



Business Responsibility Report

Emami Ltd.

About this report

SEBI (LODR) Regulations, 2015 prescribe that top 100 companies based on market capitalisation as per NSE / BSE as on March 31 of every financial year, are required to have "Business Responsibility Report" (BRR) as part of their Annual Report. The said regulations have been effective from December 1, 2015. Following is the First Business Responsibility Report of your Company as the Company is among top 100 listed entities as per the market capitalisation at NSE/ BSE as on March 31, 2016. The reporting framework is based on 'National Voluntary Guidelines on Social, Environmental & Economic Responsibilities of Business' (NVGs) released by the Ministry of Corporate Affairs, Government of India which requires businesses to embrace 'Environmental, Social, Governance' perspective in a sustainable manner. The report has been prepared as prescribed and in accordance with Regulation 34 of the SEBI (LODR) Regulations, 2015, and provides the information required by SEBI.

About Emami Limited

Emami Limited is one of the leading and fastest growing personal and healthcare business in India, with an enviable portfolio of household brand names such as BoroPlus, Navratna, Fair and Handsome, Zandu Balm, Kesh King and Mentho Plus Balm.

Established in 1974, we have a portfolio of over 300 products based on ayurvedic formulations. Our current operations comprise more than 60 countries and over 120 Emami products are sold every second somewhere around the world.

Emami has maintained a CAGR turnover of 16% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like

Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Hassan, Sania Mirza, Parineeti Chopra, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, MC Mary Kom, Saina Nehwal, Sushil Kumar, and Gautam Gambhir among others.

Philanthropic efforts of Emami Limited

Born in humble middle class families, the promoters of Emami believe in sharing a part of their incomes with the less-privileged. The result is that when they started Emami, they began to allocate a part of the surplus funds towards initiatives that extended beyond the normal

call of duty. The result is that Emami's sustainability initiatives are now being addressed directly by the Managing Director, Shri S.K. Goenka, along with Shri R.K. Goenka, who are driving initiatives across healthcare, education, rural infrastructure, women empowerment, animal welfare and community welfare.

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:	contact@emamigroup.com
6.	Financial Year Reported:	2015-16

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 Scalp and Hair Medicinal Oils. Our product portfolio includes over 300 trusted products. The principle products of the Company with Industrial Activity code are :

Sl. NO.	Product	Industrial Activity Code (As per Central Excise Tariff Code)
1.	Navratna Oil	30049011
2.	Zandu and Mentho Plus Balm	30049011
3.	BoroPlus Antiseptic Cream	30049011
4.	Fair and Handsome Cream	33049910
5.	Kesh King Oil	30049011

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

- i. Navratna Oil
- ii. Zandu and Mentho Plus Balm
- iii. BoroPlus Antiseptic Cream
- iv. Fair and Handsome Cream
- v. Kesh King Ayurvedic Medicinal 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 8 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, 5 mother depots and 33 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 (Consolidated)

1.	Paid Up Capital (INR):	22.69 crore
2.	Total Turnover (INR):	2,623.80 crore
3	Total Profit after Taxes (INR)	359.10 crore
4	Total spending on CSR as a percentage of Profit After Tax	2.8%
5	List of activities in which expenditure in point 4 above has been incurred	
	a. Promoting Education and Enhancing Vocational Skills	
	b. Promoting Healthcare Water and Sanitation	
	c. Social Upliftment Programmes	

SECTION C: OTHER DETAILS

1. **Does the Company have any Subsidiary Company/ Companies?** : Yes, the number of subsidiary companies as on March 31, 2016 is eight (8).

2. **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 subsidiaries in foreign countries as under:

- i. Emami Bangladesh Ltd.
- ii. Emami International FZE
- iii. Emami Overseas FZE (Step down subsidiary of Emami International FZE)
- iv. Pharmaderm Company SAE (Step down subsidiary of Emami Overseas FZE)
- v. Fravin PTY Ltd (Step down subsidiary of Emami International FZE)
- vi. Diamond Bio-Tech Laboratories PTY Ltd. (Step down subsidiary of Fravin PTY Ltd.)
- vii. Greenlab Organics Ltd. (Step down subsidiary of Fravin PTY Ltd.)
- viii. Abache PTY Ltd. (Step down subsidiary of Fravin PTY Ltd.)

The subsidiaries of the Company follow the practices which is in line with the Company's Business Responsibility Policy.

3. **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. The Company encourages adoption of BR initiatives by its Business Partners. Based on dialogue with the suppliers and distributors of the Company, currently less than 30% of other entities participate in the BR initiatives of the Company.

SECTION D: BR INFORMATION

1. **Details of Director/ Directors responsible for BR**

a. 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

b. 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.	033-66136624
5.	Email id	skgoenka@emamigroup.com

2. 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. No.	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								
4.	Has the policy being approved by the Board? If yes, has it been signed by MD / owner / CEO / appropriate Board Director?	Yes. The policies have been approved by the Board and signed by the Managing Director.								
5.	Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of the policy?	Yes, the Company's officials/ respective departments are authorised to oversee the implementation of the policy								
6.	Indicate the link for the policy to be viewed online?	http://www.emamitd.in/investor-info/pdf/Business_Responsibility_Policy.pdf								
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	Yes, the policies have been communicated to all the internal and external 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?	Yes, any grievances or feedback to the policies can be sent to investors@emamigroup.com and contact@emamigroup.com								
10.	Has the Company carried out independent audit/ evaluation of the working of this policy by an internal or external agency?	N	N	N	N	N	N	N	N	N

2a. If answer to S.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									
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)									

Not Applicable

3. Governance related to BR

- **Indicate the frequency with which the Board of Directors, Committee of the Board or CEO assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year.**
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 has published its first Business Responsibility Report for FY16 which forms part of the Company’s Annual Report for FY16. The same can be accessed at: <http://www.emamiltd.in/investor-info/>

SECTION E: PRINCIPLE WISE PERFORMANCE

PRINCIPLE 1: Ethics, Transparency and Accountability

Emami Limited lays a strong emphasis on ethical corporate citizenship and establishment of good corporate culture. It has always believed in adhering to the best governance practices to ensure protection of interests of all stakeholders of the Company in tandem with healthy growth of the Company. The Company has always discouraged practices that are abusive, corrupt, or anti-competitive.

The Company further believes the concept of corporate governance founded upon the core values of transparency, empowerment, accountability, independent monitoring and environmental consciousness. The Company has always made timely financial and statutory disclosures to all the stakeholders. The Company has always given its best efforts to uphold and nurture these core values across all operational aspects.

These values and the commitment

to ethical business practices are reflected in the following policies of the Company: (a) Policy on Ethics, Transparency and Accountability and (b) Code of Conduct. These policies inspire the Company to set standards which not only meet the requirements of applicable legislations but go beyond in many areas of its functioning. The Company periodically cascades the principles embodied under these policies across the organisation.

The Company has a strong and effective Whistle blower Policy which aims to deter and detect actual or suspected misconduct. It has been established to ensure that genuine concerns of misconduct/unlawful conduct, which an individual believes may be taking place within the organisation, are raised at an early stage in a responsible and confidential manner. This mechanism also provides for adequate safeguards against victimisation of employees who avail of the mechanism. Any

employee may report such incident without fear to the Chairman of the Audit Committee or alternatively may report to Head-Internal Audit. The Policy on Vigil Mechanism may be accessed on the Company’s website at <http://www.emamiltd.in/investor-info/pdf/WhistleBlowerPolicyEmami.pdf>.

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?

The Company’s policies on Ethics, Transparency and Accountability along with the Code of Conduct, is applicable to all individuals working in the Company. For the subsidiaries, the Code is applicable in line with the local requirements prevailing in the country of operation. The Company encourages its business partners 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 FY16	Complaints Resolved during FY16	Complaints Resolved (%)
Investors’ Complaints	5	5	100%
Consumers’ Complaints	727	727	100%
Total	732	732	100%

PRINCIPLE 2: Products Lifecycle Sustainability

Since its inception, Emami has been innovating and launching brands meeting multiple consumer needs, spanning across various income groups, from young to old and everyone in - between. The Company is passionate about creating best in class and affordable brands in health and personal care markets.

Emami has harnessed the potential of Ayurveda and modern science to improve lives. Emami relentlessly strives to introduce next generation, eco-friendly technologies and foster differentiation through the utilisation of people-centric technologies that win the hearts of consumers.

Emami has always strived to raise consumers' awareness of their rights through education, product labelling, appropriate and helpful marketing communication, full details of contents and composition and promotion of safe usage and disposal of their products and services. Emami undertakes multi-centre clinical trials to ensure that Emami's products do not have an untoward impact on users.

Case Study – Sustainable Development across value Chain through cultivation of mucuna pruriens for Zandu Zandopa

Emami Limited has always been known for developing path breaking products for the benefit of all its stakeholders. To manage the quality of products and to ensure the sustainable supply of selected raw materials, the Company has developed backward linkages with different community based organisations / farmers for supply of authentic and quality raw materials in different states. One such example

is contract cultivation of mucuna by farmers of south Gujarat. This mucuna (kauncha) is an ingredient in Emami's health care offering- Zandu Zandopa, for Parkinson's disease.

Under this programme about 100 local farmers from 5 villages (namely Ambach, Bumlab, Pandor, Bankas and Parmalim) cultivate the medicinal plant Mucuna under contractual farming and supply the same to Company. The Company provides technical guidance, training on cultivation and post-harvest management to all participant farmers along with quality planting material for this purpose. This initiative not only enhanced the incomes of the farmers but also made them aware about conservation of medicinal plants. The present initiative shows the importance of a participatory approach to promote medicinal plant cultivation as a tool for biodiversity conservation and livelihood enhancement of rural communities.

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 Oils
- ii. BoroPlus Antiseptic Cream
- iii. Zandu Balms
- iv. Zandu Zandopa

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.

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

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.

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?

Yes, Emami has embedded sustainability throughout its procurement supply chain. Emami procures herbs and medicinal plants from traders who procure them from small farmers. Other raw materials and packing materials are procured from vendors close to the manufacturing units wherever applicable.

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.

PRINCIPLE 3: Employees' Well-being

Emami focuses on ensuring the well-being of all its employees. The safety and health of employees is extremely important to the Company. Emami believes in giving its employees ample opportunities to perform as employee well-being is imperative to achieve a profitable growth. Ensuring diversity, preventing discrimination, safety and health are part of Emami's policy on Employees' well-being.

Emami provides equal employment opportunities to all irrespective of their caste, creed, gender, race, religion, disability or sexual orientation. The Company respects the right of employees to freedom of association, participation, and collective bargaining and provides access to appropriate Grievance Redressal Mechanisms.

Emami is committed to provide a work environment which ensures that every woman employee is treated with dignity, respect and equality. There is zero tolerance towards sexual harassment and any act of sexual harassment invites serious disciplinary action. The Company has established a policy against Sexual Harassment for its employees. The policy allows any employee to freely report any such act and prompt action will be taken thereon. The Policy lays down severe

punishment for any such act.

Emami has strengthened its performance-driven orientation through robust competence mapping, gap identification, training and development. In FY16 the HR team conducted training programs covering nearly 1740 man days.

Emami regularly organises recreational events for its employees like inter departmental cricket matches, Quiz contests, Family Picnics, Cultural Fiesta, creativity week, Best Idea week etc. The Company contributes to the medical insurance of its employees and also organises health check-ups and camps for employees as well as their family members. Emami also engaged a reputed consultant to enhance employee engagement, enriching the HR system.

Emami is deeply committed to safety of its Employees at workplace. It regularly organises mock fire drills and Fire Safety training classes at all its locations. Emami's commitment towards safety of its employees can be reflected in the awards won by the Company for employee safety and health. The Pantnagar unit received Gold Level of Recognition in the '2014 Healthy Workplace Award' from Arogya World India Trust in partnership with Public Health Foundation of India (for

delivering quality products with zero discharge and integrating the same with structured employee growth). The BT Road unit also received the Greentech Safety Award - 2014 – Gold Category (for outstanding fire and safety management).

1. Please indicate the total number of employees - 2,879 permanent employees
2. Please indicate the Total number of employees hired on temporary/ contractual/ casual basis – 1,922
3. Please indicate the number of permanent women employees: 384
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 are members of this recognised employee association? NIL
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 at the end of FY
Child labour/forced labour/ involuntary labour	Nil	Nil
Sexual harassment	Nil	Nil
Discriminatory employment	Nil	Nil

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

Particulars	Executives	Factory Workers
Permanent Employees	56%	56%
Permanent Women Employees	68%	52%
Casual/ Temporary/ Contractual Employees	-	45%
Employees with disabilities	NA	NA

PRINCIPLE 4: Stakeholder Engagement

Emami recognises employees, business associates (network of suppliers, stockists and dealers), customers, shareholders/investors and communities surrounding our operations and regulatory authorities as key stakeholders. The Company continues its engagement with them through various mechanisms such as consultations with local communities, supplier/vendor meets, customer/employee satisfaction surveys, investor forums, etc.

The Company’s website, www.emamiltd.in, contains comprehensive information for the stakeholders about the Company. The Company also has designated an exclusive email-id for investor services – investors@emamigroup.com.

The Company also promptly intimates the Stock Exchanges about all price-sensitive

information or such other matters which in its opinion are material and of relevance to the stakeholders of the Company.

1. Has the Company mapped its internal and external stakeholders?

Yes.

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

Emami identifies underprivileged communities around its business locations as disadvantaged, vulnerable and marginalised stakeholders. Emami continuously engages with all such stakeholders identifying their needs and priorities so as 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.

PRINCIPLE 5: Human Rights

Emami respects and promotes human rights for all individuals. The Company’s commitment to human rights and fair treatment is set in its Policy on Human Rights. The policy provides to conduct the operations with honesty, integrity and openness with respect for human rights and interests of employees.

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 child 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

The Company places highest corporate priority in ensuring and adhering to best procedures relating to environment protection. Emami sets high standards in the area of environmental responsibility — striving for performance that does not merely comply with regulations but reduces environmental impacts. Emami believes that it has a responsibility to take care of the planet and preserve its beauty, resources and strength for future generations. Emami has always strived to reduce and mitigate waste and is in the process of identifying new ways to reduce waste even further.

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. However, the same is not applicable to suppliers and contractors.

2. Does the Company have strategies/ initiatives to address global environmental issues such as climate change, global warming, etc? Y/N. If yes, please give hyperlink for webpage etc.

No. The Company is in the process to initiate the strategies and initiatives on the same.

3. Does the Company identify and assess potential environmental risks? Y/N

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.? Y/N. 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 inspite of the rapid increase in operations of the Company.

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

In FY16, 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

Emami believes that a lot can be achieved if the Company works together with the Government, legislators, trade bodies and regulators to create positive social and environmental outcomes. Emami has always strived to create a positive impact in the business eco-system and communities by practicing proactive advocacy not for securing certain benefits for industry, but for advocating certain best practices for the benefit of society at large. Emami engages with

industry bodies and associations to influence public and regulatory policy in a responsible manner.

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. CII (Confederation of Indian Industry)

- b. FICCI (Federation of Indian Chamber of Commerce and Industry)
- c. ASSOCHAM (Associated Chambers of Commerce and Industry of India)
- d. MCC Chamber of Commerce and Industry
- e. Bharat Chamber of Commerce
- f. Indian Chamber of Commerce
- g. The Advertising Standards Council of India

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 advocated through the above organisations on Economic Reforms.

PRINCIPLE 8: Inclusive Growth and Equitable Development

Emami has always believed to ensure protection of interests of all stakeholders of the Company in tandem with healthy growth of the Company. The Company has leveraged the ancient science of ayurveda to create brands to meet the health care needs of the consumers.

The Company has always contributed towards CSR activities even before it was mandated by the law. All the business places of the Company have initiated many programmes for the underprivileged. The Company provides healthcare facilities, conducts community development initiatives, disaster management initiatives, drinking water and sanitation programme in schools, provides scholarships to deserving students and imparts vocational development skills across all its business locations.

1. Does the Company have specified programmes/initiatives/projects in

pursuit of the policy related to Principle 8? If yes, details thereof.

The Company undertakes the initiatives through the CSR committee of the Board as per the CSR policy of the Company. 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 and rules made thereunder.

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 programme 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 and the details of the projects undertaken?

Sl. No.	CSR Project	Expenditure (Rs. in lac)
1.	Promoting Healthcare, Water and Sanitation	86.78
2.	Promoting Education and Enhancing Vocational Skills, Livelihood enhancement	670.46
3.	Rural Development, Social Upliftment Program and Promotion of Art and Culture	239.84
	TOTAL	997.08

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

All the business 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.

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.

PRINCIPLE 9: Customer Value

Emami Limited is dedicated to delivering products that satisfy the unmet needs of the consumers. Emami's products are the result of understanding latent consumer needs, through path breaking technology by combining generations of practical experience with a continuous flow of new knowledge. An invigorating synergy of Ayurveda and modern science has been the backbone of Emami's innovative product pipeline to ensure sustainable growth over the years to come. Emami undertakes multi-centre clinical trials to ensure that Emami's products do not have an untoward impact on users.

Being involved in the business of personal care and healthcare, it is of paramount importance to align products with stringent qualitative and performance-related parameters. Emami has made prudent investments to benchmark its products with those that are the best in the industry. Well-defined SOPs and precise measurement procedures have helped identify bottlenecks and eliminate them, whereas benchmarking via a unified system has helped in establishing documental reference. All products coming out of the Emami stable undergo quality checks at different levels (pre-process, in-process and post-process). Along with this, product stability studies are conducted on control samples on a routine basis to make sure that not even the smallest

complaint goes unaddressed.

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. As at the end of financial year, one consumer case is pending before the Delhi State Commission.

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, Emami displays product information on its packaging for the benefit of the consumer, over and above what is mandated by local laws like Bureau of Indian Standards Act and Drugs and Cosmetics Act. This additional information is provided to enhance the value consumers can derive from the product and to ensure safe and appropriate use. The additional information on the product label relates to proven clinical benefits, the active ingredients, 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.

A consumer complaint was filed with respect to an advertisement of the Company at the Delhi District Consumer Forum. The forum passed an order against the Company. Challenging the said order, the Company has filed an appeal before the Delhi State Commission which is pending as on 31st March 2016.

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. 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.