



Media Release

Andhra Pradesh Chief Minister Shri N Chandrababu Naidu commends Reliance Foundation for efforts during Cyclone Montha

- Reliance Foundation reached 1.65 lakh farmers and marine fisherfolk with advisories to protect lives, crops, and fishing assets
- Multi-channel information dissemination by leveraging digital technologies
- Operated a 24/7 toll-free helpline to provide real-time information

Vijayawada, November 1, 2025: Andhra Pradesh Chief Minister Shri N Chandrababu Naidu recognised Reliance Foundation today for its contribution to protecting vulnerable communities and reducing economic losses during Cyclone Montha.

Reliance Foundation alerts vulnerable communities to cyclones, floods, and other hazards to safeguard lives and livelihoods. As Montha approached Andhra Pradesh's coast, working with the state's Fisheries and Agriculture departments, AP State Disaster Management Authority, INCOIS, and IMD, Reliance Foundation disseminated alert messages and precautionary advisories in a timely manner starting October 25, three days ahead of the storm's landfall.

Felicitating all entities who contributed to minimising the impact of the cyclone, the Chief Minister detailed the state's five-point action plan, terming it a successful demonstration of team work and effective use of advanced technologies. Reliance Foundation's representative N Chitti Babu received the 'Cyclone Montha Fighter' commendation along with representatives of other organisations at a state event organised on Saturday.

As part of its efforts during the cyclone, Reliance Foundation reached 1.65 lakh farmers and marine fisherfolk, including many already at sea, with specific information about the cyclone's approach, wind and sea conditions. This was accompanied by targeted mobile-based advisories to fisherfolk in the cyclone's path to help them return to the shore and secure their boats, nets, and other assets. To mitigate crop damage, advisories were sent to farmers before and after the storm with crop protection measures.

Precautionary information, including recommendations to evacuate to safer locations, was also disseminated among the wider coastal community through multiple means including on-ground interactions, voice messages and WhatsApp. A toll-free helpline that was operated 24/7 to provide real-time information responded to over 600 calls during October 26 – 28.

Committed to the wellbeing of rural communities across India, Reliance Foundation has been disseminating critical information during emergencies to prevent loss of lives and livelihoods for more than a decade, working closely with multiple stakeholders, including the communities, and leveraging digital technology for the common good.

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 88 million people across India, in over 91,500 villages and urban locations. More on www.reliancefoundation.org.

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