

PRESS RELEASE

LiveLoveLaugh's 2023 Lecture Highlights Well-being Priorities for the Country's Corporate & Start-up Sectors

Kiran Mazumdar-Shaw: "Allocating resources to mental health lies at the very core of building a stronger and more confident nation"

Ananth Narayanan: "In addition to financial Key Performance Indicators (KPIs), we need to have KPIs on mental health"

Bengaluru, India, October 10, 2023: The 2023 edition of the Live Love Laugh Lecture featuring Kiran Mazumdar-Shaw, Executive Chairperson – Biocon, Ananth Narayan, Founder – Mensa Brands and Deepika Padukone, Founder – LiveLoveLaugh was released today to mark this year's World Mental Health Day.

Click [here](#) to watch the 2023 Live Love Laugh Lecture on the LiveLoveLaugh YouTube channel.

The Lecture and follow-on discussions spotlighted the well-being priorities for India's corporate and startup sectors and illustrated why business priorities must be reframed from a mental health lens. The discussions also highlighted the need for self-care for business leaders and their role in prioritizing workplace mental health.

The Live Love Laugh Foundation (LiveLoveLaugh) is a charitable trust founded by Deepika Padukone in 2015. The organization aims to give hope to every person experiencing stress, anxiety, and depression.

A recent McKinsey Health Institute survey found that 38% of employees in Indian workplaces reported experiencing burnout symptoms – the highest among 15 countries surveyed.

"Mental health is our shared and collective responsibility. Allocating resources to mental health illustrates a commitment to inclusive growth and lies at the very core of building a stronger and more confident nation," Kiran Mazumdar-Shaw pointed out while stating that earlier efforts to understand and treat mental illness from the lens of medical science have been both inadequate and underfunded.

"Investments in mental health are investments in India's future. Philanthropy can catalyze change in India's mental health sector," she said.

Ananth Narayanan, Founder, Mensa Brands said, "There are many metrics that we all optimize for, as startups and companies – valuations, growth, bottom line, innovation. But we rarely look at mental health. In addition to financial KPIs, we need key performance indicators on mental health. We need to shift our perspective as corporate leaders and decision-makers. The well-being of our employees (must) become as crucial a metric as the business's bottom line."

The Live Love Laugh Lecture Series features the world's foremost thinkers and achievers presenting ideas shaping the global mental health narrative. The inaugural lecture in 2019 was delivered by Pulitzer Prize-winning author and Padma Shri awardee Dr Siddhartha

Mukherjee. In 2021, Abhinav Bindra, the Olympic and World Championship Gold Medallist shooter, was the featured Lecture Series speaker.

About LiveLoveLaugh: The Live Love Laugh Foundation (LiveLoveLaugh) is a charitable trust founded by Deepika Padukone in 2015. The organization aims to give hope to every person experiencing stress, anxiety, and depression. LLL's interventions are focused on awareness-building and improving accessibility and affordability of mental health services. For more information about LiveLoveLaugh, visit <https://www.thelivelovelaughfoundation.org/>.

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