

Otsuka Pakistan took proactive steps to address the challenges posed by the scorching heatwave in the country by initiating the "Beat The Heat", to demonstrate a strong sense of social responsibility and commitment for serving the community.



We distributed water bottles and ORTie sachets among traffic police constables and donated large umbrellas to the traffic police and hospitals to help alleviate the immediate effects of the heatwave and it also shows care for those who are tirelessly working outdoors in such conditions. We also spread awareness about heatstroke and its preventive measures to further enhance the impact of the campaign through social media.

Moreover, cold mineral water bottles and ORTie sachets were distributed to passerby and running traffic, as well as to policemen, healthcare professionals, patients and attendants all over Pakistan at almost 20 different sites that reflects a positive example of corporate social responsibility and community engagement.

Key message by Otsuka: Restore your hydration and beat the heat with ORTie.