

Mars and Madras Animal Rescue Society Promote Responsible Pet Adoption in Chennai



Cehnnai, 16 Oct 2026: Mars has part nered with Chennai-based Madras Animal Rescue Society to promote responsible pet adoption as part of the 2026 Mars Global Adoption Weekend. A survey of 2,000 Indian adults revealed that 69% of Indians aged 25–34 have adopted a pet, making them the strongest adoption group. Mars has also launched an online Adoption Hub to provide expert guidance and support to prospective pet parents.

The survey found that concerns about pets' medical history (34%), behaviour (23%) and compatibility with households (27%) can discourage adoption. It also revealed that 89% of adopters in India change their pets' food after adoption, highlighting the importance of expert guidance on nutrition and responsible pet care.

Manish Syag, Managing Director, Mars Pet Nutrition, India, said that every pet deserves a safe, healthy and loving home. He emphasised that Mars is committed to promoting animal welfare, responsible pet ownership and community education while helping prospective adopters access the information and support needed to make adoption a lifelong commitment.

Tasmia, Founder of Ubasti Cat Café, added that responsible adoption helps rescued animals find loving homes and encourages families to understand the lifelong commitment involved in pet parenting.