



ADITYA BIRLA RETAIL LIMITED
CORPORATE SOCIAL RESPONSIBILITY

Approved by the Board of Directors in its meeting held on 5 May 2014

Corporate Social Responsibility Policy

Introduction:

In accordance with the notification issued by the Ministry of Corporate Affairs's dated 27th February 2014 under Section 135 of the Companies Act 2013, the Company's Corporate Social Responsibility (CSR) is enunciated. Our Corporate Social Responsibility policy shall conform to the National voluntary Guidelines on Social, Environment and Economic Responsibilities of Business released by the Ministry of Corporate Affairs, Government of India in collaboration with FICCI- Aditya Birla CSR Centre for Excellence (July 2011).

Our CSR Policy:

For every Company in the Aditya Birla Group, reaching out to underserved communities is part of our DNA. As part of Aditya Birla Group we believe in the trusteeship concept. This entails transcending business interests and grappling with the "quality of life" challenges that underserved communities face, and working towards making a meaningful difference to them.

Our vision is - "to actively contribute to the social and economic development of the communities in which we operate. In so doing build a better, sustainable way of life for the weaker and marginalized sections of society and raise the country's human development index" (Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development).

Implementation process: Identification of projects

All projects shall be identified in consultation with the community in a participatory manner, literally sitting with them and gauging their basic needs. We shall recourse to the participatory rural appraisal mapping process. Subsequently, based on a consensus and in discussion with the village panchayats, and other stakeholders, projects shall be prioritized.

Arising from areas like Education, Health care, Sustainable livelihood, Infrastructure development, and espousing social causes will form our focus point. All of our community projects/programmes shall be carried out under the aegis of The Aditya Birla Centre for Community Initiatives and Rural Development.

The activities shall be in line with Schedule VII of the Companies Act, 2013 as indicated –

In **Education**, our endeavour will be to spark the desire for learning and knowledge at every stage through • Formal schools • Balwadis • Quality elementary education • Aditya Bal Vidya Mandirs • Girl child education • Non formal education.

In **Health care** our goal will be to render quality health care facilities to people living in the villages and elsewhere through our Hospitals. • Primary health care centres • Mother and Child care projects • Immunization programmes with a thrust on polio eradication • Programmes to address malnutrition. • Anganwadi • Adolescent health • Health care for visually impaired, and differently abled • Preventive health care through awareness programmes • Non communicable diseases.

In **Sustainable Livelihood** our programmes shall aim at providing livelihood in a locally appropriate and environmentally sustainable manner through • Formation of Self Help Groups for women empowerment • Skill Enhancement and Vocational training • Partnership with Industrial Training Institutes • Agriculture development and better farmer focus • Animal Husbandry • Soil and Water conservation • Watershed development. • Agro Forestry

In **Infrastructure Development** we shall endeavour to set up essential services that form the foundation of sustainable development through • Basic infrastructure facilities • Housing facilities • Safe drinking water • Sanitation & hygiene • Renewable sources of energy. To bring about **Social Change**, we shall advocate and support • Dowry less marriage • Widow Remarriage • Awareness programmes on anti social issues • De-addiction campaigns and programmes • Espousing basic moral values. • Gender equality •

Activities, setting measurable targets with timeframes and performance management.

Prior to the commencement of projects, we shall carry out a baseline study of the villages. The study will encompass various parameters such as – health indicators, literacy levels, sustainable livelihood processes, and population data - below the poverty line and above the poverty line, state of infrastructure, among others. These plans shall be presented at the Annual Planning and Budgeting meet. All projects/programmes will be assessed under the agreed strategy, and will be monitored every quarter, measured against targets and budgets.

Wherever necessary, midcourse corrections will be affected. The surplus arising out of the projects/programmes shall form part of the business profit of the company.

Organizational mechanism responsibilities

The Aditya Birla Centre for Community Initiatives and Rural Development provides the vision under the leadership of its Chairperson, Mrs. Rajashree Birla. The CSR committee of Directors at the Board level of Aditya Birla Retail Limited shall comprise of:

- Mr Pranab Barua, Managing Director
- Mr Kamlesh Vikamsey, Independent Director
- Mr G M Dave, Independent Director

Permanent Invitee(s):

- Mrs. Rajashree Birla, Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development,
- Dr. (Mrs.) Pragnya Ram, Group Executive President, Corporate Communications and CSR

All projects/programmes shall be placed before the CSR committee, specifying modalities of execution of such projects/programmes and the implementation schedules.

A robust implementation structure, monitoring process and a team of professionals shall be in place at the Company units.

The Company shall take all actions to comply with Section 135 of the Companies Act, 2013 and the rules made thereafter.

To measure the impact of the work done, a social satisfaction social audit / impact assessment study shall be carried out by a third party.

Partnerships

Collaborative partnerships shall be formed with the Government, the District Authorities, the village panchayats, NGOs and other like-minded stakeholders. This will help to widen the Company's CSR reach and leverage upon the collective expertise, wisdom and experience that these partnerships will bring to the table.

Budgets

This budget shall be project/programme driven and decided by the CSR committee as and when required and recommended to the Board for approval.

Information dissemination

The Company's engagement in this domain will be disseminated on its website, Annual Reports, in-house journals and through the media.

Management Commitment

Our Board of Directors, our Management and all of our employees subscribe to the philosophy of compassionate care. We believe and act on an ethos of generosity and compassion, characterized by a willingness to build a society that works for everyone. This is the cornerstone of our CSR policy.