

Business Responsibility Report



Introduction

Emami views sustainability as being socially cognizant along with delivering stakeholder expectations. The company believes that overall growth can be strengthened if the entire society is made inclusive. To achieve this vision, the Company strives to create value for its stakeholders by elevating the quality of life across the entire socio-economic spectrum.

This report conforms to the Business Responsibility Reporting requirement of the Securities & Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI LODR') and the National Voluntary guidelines (NVG) on Social, Environmental and Economic Responsibilities of Business released by the Ministry of Corporate Affairs, India. This Report is one of the avenues to communicate the Company's obligations and performance to all its stakeholders for FY 2019-20.

SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

| | | |
|----|---|---|
| 1. | Corporate Identity Number (CIN): | L63993WB1983PLC036030 |
| 2. | Name of Company: | Emami Limited |
| 3. | Registered Address: | Emami Tower, 687, Anandapur, E.M. Bypass, Kolkata 700107, West Bengal |
| 4. | Website: | www.emamilttd.in |
| 5. | Email ID: | investors@emamigroup.com |
| 6. | Financial Year Reported: | 2019-20 |

7. Sector(s) that the Company is engaged in (industrial activity code-wise): Emami is a Fast-Moving Consumer Goods (FMCG) company and operates in niche consumer and healthcare product categories like Cooling Oils, Balms, Antiseptic cream, Fairness creams for men and Ayurvedic Hair and Scalp Care Oils. The principle products of the Company with Industrial Activity code are:

| Sl. No. | Product | Industrial Activity Code |
|---------|---|--------------------------|
| 1. | Navratna Cool Oil | 30049011 |
| 2. | Zandu and Mentho Plus Balm | 30049011 |
| 3. | BoroPlus Antiseptic Cream | 30049011 |
| 4. | Fair and Handsome Cream | 33049910 |
| 5. | Kesh King Ayurvedic Hair & Scalp Care Oil | 30049011 |

8. List Key products / services that the Company manufactures/ provides:

- i. Navratna Cool Oil
- ii. Zandu and Mentho Plus Balm
- iii. BoroPlus Antiseptic Cream
- iv. Fair and Handsome Cream
- v. Kesh King Ayurvedic Hair & Scalp Care Oil

9. Total number of locations where business activity is undertaken by the Company:

i. Number of International Locations (Details of major 5) -

- Emami operates through various overseas subsidiaries and has presence in 60+ countries with a manufacturing unit in Bangladesh as well. Major geographies where Emami operates in are:
- a. South Asian Association for Regional Cooperation (SAARC)
 - b. Middle East, North Africa and Pakistan (MENAP)
 - c. South East Asia and Australia (SEAA)
 - d. CIS and Eastern Europe (CISEE)
 - e. Africa

ii. Number of National Locations:

Emami carries out its operations through its Head Office in Kolkata, 4 regional offices, 7 manufacturing units and 26 depots across India.

10. Markets Served by the Company:

Indian market, export and operations in International geographies as above.

SECTION B: FINANCIAL DETAILS OF THE COMPANY AS ON 31ST MARCH 2020

| | | |
|----|--|--|
| 1. | Paid Up Capital (INR): | ₹ 45.4 crore |
| 2. | Total Turnover (INR): | ₹ 2,655 crore |
| 3. | Total Profit after Taxes (INR) | ₹ 303 crore |
| 4. | Total spending on CSR as a percentage of Profit After Tax | 2% |
| 5. | List of activities in which expenditure in point 4 above has been incurred | <p>a. Promoting Education and Enhancing Vocational Skills</p> <p>b. Promoting Healthcare Water and Sanitation</p> <p>c. Social Upliftment Programmes</p> |

SECTION C: OTHER DETAILS

- Does the Company have any Subsidiary Company/ Companies? : Yes
- Do the Subsidiary Company / Companies participate in the BR initiatives of the parent company? If yes, then indicate the number of such subsidiary company(ies):

Emami has following subsidiaries as under:

- Emami Bangladesh Ltd.
- Emami International FZE
- Emami Indo Lanka Pvt. Ltd.
- Emami Overseas FZE
- Emami Rus LLC
- Creme 21 GmbH
- Pharmaderm Company SAE
- Fravin Pty Ltd.
- Diamond Bio-Tech Laboratories Pty Ltd.
- Abache Pty Ltd.
- Greenlab Organics Ltd *

* Greenlab Organics Ltd was dissolved during the year under review.

The Business Responsibility policies of the subsidiaries are in line with the Company's requirements.

- Do any other entity/entities (e.g. suppliers, distributors, etc.) that the Company does business with; participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities (Less than 30%, 30-60%, more than 60%).

The Business Responsibility policies are applicable to the management and all the employees of the Company, its subsidiaries and associates companies. Emami Limited encourages adoption of BR initiatives by its Business Partners. Based on dialogue with the suppliers and distributors of the Company, around 30 – 60% of other entities participates/ promotes / actively encourages the BR initiatives of the Company.

SECTION D: BR INFORMATION

- Details of Director/ Directors responsible for BR

- Details of Director/ Directors responsible for implementation of the BR policy/ policies:

- Name of the Director: Shri S.K. Goenka
- Designation: Managing Director
- DIN No: 00149916

- Details of the BR head:

| Sl. No. | Particulars | Details |
|---------|-------------------------|-------------------------|
| 1. | DIN No. (if applicable) | 00149916 |
| 2. | Name | Shri S.K. Goenka |
| 3. | Designation | Managing Director |
| 4. | Telephone No. | 033-66136264 |
| 5. | Email id | skgoenka@emamigroup.com |

- Principle wise (as per NGV's) BR Policy/ Policies (Reply in Y/N)

- Principle 1: Ethics, Transparency and Accountability [P1]
- Principle 2: Products Lifecycle Sustainability [P2]
- Principle 3: Employees' Well-being [P3]
- Principle 4: Stakeholder Engagement [P4]
- Principle 5: Human Rights [P5]
- Principle 6: Environment [P6]
- Principle 7: Policy Advocacy [P7]
- Principle 8: Inclusive Growth [P8]
- Principle 9: Customer Value [P9]

| Sl. | Questions | P | P | P | P | P | P | P | P | P |
|-----|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1. | Do you have policy/policies for....? | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| 2. | Has the policy being formulated in consultation with the relevant stakeholders? | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| 3. | Does the policy conform to any national /international standards? If yes, specify? (50 words) | Yes. The policies are based on the 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business' released by the Ministry of Corporate Affairs. The policies are based on the above guidelines | | | | | | | | |
| 4. | Has the policy being approved by the Board? Is yes, has it been signed by MD / owner / CEO / appropriate Board Director? | Yes. The policies have been approved by the Managing Director | | | | | | | | |
| 5. | Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of the policy? | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| 6. | Indicate the link for the policy to be viewed online? | http://www.emamilttd.in/investor-info/pdf/Business_Responsibility_Policy.pdf | | | | | | | | |
| 7. | Has the policy been formally communicated to all relevant internal and external stakeholders? | The policies have been communicated to key stakeholders. Besides, the Company continues to explore other formal channels to communicate more with relevant stakeholders. | | | | | | | | |
| 8. | Does the Company have in-house structure to implement the policy/policies? | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| 9. | Does the Company have a grievance redressal mechanism related to the policy/policies to address Stakeholders grievances related to the policy/policies? | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| 10. | Has the Company carried out independent audit/ evaluation of the working of this policy by an internal or external agency? | The BR policies and its implementation are evaluated internally. The Statutory Auditors conduct audit of the CSR expenditures as required under the law. | | | | | | | | |

2a. If answer to Sl.No. 1 against any principle, is 'No', please explain why: (Tick up to 2 options)

| Sl. No. | Questions | P | P | P | P | P | P | P | P | P |
|---------|---|----------------|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1. | The Company has not understood the Principles | Not Applicable | | | | | | | | |
| 2. | The Company is not at a stage where it finds itself in a position to formulate and implement the policies on specified principles | | | | | | | | | |
| 3. | The Company does not have financial or manpower resources available for the task | | | | | | | | | |
| 4. | It is planned to be done within next 6 months | | | | | | | | | |
| 5. | It is planned to be done within the next 1 year | | | | | | | | | |
| 6. | Any other reason (please specify) | | | | | | | | | |

3. Governance related to BR

- Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year.

Apart from the CSR committee which meets quarterly to review the CSR activities, the BR Head periodically assesses the BR performance of the Company.

- Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently is it published?

Emami Limited annually publishes its Business Responsibility Reports in its Annual Report. The Business Responsibility Reports can be accessed at: <http://www.emamilttd.in/investor-info/>

SECTION E: PRINCIPLE WISE PERFORMANCE

Principle 1: Ethics, Transparency and Accountability

1. Does the policy relating to ethics, bribery and corruption cover only the Company? Yes /No. Does it extend to the Group/joint ventures/suppliers/contractors/NGOs/ others?

All individuals working in the Company are subject of the Company's policies on Ethics, Transparency and Accountability along with the Code of Conduct. The Code is applicable in line with the laws prevailing in the country of operation so far as the subsidiaries are concerned. Business Partners of the Company are encouraged to follow the code.

2. How many stakeholder complaints received in the past financial year and what percentage was satisfactorily resolved by the Management?

| Stakeholder | Complaints Received during FY20 | Complaints Resolved during FY20 | Complaints Resolved (%) |
|-----------------------|---------------------------------|---------------------------------|-------------------------|
| Investors' Complaints | 8 | 8 | 100% |
| Consumers' Complaints | 305 | 305 | 100% |
| Total | 313 | 313 | 100% |

Principle 2: Products Lifecycle Sustainability

1. List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and/or opportunities.

- i. Navratna Cool Oil
- ii. BoroPlus Antiseptic Cream
- iii. Zandu & Mentho Plus Balms

2. For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional):

Emami has undertaken special efforts in the area of Sustainable Development. The Company has designed technologies to enable resource efficient, sustainable manufacturing processes and technologies required to produce our products. The Company has proactively looked at opportunities in green solutions as well as organic product designs. Following initiatives were undertaken in this respect -

- i. **To reduce power consumption, the company conducted the following initiatives-**
 - a. **Minimizing Fossil Fuel usage** - Installed dedicated 33 kV lines in 2 manufacturing units producing ~60% of the goods and installed high speed packing machines resulting in lower power use per ton. The company further installed small boilers in parallel with regular boilers to take care of peak load to optimize fossil fuel consumption.
 - b. **Optimization of power consumption:** Set up dedicated Air Handling of HVAC system for separate areas to facilitate optimization of power consumption and upgraded to energy efficient lights i.e. LED's in manufacturing units. The company has also formed an Energy Optimization Cell to complete Energy Mapping in phased manner which will help in development of an Energy Reduction Plan.
 - c. **Using Renewable Energy:** Initiated using energy from renewable sources by using Windmills.
- ii. Replaced HSD Fuel Boiler with Briquette Fuel Boiler and steam condensate recovery

system resulting in reduced fuel and steam consumption.

- iii. Installed Effluent Treatment Plant & make our units into a zero discharge. Further, the company also initiated reuse of ETP treated water for toilet and gardening purpose.
- iv. Implemented Condensate recovery system reducing the RO water consumption.
- v. Initiated various projects to reduce the usage of packing materials by adopting paper tray technology, foil modification, PVC film modification, container modification and GSM reduction in laminates & card boards.

3. Does the Company have procedures in place for sustainable sourcing (including transportation)?

Emami has a dedicated Bio Resource Department which in turn supports the procurement team to directly/indirectly connect with farmers who cultivate ayurvedic medicinal herbs ensuring constant supply from sustainable sources.

The company also initiated a comprehensive supplier assessment process including SHE & TQM process audit lead by the company's Central Quality Assurance Team and supported by the procurement team to engage and work with suppliers supporting sustainability. The self-assessment program is leveraged to identify areas of improvement and to provide critical inputs in this process.

Further, while selecting and introducing any business partner the company ensures due diligence to understand whether the selected partner is conscious of its social obligations. Emami has established an effective inter-department communication mechanism enabling the purchases department to act according to production and sales forecasts for the forthcoming quarters to ensure optimum raw material procurement. The Company strives to reduce the weight and volume of the materials that it uses for packaging and supports initiatives to use recycled materials. Emami strongly discourages the use of forced labour and child labour at its business associates' premises.

4. Has the Company taken any steps to procure goods and services from local and small producers, including communities surrounding their place of work? If yes, what steps have been taken to improve their capacity and capability of local and small vendors?

Emami has tied up with various Government organizations, institutions and self-help groups to ensure direct collaboration with farmers and collectors to engage in a sustainable business model which would be a "win-win" equation for all. Small scale farmers from tribal regions are the major raw material suppliers for Ayurvedic herbs. Local and small farmers from various states like Uttarakhand, Himachal Pradesh, Madhya Pradesh, Chattisgarh, West Bengal, Orissa, Sikkim, Tamil Nadu etc are engaged in contractual cultivation of herbs like Kutaki, Tagar, Kapur Kachari, Sarp Gandha, Tejpatta, Kauncha etc by imparting requisite knowledge and training. The company is also working towards plantation of herbs like Ashoka, Arjuna and Baheda in these regions.

Emami Limited has conducted 11 capability building programs wherein more than 400 farmers had participated. The company has also facilitated registration of more than 100 farmers under State Government Cultivation Programmes and distributed planting materials to more than 9 lac farmers. Besides, this Emami also indirectly promotes "Mentha" farming, encouraging many farmers and small scale industries in the process.

Following are the organizations with which Emami has collaborated for Sustainable procurement/ cultivation/ research of rare ayurvedic herbs-

| Organisation | Initiatives |
|--|---|
| Uttarakhand Forest Development Cooperation | Sustainable Procurement of medicinal plants and raw materials |
| Herbal Research & Development Institute, Mandal – Gopeshwar Chamoli, Uttarakhand | Distribution of planting material to farmers and facilitating registration of farmers |
| Institute of Bio-Resources and Sustainable Development, Manipur | Jointly funded project for cultivation and capacity development of farmers in Sikkim |

| Organisation | Initiatives |
|--|---|
| GB Pant Institute of Himalayan Environment and Sustainable Development | Research and cultivation of 4 prominent medicinal plants in Himachal Pradesh (joint collaboration with Bennet University) |
| IBSD, Manipur | MoU for procurement of cultivated Swertia from Sikkim |
| CSIR – National Chemical Laboratory, Pune | High density cultivation of Saffron under Department of Biotechnology funded project. |
| Gram Mooligai Company Ltd., Jabalpur, Madhya Pradesh | Sustainable Forestry of Dhawai Phool, Mahua flowers, Harad, Baheda, Amla and Arjun |
| ILSP Rookkund Co-operative Federation, Ghat-Chamoli, Uttarakhand | Cultivation of Kutaki herbs |
| Various Self Help groups | Sustainable forestry and cultivation of various herbs like Tejpatta, Tagar, Kutaki, Kapur Kachri, Arjun, Harad, Baheda, Amla, Kouncha, Jatamansi, Daru Haldi, Vijasar, Kapur etc. |
| Zandu Foundation for Healthcare, Gujarat | Sustainable cultivation of Kouncha and other herbs |

Further, to reduce the Carbon footprint and to support sustainability, majority of packaging suppliers (over 80%) are located close to the manufacturing plants, thereby reducing transportation & fuel consumption as well vehicle emission into environment.

5. Does the Company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste (separately as <5%, 5-10%, >10%). Also, provide details thereof, in about 50 words or so.

The Company has always strived to reduce waste associated with its products. Initiatives like using light-weight materials, optimising structural and material design and eliminating unnecessary packaging, have resulted in effective management

of packaging waste. In FY19, the company joined a FMCG consortium for collection and treatment of packaging waste on a pan-India basis.

Principle 3: Employees' Well-being

1. Please indicate the total number of employees - 3,215 permanent employees
2. Please indicate the Total number of employees hired on temporary/ contractual/ casual basis – 3,039
3. Please indicate the number of permanent women employees: 450
4. Please indicate the Number of permanent employees with disabilities. NIL
5. Do you have an employee association that is recognised by management? 6 Employee associations are recognised by the management
6. What percentage of your permanent employees is members of this recognised employee association? 16%
7. Please indicate the Number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year

| Category | No. of complaints filed during the FY | No. of complaints pending as on end of FY |
|---|---------------------------------------|---|
| Child labour/forced labour/involuntary labour | Nil | Nil |
| Sexual harassment | 3 | 1* |
| Discriminatory employment | Nil | Nil |

* 1 Complaint is in progress as at the end of FY

8. What percentage of your under mentioned employees were given safety and skill up-gradation training in the last year?

| Particulars | % |
|--|------|
| Permanent Employees | 100% |
| Permanent Women Employees | 100% |
| Casual/ Temporary/ Contractual Employees | 97% |
| Skill Upgradation (permanent employees) | 92% |
| Employees with disabilities | NA |

Principle 4: Stakeholder Engagement

1. Has the Company mapped its internal and external stakeholders? Yes/No

Yes.

2. Out of the above, has the Company identified the disadvantaged, vulnerable and marginalised stakeholders?

Yes. Underprivileged communities around the Company's business locations are identified by Emami as disadvantaged, vulnerable and marginalised stakeholders. The needs and priorities of such stakeholders are identified by Emami. The Company continuously engages with all such stakeholders to serve these needs accordingly.

3. Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalised stakeholders. If so, provide details thereof, in about 50 words or so.

The Company provides healthcare facilities to the underprivileged in and around its business premises. Emami conducts community development initiatives and disaster management initiatives across its factory locations. Emami also conducts drinking water and sanitation programme in schools, provides scholarships to deserving students, computer training programmes, beautician training programmes, stitching and tailoring programmes to the underprivileged across its business locations. During the financial year, the Company has undertaken establishment of modern infrastructure for providing skill development & other trainings. Further details have been provided in the CSR report in the Annual Report of the Company.

Principle 5: Human Rights

1. Does the policy of the Company on human rights cover only the Company or extend to the Group/Joint Ventures/Suppliers/Contractors/NGOs/Others?

The Company follows its policy on Human Rights which are applicable to all employees in the Company. For its subsidiaries, the policy is applicable in line with the local requirements prevailing in the country of operation. The Company encourages its Business Partners to follow the policy. Emami discourages dealing with any supplier/contractor if it is in violation of human rights and also prohibits

the use of forced or compulsory labour at all manufacturing units /with business associates.

2. How many stakeholder complaints pertaining to violation of Human Rights have been received in the past financial year and what percent was satisfactorily resolved by the management?

No complaint was received pertaining to human rights violation during the reporting period.

Principle 6: Environment Rights

1. Does the policy related to Principle 6 cover only the Company or extends to the Group/Joint Ventures/Suppliers/Contractors/NGOs/others.

The Company follows its policy on Environment Protection which is applicable to all its business places. For the subsidiaries, the policy is applicable in line with the local requirements prevailing in the country of operation. We encourage our business partners to follow the policy and due care is taken while selecting suppliers / contractors on this front who are selected on the basis of a Comprehensive Assessment Process to ensure sustainability. Further, suppliers / contractors having related ISO certification given preferential treatment in selection process.

2. Does the Company have strategies/ initiatives to address global environmental issues such as climate change, global warming, etc? Yes/No. If yes, please give hyperlink for webpage etc.

The company has started initiatives like installation of zero discharge ETP and a condensate recovery system. Further, four of Emami's manufacturing units have Zero Discharge effluents.

3. Does the Company identify and assess potential environmental risks? Yes/No

Emami firmly believes in sustainable development which is reinforced by environmental management systems practiced across manufacturing units. Emami is consistently putting in efforts to improve the environment protection measures further.

4. Does the Company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if yes, whether any environmental compliance report is filed?

No

5. Has the Company undertaken any other initiatives on – clean technology, energy efficiency, renewable energy, etc.? Yes/No. If yes, please give hyperlink for web page etc.

Emami has designed technologies to enable resource efficient, sustainable manufacturing processes and technologies required to manufacture its products. The power consumption of the Company is negligible compared to its revenues. The efforts of the Company are aimed to minimise energy consumption in spite of the rapid increase in operations of the Company. The company has also initiated the use of windmills during the year as a means of generating renewable energy.

6. Are the Emissions/Waste generated by the Company within the permissible limits given by CPCB/SPCB for the financial year being reported?

In FY20, the emissions, solid waste and effluents generated were within the limits as prescribed by CPCB or SPCB.

7. Number of show cause/ legal notices received from CPCB/SPCB which are pending (i.e. not resolved to satisfaction) as on end of Financial Year.

Nil

Principle 7: Policy Advocacy

1. Is your Company a member of any trade and chamber or association? If Yes, Name only those major ones that your business deals with:

Yes. Emami Limited is a member of several industrial and trade bodies namely:

- a. Confederation of Indian Industry (CII)
- b. Federation of Indian Chamber of Commerce and Industry (FICCI)
- c. Associated Chamber of Commerce and Industry of India (ASSOCHAM)
- d. MCC Chamber of Commerce and Industry (MCCI)
- e. Bharat Chamber of Commerce (BCC)
- f. Indian Chamber of Commerce (ICC)

2. Have you advocated/lobbied through above associations for the advancement or improvement of public good? Yes/No; if yes specify the broad

areas (drop box: Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)

Yes. Emami has not only taken initiatives for the advancement / improvement of public good but also advocated through the above organisations on Economic Reforms.

Principle 8: Inclusive Growth and Equitable Development

1. Does the Company have specified programmes/ initiatives/projects in pursuit of the policy related to Principle 8? If yes details thereof.

Yes, the Company undertakes the initiatives through the CSR committee of the Board as per the CSR policy of the Company. The Company has a dedicated CSR Department, which evaluates monitors and supervises the CSR activities. During the year, the company was awarded the "Star Company of the Year" at the 10th edition of Think CSR 2019 Award organized by Tefla and hosted by Think Foundation, for its innovative practices and initiatives in the field of CSR. A brief outline of the policy for undertaking the CSR activities of the Company includes the following:

- Promoting Healthcare, water and sanitation programmes;
- Promoting education, enhancing vocational skills and livelihood enhancement projects;
- Rural development, social upliftment programmes and promotion of art and Culture.

These projects are in accordance with Schedule VII of the Companies Act, 2013

2. Are the programmes/projects undertaken through in-house team/own foundation/external NGO/ government structures/any other organisation?

The aforesaid projects have been carried out by the Company directly and/or through implementing agencies. The details can be found in Annexure IV of the Directors Report.

3. Have you done any impact assessment of your initiative?

Yes, the CSR committee internally performs an impact assessment of its initiatives at the end

of each year to understand the efficacy of the program in terms of delivery of desired benefits to the community and to gain insights for improving the design and delivery of future initiatives.

4. What is your Company's direct contribution to community development projects- Amount in INR crore and the details of the projects undertaken?

| Sl. No. | CSR Projects | Expenditure |
|---------|--|-----------------|
| 1 | Promotion of Education & Vocational Skills | ₹ 1.8 cr |
| 2 | Providing Health-care, water & sanitation facilities | ₹ 1.7 cr |
| 3 | Social Upliftment Programmes and others | ₹ 2.1 cr |
| | TOTAL | ₹ 5.6 cr |

Details of the same have been provided in Annexure IV of the Directors' Report.

5. Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.

All the businesses locations of Emami continuously engage with communities surrounding their operations through focused meetings. This is done to gauge the needs, priorities and expectations of the local community. Initiatives are thus designed and delivered in a transparent manner in line with inputs from the community itself. This is done to ensure flow of benefits to communities even if the Company is unable to support the programme in the future. This ensures successful adoption by communities to the extent possible.

Principle 9: Customer Value

1. What percentage of customer complaints/ consumer cases are pending as on the end of financial year.

No consumer complaints are pending as on the end of financial year. However, five consumer cases are pending as at the end of financial year.

2. Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes/ No/ N.A./ Remarks (additional information)

Yes, over and above what is mandated by local

laws like Bureau of Indian Standards Act and Drugs and Cosmetics Act, Emami displays product information on its packaging for the benefit of the consumer. The objective of providing this additional information is to enhance the value consumers can derive from the product. Furthermore, safe and appropriate use is also thereby ensured. The additional information on the product label relates to various active ingredients contained in the product, their proven clinical benefits, consumer grievance redressal mechanisms, directions for use, safety, caution etc. and varies from product to product.

3. Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so.

As discussed in Point 1, five consumer cases are pending at various consumer forums. Of these, three have been filed by a habitual litigant who has filed multiple cases against almost all consumer companies;

4. Did your Company carry out any consumer survey/ consumer satisfaction trends?

Emami's innovation strategy has been to develop breakthrough products for the emerging consumer needs and therefore the Company works towards delivering aspirational products. Consumer Research is at the heart of every product/ solution that we design. We conduct methodical research with respect to our products and advertisements. These surveys are conducted through established third party market research firms. We also undertake regular brand tracking researches to assess brand preference scores and impact of our advertisements. Blind product tests are also conducted to gauge consumer satisfaction vis-a-vis products of our competitors. Our innovation process ensures that we validate the concept, product and its packaging with the consumers through its lifecycle with the consumers and also follow up with them for their satisfaction post launch.