



## PETA India *to the Rescue!*

PETA India assisted authorities with more than 3150 cruelty cases and responded to an astounding 3,06,000 calls requesting urgent assistance for animals in need. Rescuers pulled animals from wells, freed them from glue traps, and carefully untangled them from dangerous sharp kite strings. We provided medical care to animals forced to work and treated community dogs and cats for injuries and illnesses – along with vaccinating and sterilising them.

Here are just a few of this year’s change-driving efforts:

We aided wildlife officials in **confiscating a rhesus macaque from a home in Bihar** and a **gray langur tied to a tree in Uttar Pradesh**. While **rescuing a monkey who was kept chained in Pune**, we discovered illegally held parakeets and a common hill myna. All of the animals were **rehabilitated and released**.

PETA India frequently aids authorities in busting illegal bird traders. Recent tip-offs resulted in a **raid in Jamshedpur that recovered 30 birds**, one in **Kanpur that saw 700 birds saved**, and an **extensive effort in Delhi that spared 1000 birds** a bleak life in captivity. The surviving animals are being **treated and released or taken to a sanctuary** for permanent care.

Working with Mumbai police, we **took custody of eight dogs who were kept in horrific conditions** at a dump yard and used as “guard dogs”.

After learning that a person bit off a hen’s head during a dance performance in Andhra Pradesh, we **assisted in getting an FIR registered against the performer and organisers**.

## *Animal-Friendly* Businesses

PETA India would like to thank the following compassionate companies:

- |                    |                 |                 |                  |
|--------------------|-----------------|-----------------|------------------|
| Arata              | foodluck        | Letzvez         | Soulflower       |
| Axia               | GoodDot         | Lusso Lifestyle | Vegan First      |
| Daughter Earth     | Grab E Nord     | LuxaDerme       | The Vegan School |
| Disguise Cosmetics | Herbal Strategi | Moon Rabbit     | Zouk             |

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).

## *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	₹ 18,62,20,510
Other Income	₹ 6,18,380

**Total Revenue** ₹ 18,68,38,890

<b>OPERATING EXPENSES</b>	
Direct Expenditure	₹ 15,29,94,210
Staff Costs	₹ 1,79,60,150
Depreciation and Amortisation	₹ 22,79,800
Other Expenses	₹ 1,98,98,730

**Total Operating Expenses** ₹ 19,31,32,890

**CHANGE IN UNRESTRICTED NET ASSETS\*** ₹ (62,94,000)

Net Assets Beginning of Year	
Unrestricted	₹ 2,72,35,730
Corpus Fund	₹ 25,50,000

**Total** ₹ 2,97,85,730

Net Assets End of Year	
Unrestricted	₹ 2,09,41,730
Corpus Fund	₹ 25,50,000

**Total** ₹ 2,34,91,730

<b>OPERATING EXPENSE ALLOCATION</b>	
Direct Programme Support	93.44%
Membership Development	4.75%
Management and General Support	1.81%

\*Net assets include fixed assets of ₹1,01,64,710. 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 2024 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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Cover photo: Kausubh Pol

# They Do Not Belong to Us



## Working to Protect Animalkind

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# Dear Friends,

As we look ahead to PETA India's 25<sup>th</sup> year in 2025, I'm delighted to share the many thrilling victories, touching rescues, and vital changes that kept us energised and determined in 2024. We saw advancements towards ending experiments on animals, progress for pigs used for food and for horses made to pull carts, and bans on cruel devices such as glue traps, sharp kite strings, and spiked bits.

While everyone was fleeing from the devastating landslides in Wayanad, Kerala, PETA India's rescue team was rushing to the area, as we are a lifeline for animal victims of natural disasters. Together with a partner group, we trekked through mud and debris to reach animals who were trapped under rubble, injured, and/or traumatised. We provided veterinary care, food, safe relocation, and comfort to those we found who desperately needed it.

As our emergency response teams continued to operate 24/7, answering hundreds of calls a day and providing life-saving assistance to animals of all species, our cruelty investigations department fielded thousands of tip-offs and worked with authorities to secure arrests, convictions, and the seizure of animals from their abusers. In just one example, we were instrumental in shutting down an illegal dog hostel in Jodhpur, where dogs were trained with violence.

Our social media correspondents kept PETA India's 1.6 million followers on our English and Hindi Facebook pages and 400,000-strong Instagram and X audiences engaged and ready to take vigorous action. Our viral content educated millions – in just one example, a single video on the routine dairy industry practice of separating calves from their mothers so humans can steal the milk meant for those babies reached over 3 million on Instagram alone.

Our work and many wins are only possible because of our committed members and supporters. Thank you for the successes you see here and so many more.



Sincerely,

Poorva Joshipura  
Director



## Groundbreaking Progress for Animals

It's been a year of wins for modern and kinder science. Thanks to vigorous efforts by PETA Science Consortium International e.V. (the Science Consortium), of which PETA India is a member, the **government ended its requirement for a test on animals for veterinary vaccines**. This test, which was carried out on animals of every species intended to receive the vaccine, has been signed to history in a growing number of countries worldwide as government agencies have admitted that the modern techniques used to make these vaccines are much safer than forcing animals to suffer in old-fashioned experiments.

The Science Consortium coauthored a paper **detailed why inhalation toxicity tests on rats, who are commonly used in these tests, are less reliable than animal-free methods** – and the group also helped fund a project to **develop a treatment for black widow spider bites that will spare horses the ordeal of being injected with venom and their blood being drained**.

Together with the Bureau for Health and Education Status Upliftment, we **donated Ex Pharm software to the Indala Institute of Pharmacy**, which will use it to **replace all its experiments on animals**.

Acting on a tip from PETA India and the Animal Rescue Organisation, Vijayawada police **raided and booked five donkey-meat sellers**. We worked with officials in Andhra Pradesh to **stop the slaughter of camels for meat** and to register first information reports (FIR).

After our appeal, **Tripura became the 27<sup>th</sup> state or union territory to prohibit the use of gestation and farrowing crates for pigs**.

**Virgio, Allen Solly, and Vegan Virya** – which makes leather from sugarcane – became the latest companies to proudly display our **"PETA-Approved Vegan"** logo to advertise their animal-friendly products.

Paytm Insider stopped selling tickets to circuses that use animals and scrubbed their ads from its website after conversations with PETA India. We celebrated the **successful rescue of abused elephant Malti from Amer Fort**, ending our multifaceted campaign that was supported by caring celebrity couple Virat Kohli and Anushka Sharma, as well as 120 veterinary experts. **Malti is recovering at a sanctuary alongside elephant Pratima and her calf, who were saved from illegal captivity in Tripura**.

PETA India worked with **Adah Sharma, Aindrita Ray, Diganth Manchale, and Samyukta Hornad to donate lifesize mechanical elephants to three temples** in recognition of their decision never to use live elephants. **Hornad helped us gift a mechanical elephant to the first Muzrai temple to use this technology**.

As we continue to **rescue sick and injured horses from the carriage industry in Kolkata**, the Calcutta High Court listened to our appeals and ordered the government to **draft a plan to replace Victorias with electric carriages**, as Mumbai has done, to consider its feasibility.

PETA India's complaints led **authorities to shut down illegal animal spectacles**, including a **horse-cart race in Mumbai, bullock cart and horse races in Ludhiana, and buffalo fights in Morigaon and Nagaon**. The Gauhati High Court ordered the Assam government to **curtail the unauthorised buffalo fights** plaguing the state.

**Goa banned all harmful manja, Karnataka amended its policy to allow plain cotton thread for kite-flying**, and the Animal Welfare Board of India advised all states and union territories to **allow only plain cotton string for kite-flying**.

We convinced more retailers to **drop glue traps**, including **Delhi's Rajmandir Hypermarket, Amazon India, Meesho, Snapdeal, Flipkart, and JioMart**. **Bihar prohibited the manufacture and sale of these cruel and illegal devices**, joining 31 states and union territories in issuing directives against them.

Based on PETA India's evidence, **Nagaland aligned with many other states and union territories and cracked down on the illegal manufacture, trade, and use of painful spiked bits to control horses**. We joined Jaipur police and the Aashray Foundation to **display hundreds of these weapons and urge everyone to celebrate special occasions without using horses**.

In a joint letter with 20 other animal protection organisations, we strongly supported the central government's proposal to **prohibit pit bulls and similar breeds to stop illegal dogfighting**.



## Educating, *Liberating*, Persuading

Our dedicated celebrity supporters bolstered our efforts: **Adah Sharma was "skinned" in our eye-catching ad about leather, Rupali Ganguly called on the chief minister of West Bengal to replace horse-drawn Victorias with e-carriages, Diana Penty starred in a sweet dog adoption spot, and Amy Aela helped make significant improvements at a petting zoo, including getting a suffering horse and rabbits transferred to a rehabilitation centre**.



PETA India held **150 Compassionate Citizen humane education workshops**, reaching 8000 students, and partner organisations and volunteers used our materials to present another **700 lessons to 35,000 children**. Nearly 55,000 rural school kids watched **A Bull's Life**. **Animatronic elephant Ellie, voiced by Dia Mirza, visited over 1 lakh young learners with her message of kindness**. And schoolchildren wore fun animal masks as they helped PETA India distribute water bowls for community animals in Bhopal, Lucknow, Mumbai, and Surat.

PETA Youth gave talks to **over 4000 teens and young adults** and reached thousands more students and festival-goers with engaging experiences such as our new alien abduction-themed virtual reality encounter, which puts participants in the place of animals used for experiments.

A dog meat scare in Bengaluru prompted PETA India's **billboard asking upset residents not to eat any animal, and record temperatures called for our "Meat = Heat" reminders in Amritsar, Chandigarh, Delhi, Jaipur, Lucknow, and Nagpur**. Our new ad urged residents of Bengaluru, Chennai, Delhi, Hyderabad, Kolkata, and Mumbai to **stop buying breathing-impaired dogs**, and those cities also saw our sky-high appeals from a calf proclaiming, **"The Dairy Industry Steals Calves From Their Mothers."**

Our **"Ice Queen"** helped Ahmedabad and Varanasi **beat the heat with free delicious vegan ice cream from Keventers**, and giant inflatable dinosaurs used International Dinosaur Day to remind the people of Hyderabad that **animal agriculture is killing the planet with the message "Go Vegan or Go Extinct!"**

PETA India's **"wounded monkey"** travelled to the capital to implore Prime Minister Narendra Modi to restore legal protections for rhesus macaques to help prevent the primates from being killed or captured for experiments, meat, performances, or the "exotic" pet industry after protections were weakened.