of sharing not only our progress, but also our gratitude. You will find updates on our recent initiatives, stories of lives touched by your support, and new opportunities to deepen your involvement in our cause.

Together, let us continue to build a culture of compassion and responsibility - where saving a life becomes a collective goal. Thank you for walking this path with us.

Warm Regards,



Claudia Rutt
Chief Financial Officer

NUMBERS THAT MATTER

Collections



Number of donors who donated
their blood stem cells

Feb 2025 - May 2025

70

Funds Received

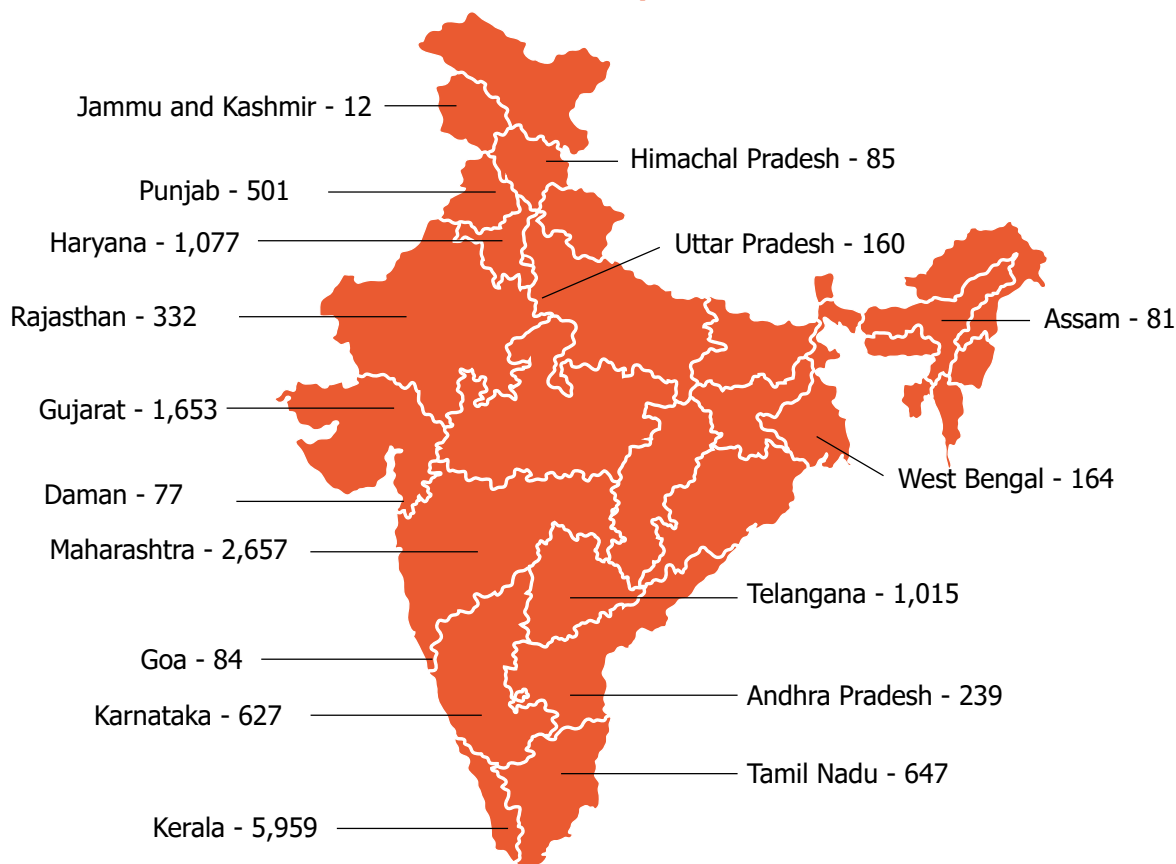


Feb 2025 - May 2025

34,85,659

Donor Registration Statewise:

Feb 2025 - May 2025



Walk-in/Online Drives - 114

WHY CORPORATE SUPPORT MATTERS TO DATRI

At DATRI, our mission is clear - to give patients battling blood cancer and other fatal blood disorders a fighting chance through blood stem cell donation. But behind every life saved, there's more than just a match. There's a strong network of partners like you who make the journey possible.

Corporate support is the backbone of this mission.

Whether through CSR funding, employee engagement, awareness sessions, or donor drives, your support helps us address some of the most pressing needs in our journey:



Enabling HLA Typing

HLA typing is a critical step in identifying potential matches for patients. Each test involves a significant cost, and your contributions directly fund this life-saving process - turning registrations into real opportunities for transplants.



Spreading Awareness

In a country as diverse as India, spreading the right message about blood stem cell donation is essential. With your backing, we're able to conduct targeted awareness campaigns, educate communities, bust myths, and inspire action.



Expanding the Donor Registry

Workplace donor recruitment drives and college outreach programs made possible by corporate support help us recruit more voluntary donors. A larger and more diverse donor registry increases the chances of finding matches, especially for patients from underrepresented ethnic groups.



Creating a Culture of Compassion

When companies like yours step up, it sends a powerful message - that giving back is not just a choice, but a responsibility. By involving employees in our cause, you help to build a more informed, empathetic, and socially responsible workforce.

Together, We Gift Lives

Corporate partnerships don't just fund projects - they change lives. Every life saved through DATRI and its donors are also a story of collaboration and compassion made possible by organizations like yours.

We deeply value and cherish our corporate partners who stand by us. With your continued support, we're confident that no patient will have to hear the words: "No match found."

Let's continue to build a future where hope is never out of reach.

THANK YOU, BIOSYSTEMS - FOR PARTNERING IN THE GIFT OF LIFE

BioSystems

DATRI is delighted to announce the successful completion of the CSR sponsorship for 167 donor registrations, generously supported by Biosystems. This partnership has been a cornerstone in our ongoing mission to recruit voluntary blood stem cell donors - lifelines for individuals battling blood cancer and other severe blood disorders.

Your contribution of INR 3 lakhs towards HLA typing costs for these committed donors in 2025 has made a direct and lasting impact, bringing us closer to saving more lives.

How Biosystems Made a Difference

- HLA Typing of 167 Donors - Your support enabled the critical genetic testing needed to match donors with patients in need, a vital first step in the stem cell transplant process.
- Awareness on Blood Stem Cell Donation - By funding and supporting our outreach efforts, Biosystems helped raise public awareness, breaking misconceptions and inspiring more people to step forward as potential lifesavers.

As India's largest blood stem cell donors registry, DATRI has facilitated over 1,608 donations since its inception in 2009, with a growing base of 6,09,625 registered donors. Yet, each new donor brings hope to a patient waiting for a second chance at life - and this is made possible by partners like you.

A Grateful Acknowledgment

DATRI is truly humbled by Biosystems' continued support over the past five years. Your unwavering commitment to our cause is not just a contribution - it's a catalyst for change, a beacon of hope, and a gift of life to those who need it the most.

Thank you for standing with us. Together, we are building a healthier, more compassionate future - one donor at a time.



PORTRONICS DIGITAL INDIA PVT. LTD.: DRIVING IMPACT THROUGH CAUSE-RELATED MARKETING

We are deeply grateful to Portronics Digital India Pvt. Ltd. for their unwavering commitment to DATRI's cause through a monthly Cause - Related Marketing (CRM) initiative. Since 2022, Portronics has pledged and contributed Rs. 2 per sale order from their website to DATRI, helping to fund vital donor recruitment and awareness efforts.

This consistent, month-on-month support plays a crucial role in sustaining donor registration drives, awareness campaigns, and HLA typing for potential stem cell donors. Over the past 2.5 years, Portronics' support has helped add over 500 committed donors to our registry - making way for patients find their potential match.

We sincerely thank Portronics for turning every sale into a step toward saving lives.



HONORING THE GENEROUS SUPPORT OF M/S LLOYD INSULATIONS INDIA LIMITED



DATRI extends its heartfelt appreciation to M/s Lloyd Insulations India Limited, Mumbai for their generous CSR contribution of ₹6,35,000 over the past two years. Your support has been instrumental in advancing our life-saving mission.

Thanks to your funding, we were able to:

- Conduct awareness programs that educated the public on the importance and urgency of blood stem cell donation throughout the country.
- Organize donor registration drives to inspire and onboard more voluntary stem cell donors across India.
- HLA typing for newly registered donors - a crucial step in identifying compatible matches for patients in need.

As a result, 353 committed donors were added to our registry - each one a beacon of hope for a patient awaiting a second chance at life. This is not just a number, but a powerful symbol of the lives you've touched and the futures you've helped protect.

Your partnership reinforces the vital role that corporates can play in driving social change. Thank you, Lloyd Insulations, for standing with DATRI and empowering us to gift life.



EMPOWERING LIVES THROUGH RENEWABLE SUPPORT A HEARTWARMING CONTRIBUTION FROM AVI RENEWABLE ENERGY PVT. LTD.

DATRI extends its sincere gratitude to AVI Renewable Energy Pvt. Ltd., Ahmedabad, Gujarat, for their generous CSR contribution of ₹5,00,000 towards our life-saving mission. Your support has played a vital role in strengthening our efforts to raise awareness about blood stem cell donation and expand our registry of committed donors in Gujarat.

What makes this partnership even more impactful is that AVI's support goes beyond funding - they have actively provided DATRI with potential leads and opportunities to conduct additional awareness sessions. This proactive collaboration has helped us extend our reach and educate more individuals about the urgent need for unrelated blood stem cell donors.

With AVI's contribution, we have been able to:

- Organize impactful awareness sessions across new audiences in Gujarat.
- Facilitate donor registration drives in Gujarat.
- Support HLA typing for newly registered donors, a crucial step in matching them with patients in need.

Thank you, AVI Renewable Energy Pvt. Ltd., for being more than just a funder - thank you for being a partner in the mission to gift lives.



RUNNING FOR A CAUSE: DATRI'S IMPACT AT TAMIL NADU MARATHONS

In the spirit of fitness, community, and compassion, DATRI proudly participated in a series of marathons across Chennai, turning every stride into an opportunity to create awareness. These events not only promoted health and awareness but also helped us expand our donor registry.

Here's a snapshot of our marathon outreach in early 2025:

Thamizhnadu Marathon – 16th March 2025

Organized by: Azurap (ASP Engineering)

Location: Near Olcott School, Besant Nagar, Chennai

Donors Registered: 58+



Under the theme "Race to a Greener Future," this event emphasized road safety and environmental consciousness. DATRI set up an awareness and registration booth, interacting with enthusiastic participants from the 5tK and 10K run categories. Many runners were inspired to register as potential stem cell donors, combining personal fitness goals with a powerful social cause.

Namma Chennai Kidz Marathon – 27th April 2025
Organized by: Kalam Event Management
Location: SDAT Nehru Park, Chennai
Donors Registered: 56+

With the energy and excitement of young runners leading the way, the Kidz Marathon was a perfect platform for DATRI to connect with families and parents. Our team engaged visitors through informative discussions on blood stem cell donation, encouraging adults to register and take the first step toward becoming lifesavers.

Velachery 5K & 10K Run – 18th May 2025
Organized by: Chennai Connects
Location: Velachery, Chennai
Donors Registered: 151+



A truly high-impact event, the Velachery run saw overwhelming participation. DATRI's strategically located registration booth captured attention and curiosity, resulting in over 151 new donor sign-ups - our highest from any single event in this quarter. The success demonstrated how community events and fitness initiatives can serve as powerful platforms for life-saving awareness.

Every Step Counts, Every Donor Matters

These events reflect how partnerships with local organizers and community-driven events help DATRI to reach wider audiences and inspire meaningful action. We are thankful to Azurap, Kalam Event Management, and Chennai Connects for the opportunity to be part of their inspiring initiatives.

Together, we're racing towards a future where no patient has to wait for a matching stem cell donor.

Event Management, and Chennai Connects for the opportunity to be part of their inspiring initiatives.

HOW CORPORATES CAN SUPPORT DATRI TO SAVE LIVES

Corporates have a unique opportunity to create lasting societal impact by supporting DATRI's mission to save lives through blood stem cell donations. By partnering with us, your organization can contribute meaningfully while enjoying financial benefits like tax savings under Section 80G.

Here's how you can make a difference:

1. Corporate Social Responsibility (CSR) Initiatives

Sponsor HLA Typing for Employees Support DATRI by organizing awareness sessions and sponsoring HLA typing for your employees. This initiative not only fulfills your CSR goals but also transforms your employees into potential lifesavers while showcasing your organization's commitment to social causes.

The process is simple:

- **Awareness Drive:** DATRI will conduct an informative session to educate employees about the importance of blood stem cell donation and the life-changing impact they can have.
- **Registration Camp:** Interested employees can register by providing a simple cheek swab for HLA typing.
- **Sponsorship:** Your company sponsors the HLA typing cost for participating employees, enabling them to join the registry seamlessly.

If organizing an internal drive is challenging, you can still contribute by sponsoring HLA typing drives outside your campus. Through your CSR funds, you can help DATRI conduct donor recruitment in schools, colleges, and public locations, expanding the registry and saving more lives.

DATRI provides detailed reports on how your sponsorship is used, the number of donors added, and the lives impacted through your support.

2. Employee Engagement and Support

Encourage your employees to become part of this life-saving mission through internal campaigns.

- **Awareness Sessions:** Educate employees about DATRI's mission, share success stories, and explain how their involvement can directly impact lives.
- **Highlight Dual Benefits:** Emphasize the impact of their contributions in saving lives while also providing tax exemptions under Section 80G.
- **Engagement Activities:** Organize campaigns like "Gift a Life Week" with department challenges, fundraising goals, or employee recognition to boost participation.

- **Transparency and Updates:** Keep employees engaged by sharing updates on how their contributions are utilized, including the number of HLA typings sponsored and lives impacted.

3. Tax Savings and Social Impact

Your financial contributions to DATRI qualify for tax exemptions under Section 80G of the Income Tax Act. By aligning your CSR goals with our mission, your organization achieves a dual impact: saving lives and optimizing tax benefits.

Make a Lifesaving Commitment Today

Supporting DATRI means empowering your organization and employees to make a meaningful difference. Together, we can give more patients a second chance at life while demonstrating your company's commitment to societal well-being.

Let's collaborate to create a world where no patient dies waiting for a blood stem cell donor. Reach out to us to learn more about how you can help!

Join us in the lifesaving mission: www.datri.org/organize-a-donor-campaign