



## PETA India *to the Rescue!*

In 2025, PETA India's Cruelty Response Team handled more than 6,000 crime cases nationwide, working with police and forest officials to ensure that over 200 complaints were filed against animal abusers.

Our emergency helpline, which receives more than 1,400 calls every day about dogs who have been hit by cars, cats who have fallen into drains, and other harmful incidents, handled nearly 3,000 remote rescue cases, while this year alone our Rapid Rescue Team tended to an astonishing 10,000 on-the-ground emergency cases in Mumbai and Delhi, including those in which our responders waded through floodwaters and used boats and tractors to save more than 30 stranded dogs and buffaloes, along with a cow, in Delhi NCR.

In Karnataka, we partnered with the Udupi Police and other officials to raid a hoarder's cruel and filthy facility on five different occasions, rescuing over 300 dogs, cats, sugar gliders, hedgehogs, and other animals and relocating them to safety.

We helped save seven camels from sacrifice ahead of Eid and rescued hundreds of birds from lives of imprisonment from various markets – leading to arrests.

In addition, over 2,000 police and animal husbandry personnel attended our 25 workshops on animal protection laws – each one empowering authorities to better prevent and prosecute cases of cruelty to animals. And our first-ever public seminars educated nearly 500 animal advocates in Mumbai and Delhi on how they can take action to stop cruelty.

## *Animal-Friendly* Businesses

These members of the PETA India Business Friends programme are generous supporters of our animal rights work. To learn more about the programme, please visit [PETAIndia.com](http://PETAIndia.com).

PETA India would like to thank the following compassionate companies:

Aliens Tattoo  
Arata  
Axia  
Daughter Earth  
Disguise Cosmetics  
foodluck  
GoodDot  
Grab E Nord

Herbal Strategi  
Letzvez  
Lusso Lifestyle  
LuxaDerme  
Moon Rabbit  
Soulflower  
Vegan First  
The Vegan School  
Zouk

## *Special Thanks*

We also wish to thank all our wonderful members, who helped make this year's achievements possible. Special thanks go to our Vanguard Society members, whose commitment to our critical work is vital to our ability to help animals.

## The Year in Numbers

<b>REVENUE</b>	
Contributions	₹ 23,86,66,200
Other Income	₹ 7,39,060
<b>Total Revenue</b>	<b>₹ 23,94,05,260</b>

<b>OPERATING EXPENSES</b>	
Direct Expenditure	₹ 18,38,36,830
Staff Costs	₹ 2,04,22,480
Depreciation and Amortisation	₹ 30,57,960
Other Expenses	₹ 2,31,64,110
<b>Total Operating Expenses</b>	<b>₹ 23,04,81,380</b>

<b>CHANGE IN UNRESTRICTED NET ASSETS*</b>	₹ 89,23,880
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Net Assets Beginning of Year	
Unrestricted	₹ 2,09,41,730
Corpus Fund	₹ 25,50,000
<b>Total</b>	<b>₹ 2,34,91,730</b>

Net Assets End of Year	
Unrestricted	₹ 2,98,65,610
Corpus Fund	₹ 25,50,000
<b>Total</b>	<b>₹ 3,24,15,610</b>

<b>OPERATING EXPENSE ALLOCATION</b>	
Direct Programme Support	93.26%
Membership Development	4.87%
Management and General Support	1.87%

\*Net assets include fixed assets of ₹1,24,08,360. It also includes ₹25,50,000 that PETA India is holding in a corpus fund.

The financial statement shown here is for the fiscal year ending 31 March 2025 and is based on our independently audited financial statements. Operating expense allocation percentages are calculated by management and reviewed by an independent third party.

## PETA INDIA

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# They Do Not Belong to Us

**Working to Protect Animalkind**



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# Dear Friends,

It's the Year of the Snake according to the Chinese zodiac, but at PETA India, 2025 has been the year of the snake, the elephant, and many other animals! It also marked a quarter century of victories and groundbreaking progress for animal liberation by PETA India, and the year brought even more wins. Not that we don't still have far to go – and we need you to be with us all the way.

Among the victories was our hard-fought win in the Bombay High Court and in the Supreme Court, which secured the rescue of a 36-year-old elephant named Madhuri, also known as Mahadevi, from decades of being in chains, badly beaten, and isolated at a temple in Maharashtra. She's now at a sanctuary, where veterinarians manage her pain caused by decades of standing on concrete and going without medical care for her serious foot problems. After being alone for years, she has finally found a friend, another rescued elephant. PETA India continues to fight to keep her there, despite politically motivated efforts to interfere with her peace.

In January, we also successfully encouraged ISKCON Mayapur in West Bengal to release two other elephants, Bishnupriya and LakshmiPriya, so that they could enjoy a new life at a peaceful sanctuary after Bishnupriya killed a mahout due to frustration from captivity. And in November, Padma Shri awardee, actor, and MP Smt Hema Malini joined PETA India to donate a life-size mechanical elephant to ISKCON Kharghar in Navi Mumbai, the second-largest ISKCON temple in Asia. It became the first ISKCON temple and the first religious institution in Maharashtra to welcome a mechanical elephant.

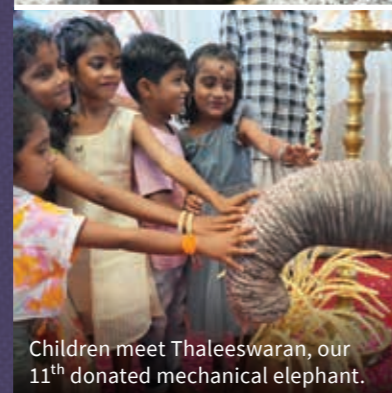
With support from others – including actors Suniel Shetty, Raveena Tandon, Jackie Shroff, and Rasha Thadani; cricketer KL Rahul; and musician Anoushka Shankar – we've given huge, astoundingly lifelike mechanical elephants to 15 temples, including the Yedeyur Sri Siddalingeshwara Swamy Temple, the first government temple in the nation to use this technology. The awe-inspiring animatronics perform rituals flawlessly, allowing real elephants to live in forests with their families, as God intended.

We continue to prove that every form of cruelty can be replaced with a kind solution when we have help from our generous supporters. I thank you for that and for being by our side as we forge ahead over the next 25 years and beyond. Onward into the fray!



Sincerely,

Poorva Joshipura  
Director



## Groundbreaking Progress for Animals

PETA India secured the nation's **first-ever criminal case registered against an animal experimentation laboratory**. Authorities registered a first information report against **Palamur Biosciences** after we released the **first-ever exposé of an Indian contract testing laboratory**. Whistleblowers had shared documentation of dogs in pools of blood, monkeys caged after being caught from forests, and pigs poisoned so cruelly they bled. The Committee for the Control and Supervision of Experiments on Animals launched an emergency inspection, and inspectors recommended the rescue of 1,200+ animals from inside this hellhole. Meanwhile, the **High Court of Delhi temporarily barred Palamur from acquiring animals** while PETA India pushes for the implementation of the inspectors' recommendations. Actor-director **Adivi Sesh** and **PETA India Honorary Director John Abraham sent urgent appeals in support of this effort. Stay tuned!**

After reviewing our scientific critique, the **Pharmacy Council of India directed its regulated institutions to act on our request that they ban the forced swim test**, in which small animals are trapped in inescapable containers of water in debunked experiments that reveal nothing about human depression.

Thanks to efforts made together with veteran politician **Smt Maneka Gandhi**, **India banned the export of reptile skins and various items of animal fur**. And after hearing from international design guru **Stella McCartney** and PETA India about how birds are abused and killed for feathers, **more than 50 top Indian designers signed our Feather-Free Pledge**.

Vegan singer and actor **Zahrah S Khan** teamed up with us to **donate vegan biryani to 1,000 people in need for Eid** in Hyderabad, celebrating the true spirit of duty and sacrifice instead of the slaughter of sensitive goats.

Twenty-two filmmakers and content production companies signed PETA India's pledge to use robots, computer-generated imagery, or other non-animal means rather than elephants, who are trained through beatings. This included production houses associated with **John Abraham, Nikkhil Advani, R Balki, and Gauri Shinde**.

Working with police, PETA India **raided North East Sun Circus and seized three doves and a goat who were being illegally forced to perform**. They have all been rehabilitated.

Our work led authorities to **bust and cancel more than 200 illegal races**, preventing horses, bullocks, rams, greyhounds, donkeys, and pigeons from being injured or killed. We also **stopped dangerous Kambala events** in Bengaluru, Pilikula, and Shivamogga.

We aided officials in **halting more than 100 unlawful animal fights** – saving bulls, rams, dogs, and roosters from these bloody spectacles – and we **secured a ban on buffalo and bulbul bird fights** from the **Gauhati High Court**.

PETA India's swift intervention **kept thousands of chicks from being hurled onto rooftops** in an abusive ritual at a temple in Belagavi.

**More than 60 leading primatologists and wildlife experts signed our letter** urging the Ministry of Environment, Forest and Climate Change to **restore legal protection for rhesus macaques** and end their exploitation in the entertainment and "exotic" pet trades. Ministry officials are reported to be seriously considering the request.

**Working with the guardians of two dogs who endured severe beatings at a "pet" boarding and training business** that left one of the dogs partially blind, we **helped get the place shut down**. All the dogs were returned to their homes.

We continued to work with authorities to **confiscate gravely ill working animals and had 30 injured, emaciated horses reportedly used to pull carriages confiscated**. PETA India worked through the courts to obtain interim custody of them.

With police support, we **seized hundreds of prohibited spiked bits designed to control horses through pain** and used them in educational displays to discourage unlawful activity and cruel horse rides. **Jharkhand banned the use, sale, and manufacture of "thorn" bits**.

Acting on our tip-off, Nagpur officials  **nabbed hundreds of kilograms of banned manja** – razor-sharp kite string – protecting countless birds and other animals from being cut or killed.

And we persuaded **Wellness Forever, India's third-largest pharmacy chain, to stop selling cruel, sticky glue traps**.



## Educating, Liberating, Persuading

**John Abraham** pressed Nepali authorities to **scrap the Chitwan Elephant Festival's abusive exhibits** in which elephants are beaten and forced to race, give rides, and "play" polo and football, and multiple sponsors withdrew their support. Actor **Jacqueline Fernandez** became an angel for animals, and we named **Adah Sharma our Person of the Year** for her efforts to liberate birds from cages, elephants from chains, and all animals from the meat, clothing, and carriage trades.

Bold visuals magnified our campaigners' messages, ensuring massive media coverage and opening eyes and hearts. A life-size carriage with "horse" passengers being pulled by a human discouraged people from using real horse carriages. PETA India Director **Poorva Joshipura**, hanging from a hook

and smeared with "blood," demonstrated that **no one wants to be carved**. She was also restrained in a chair while "experimenters" mimicked the horrors that animals at Palamur Biosciences endure.

Our billboards urged Delhiites to **respect desi dogs, who are not "strays" but our neighbours**, and warned would-be buyers and sellers that it's illegal to cage native wild birds and cruel to cage any at all. Our **provocative anti-dairy billboard sparked conversations** about the separation of calves from their beloved mothers and other abominations cows face in the dairy industry. We ran an ad in multiple cities featuring **Mahatma Gandhi leading an animal parade**, resembling the Dandi Salt March, with the message, "Support Nonviolence for All – **Strengthen Animal Protection Laws**." And our full-page *Times of India* advertisement reminded residents of Mumbai and Delhi that **Vasudhaiva Kutumbakam** ("the world is one family") and of the importance of *jivdaya*.

PETA India and partner organisations presented our **Compassionate Citizen programme** in **4,591 humane education workshops** to **861,640 students**. PETA Youth reached thousands more students with virtual reality experiences, interactive lectures, and other outreach at **32 events**. And our **animatronic elephant Ellie**, voiced by actor **Dia Mirza**, taught more than **50,000 children** in schools across India that elephants suffer when forced to give rides.

