



# Social and Relationship capital

## SDGs IMPACTED



## Building bridges of trust

Building harmonious relationships and partnerships on trust have been our guiding principle over the years. These principles have enabled us to create unparalleled, transformational value for our stakeholders, including communities, partners, customers, and others.

### FY 2022-23 KEY HIGHLIGHTS

**₹ 77.2 Crores**

CSR spends

**~20,000**

Supplier Base

**240,000+**

Business Influencers

**365,000+**

Beneficiaries of Health Initiatives

**510,000+**

Colour Academy trainings provided during the year

### ESG STRATEGY

- Community ownership, Customer celebrations
- Water stewardship
- Ethics, transparency, quality and accountability
- Nature positive
- World-class governance
- Sustainable supply chain management

### KEY MATERIAL ISSUES

- Consumer Delight
- Business Ethics and Corporate Governance
- Water Management
- Influencer Management
- Supplier Sustainability
- Responsible Supply Chain
- Local Communities
- Consumer Health and Safety
- Human Rights
- Anti-Corruption and Anti-Bribery
- Policy Advocacy
- Anti-Competitive Behaviour

### INTERLINKAGES TO CAPITALS



### STAKEHOLDERS IMPACTED



## Community ownership



### CSR APPROACH

Standing true to our Charter, to bring joy and happiness to people's lives, our CSR vision is based on embedded tenets of trust, fairness, and care to maximise efforts in this regard. We aim to enrich and empower marginalised communities by addressing critical social, economic and environmental challenges.

We believe in responsible growth and undertake CSR initiatives that makes a difference to the communities and the environment in which we operate.

Our CSR approach is led by the Board through the CSR committee. Our CSR committee consists of 4 members, of which 1 member is an Independent Director. The Committee is responsible for overseeing the planning, coordination and implementation of all CSR activities and compliance of the same is also reported to stakeholders through the Company's Annual Report on CSR.

As an organisation, we have formed partnerships with local NGOs and on-ground health workers to better assess the requirements of local communities. We focus mainly on four areas as a part of our Corporate Social Responsibility: health and hygiene, water conservation, skill development and disaster management.



### FOCUS AREA OF CSR ACTIVITIES

#### CSR expenditure\*

**₹ 39.5 Crores**  
Skill development

**₹ 23.4 Crores**  
Water conservation

**₹ 9.9 Crores**  
Health and hygiene



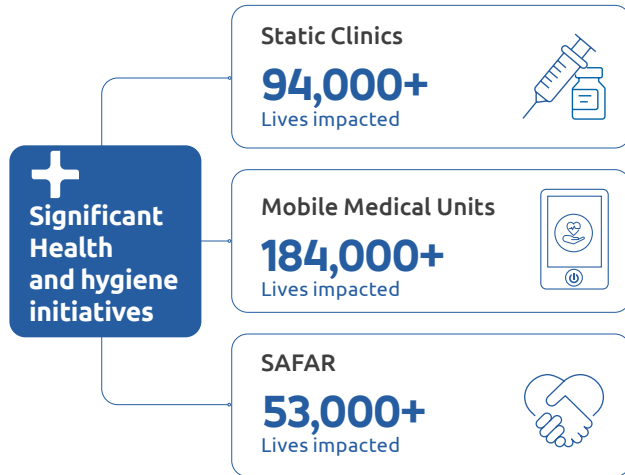
### Health and hygiene#

Community health and hygiene is one of the key focus area of our CSR activities. We aspire to deliver primary health care support through diagnosis and treatments to our communities. Our interventions are aimed at promoting preventive healthcare, building awareness about hygiene, sanitation, maternal and child health care, setting up medical infrastructure, and instrumenting clean drinking water habits for communities.

Our health initiatives have a major focus on people from the vulnerable section of the local communities. With the help of our partner organisations and local on-ground health workers, our aim is to ensure that primary healthcare facilities are accessible to the maximum number of relevant beneficiaries.

\*Excludes expenditure on CSR overheads  
#GRI 203-1 Infrastructure investments and services supported

## Social and Relationship capital



### Static Clinics<sup>^</sup>

Our commitment to improving community health has led us to establish six static clinics across India. Our clinics offer timely diagnosis and treatment for various diseases, majorly hypertension and diabetes as well as other general health ailments. By providing access to basic health treatments, including maternal and neonatal care, we work to ensure that everyone has the opportunity to lead a healthy life.

### Mobile Medical Units<sup>^</sup>

Our Mobile Medical Units (MMUs) provide free healthcare services to villages across eight states in India, increasing access to basic healthcare in remote areas. Our MMUs offer free consultations, medication, basic diagnostic services, and referrals to hospitals. Our MMUs not only provide healthcare services but also raise awareness about basic health and hygiene practices among villagers and locals.



### Healthcare for all

Asian Paints, in collaboration with HelpAge India, as a part of its CSR initiatives focuses on providing primary health consultation at specified areas through the Mobile Medical Units.

Among other services, mobile medical units provide medical consultation for common ailments, free of cost medicines and offer weekly treatment to the identified beneficiaries.

Narayan Chauhan<sup>\*</sup>, aged 58 years, a resident of Rohtak, is a daily wage earner who was facing the issue of blood pressure since the last 5-6 years. Due to the strenuous nature of his work, he used to get severe body pain on some days and on such days, he was unable to go to work. Since the MMU started visiting his village, he has been regularly visiting it, due to which he is able to consult a doctor and get the medicines free of cost. His blood pressure is now under control because of taking regular medications.

<sup>\*</sup> Name changed to protect identity

### Impact assessment<sup>\*</sup>

Following an impact assessment conducted by an independent third party for Asian Paints Mobile Medical Units (MMUs), it was observed that the MMUs are helpful to the elderly people and women who generally have reduced access to Health care facilities in socio-economically backward communities.

The elderly people who are generally dependent on other family members for hospital visits are now able to address their health care needs due to easy accessibility and free of cost medicare.

#### Key findings<sup>\*</sup>

- 93.1% respondents are not spending any amount for medical consultation after intervention by our MMUs
- 89.7% of the respondents are not spending any money on purchasing medicines after our MMU intervention

<sup>\*</sup>A group of 900 people (intervention and control group) were selected from 6 locations for stratified random sampling.

### CASE IN POINT

#### Bringing Healthcare to your doorsteps: a success story

Asian Paints collaborated with Kaka Ba Hospital to organise a medical camp in the Hansot village, providing free medical treatment to those in need. Our employees volunteered to manage and co-ordinate the camp, and assisted the villagers in accessing medical services.

**During the camp, thousands of persons in need were provided with medical treatment and diagnosis requiring further attention.**

### SAFAR

SAFAR healthcare initiative aimed at providing general healthcare to truckers, promotes healthy lifestyle and provides free consultation for various health issues. The initiative also organises awareness programs on health, hygiene and sexually transmitted infections.

### CASE IN POINT

Piyush<sup>\*</sup>, a driver from Mysuru, was experiencing severe pain in his shoulder. He was avoiding visiting the doctor due to time and cost constraints. Having SAFAR clinic operational at the trucks and heavy vehicles parking site in Mysuru, Piyush visited the clinic where he was provided the necessary medical attention and prognosis.

Piyush followed the instructions of the physiotherapist and performed recommended stretching exercises which took him from zero movement on his left side to 180-degree movement without any pain within a span of two weeks. Piyush now drives trouble free and does not have to suffer from loss of pay due to absenteeism at work due to health complaints.

<sup>\*</sup> Name changed to protect identity

### Nutrition Projects

We take a proactive approach to healthcare in our communities, partnering with ASHA, Anganwadi (AAA) Workers, and Auxiliary Nurse Mid-wives (ANMs) to promote preventive healthcare. Our goal is to improve the health status of pregnant and lactating women, adolescent girls, and infants in identified villages by mitigating anaemia and malnutrition.

**8,700+**

Lives impacted through nutrition projects

### The celebration of National Nutrition month

During National Nutrition Month (NNM) or 'Poshan Maah', Asian Paints, through its partners conducted home visits to counsel pregnant and lactating women and helped in the early detection of malnourishment through growth monitoring sessions, providing a healthier future for the community.

**500+**

Pregnant women benefited

**470+**

Instances of malnourishment detected

### Yes! To Poshan!

"Yes! To Poshan!" a partnership between Asian Paints and Tata Trusts, is aimed at educating rural households about the importance of nutrition and promoting a diverse diet for pregnant and lactating mothers.

## Social and Relationship capital

### SKILL DEVELOPMENT-COLOUR ACADEMY\*

Asian Paints' Colour Academy empowers communities with specialised skills by providing vocational training in the paint application trade. We have expanded our horizons in this segment to also include carpentry, plumbing and masonry trainings for the further benefit of our local communities.

Fixed academies are located in Tier 1 and major metropolitan cities, while mobile academies are deployed in Tier 2 cities, allowing us to expand our reach to participants across the country.

In addition to the physical and the digital trainings, we have also curated a specified set of training courses which can be accessed by the users at any point through our website.

Each and every course has been developed with the intent of developing the skills of our painters, contractors and other workers. We have a wide range of courses ranging from textures, waterproofing, wood finishes, to name a few. The aim of these virtual courses is to make the participants familiar with the products and the associated application processes.



**1,175+**

Towns covered by our academies in FY 2022-23

**510,000+**

Trainings provided during the year

#### Coverage

Trainings through various modes

**1.83+ Lakhs**

Physical

**1.53+ Lakhs**

Virtual

**1.72+ Lakhs**

Digital

\*GRI 413-1 Operations with local community engagement, impact assessment and development programs | GRI 203-2 Significant indirect economic impacts

#### Impact in FY 2022-23

We performed an impact assessment study# of the work undertaken by colour academies which indicated that our colour academy had a significant positive impact on the beneficiaries. The survey indicated that we were able to have broad-based impact including intrapersonal, interpersonal, professional, and economic impact.

**75%**

NPS score\*

# The survey was undertaken by an independent evaluation agency with a sample size of 170+ telephonic and 40+ in-person contractors interactions across 15 cities.

Courses Covered: 4 courses covered – Interior Textures, Exterior Textures, Waterproofing and Financial Management

\* NPS 75% signifies that the trainees are satisfied with the trainings and enthusiastically recommending it to others in their professional circles.

NPS Calculation: %Promoters- % Detractors

### Creating long-term impact–Outcome of impact assessment study

INTRAPERSONAL IMPACT

**96%**

reported increased knowledge/skills

INTERPERSONAL IMPACT

**95%**

reported improved confidence in client interactions

PROFESSIONAL IMPACT

**97%**

reported they learned an in-demand skill

ECONOMIC IMPACT

**97%**

reported an increase in monthly income

#### CASE IN POINT

### Colour Academy Training

Rajendra Mitra\*, aged 33 years is a resident of West Bengal. When Rajesh started his career in 2003 as helper painter at his village, his daily income was only ₹ 5/-. Post taking training from Asian Paints Mobile Colour Academy, he has learned proper paint application procedure on different surfaces, leading to an increased confidence. Rajendra has also undertaken waterproofing and interior designer finishes' training which has led to an increase in his work opportunities and earnings.

\* Name changed to protect identity

### EMPLOYEE VOLUNTEERING

#### Blood donation camps

At Asian Paints, we encourage our employees to participate in blood donation camps, which are organised in collaboration with local hospitals and blood banks. Through these initiatives, we aim to create awareness about the importance of regular blood donation and ultimately helping in saving lives.

During FY 2022-23, we spearheaded an initiative by hosting Blood Donation Drives at 4 offices in Mumbai including our Head Office as well as at our manufacturing plants viz. Khandala, Kasna, Patancheru, Visakhapatnam and Mysuru. All these events were meticulously planned, promoted well in advance to spread the word and briefing sessions were held to raise general awareness amongst employees. Contacting the blood banks, setting up the venue, holding medical check-ups, registrations and planning for post-donation rest and recovery were all systematically planned for smooth logistical execution.

Many employees contributed in this noble cause and did their bit towards the society. The astounding effort and cooperation from the medical teams, admins and organisers, CSR SPOCs at plant locations and the participants made this campaign an enormous success.

**610+**

Units of blood donated during FY 2022-23

### DISASTER RELIEF

This year's monsoon season led to devastating floods in Assam and other parts of North East India. Responding to this crisis, we conducted a donation drive at three locations: Visakhapatnam, Mysuru, and the Head Office in Mumbai. Employees generously donated dry ration, toiletries, and clothing, resulting in overflowing donation boxes and a total of 1,166 kg of donated materials.



## Social and Relationship capital

### Water conservation\*



We acknowledge the significant problem of water scarcity in India, affecting an estimated 91 million people without access to safe water as of 2022. As a socially responsible company, we have placed a high priority on water conservation.

We have adopted ESG commitment relating to water stewardship, where we focus on conservation and replenishment initiatives both inside and outside our factory premises.

We understand that the intensity of water usage in our operations is limited, however, the overall consumption may still be significant in the local context. Recognising this, we have been making efforts to address the challenge of water scarcity holistically, by not only reducing our consumption but also replenishing more than what we consume through our offsite projects in water.

**195%**

Water harvesting potential created

### The Integrated Watershed Management (IWSM) project\*

The IWSM project aims to conserve soil and water by implementing various measures such as building Gully Plugs, Continuous Contour Trenches, Cement Nala Bunds, Tree Plantations, etc. The goal of these measures is to improve the underground water table and reduce soil erosion on the surface. The interventions are participatory and designed to involve the community to ensure maximum engagement and ownership. Currently, the IWSM project is being implemented in three villages: Ghadagewadi, Karnawadi, and Atit.

**16.6**

Capacity improved by water stream deepening (in TCM\*)

**1,426**

Storage capacity enhanced (TCM\*)

**8**

Cement Nala Bunds (CNB) constructed

\*Thousand Cubic Metres

#### INITIATIVES TAKEN OUTSIDE FACTORY PREMISES



##### Channel lining work at Pichivakkam Village, Sriperumbudur

- 7 tanks rejuvenated in Pichivakkam village
- Increased rainwater storage potential to around 31,850 KL
- Raised awareness on water conservation for 60 farmers



##### Sahyadri Hills

- Made 1,833 meter channels lining the irrigation line for improving irrigation
- Reduced water waste drastically
- Impacted around 72 farmers positively



##### Rejuvenating water bodies

- Reused silt for reclamation of barren land
- Increased water holding capacity
- Increased water availability for groundwater recharge

#### INITIATIVES TAKEN INSIDE FACTORY PREMISES



##### Wash water reuse in manufacturing processes:

- Significant amount of water is used to clean processing vessels and liquid material transfer lines. We have made the processes more efficient by switching to high pressure jet cleaning systems and upgraded wastewater handling system



##### Rainwater harvesting within the factory:

- Plants use rainwater as an alternate for freshwater consumption
- Rainwater constituted 38% of the Visakhapatnam plant's total water consumption
- Mysuru plant's water consumption consisted of 34% rainwater

### IMPACT STORIES FOR WATER BODIES' REJUVENATION

#### CASE IN POINT

#### Jal Sashakt: Revitalising rural landscapes\*

The Jal Sashakt project has transformed the farming community in the Satara district of Khandala, where water scarcity was once a major issue. By desilting and increasing water-holding capacity, the project has rejuvenated barren land and enabled farmers to grow crops like groundnuts, soybean, and jowar.

**22**

Water bodies

**5.3 Lakhs**

Cubic meter silt excavated

**273+**

Farmers benefitted

**12+**

Villages benefitted

Acres under yield increased by

**283 acres**

Water storage increased to

**532 TCM#**

#Thousand Cubic Metres

#### The Story of Bagurkatte Kere's refilling after 40 years\*

The Namma Jala Bhadrata Project, in Mysuru, aims to provide water security and increase farmland yield by revitalising dried-up ponds and excavating silt from them.

Bagurkatte Kere is one of the 12 water bodies selected for rejuvenation in Phase 1, and the project's on-ground implementation was carried out with the help of our NGO partners Credit-I and Navodaya.

**46,662**

Cubic meter of silt excavated

**16**

Villages benefitted

→ Read more on water conservation in Natural capital section on page no. 112

\*GRI 413-1 Operations with local community engagement, impact assessment and development programs

\*GRI 413-1 Operations with local community engagement, impact assessment and development programs

## Social and Relationship capital

### Customer celebrations



#### CUSTOMER CENTRICITY

Our unwavering commitment to customer satisfaction is the driving force behind our success in the market. We believe in empowering and supporting our customers, understanding their needs, and delivering high-quality products and services.

Our movement towards becoming a full home décor solutions brand is aimed at delivering solutions with unique value propositions to its customers. Our foray into different lines of service, including wallpapers, furniture, and design solutions has also been initiated to provide the customer an end-to-end home services' solution. Our team strives to maintain engagement with customers beyond the point of purchase, building trust and loyalty that lasts.

We view customer engagement as a continuous process throughout the product lifecycle to ensure their loyalty to our brand. Partnering with renowned retailers, we combine digital and physical elements to provide customers with an exceptional experience.

#### Continuous engagement, lasting loyalty

Our "Colour Ideas" stores, present in 450+ locations across 400 cities, offer personalised colour recommendations, innovative visualisation tools, and unmatched service, exceeding customer expectations. By embracing digital and physical channels, we aim to enhance the customer experience and foster lasting relationships.

#### CUSTOMER TESTIMONIALS



The Colour Consultancy at Home service by Asian Paints helped me choose the perfect colours and textures for my home using the latest trends in the market. I highly recommend this service to anyone who wants to transform their space with ease and confidence.

RAVI GUPTA, DELHI



During our home renovation, we turned to Asian Paints for a fresh coat of paint. They cared about our feedback and concerns, resulting in a flawless paint job that exceeded our expectations. We highly recommend Asian Paints for their quality and excellent customer service.

RAGHAV BHAGAT, BENGALURU

#### Customer complaints

We believe that excellence in customer service is the most important tool for sustained business growth. To ensure efficiency and delight in the resolution of each complaint, we believe that we need to be agile, transparent and solution-oriented in the entire complaint resolution process. Our grievance redressal mechanism is aimed at minimizing instances of customer complaints and grievances through proper provision of goods and services and ensuring prompt redressal of customer complaints and grievances. All the grievances received through various available channels are registered and tracked through the Customer Relationship Management (CRM) system. Once the complaint is registered, it is tracked through a unique number.

We ensure to keep the customer informed throughout the entire process of complaint resolution. Our complaint closure process includes calling the customer within four hours of registering the complaint, connecting with the customer within two days through site visits or video calls, and finally ending the complaint with final resolution to the customer within five working days. The promise to the customer is to close every complaint in five days or to commit to a customer timeline for closure within five days in case re-painting is required that may take more than five days. To keep the customer informed on all the actions taken on the complaint, we maintain multiple points of communication with the customer through SMS/E-mail/WhatsApp.

Upon the final resolution of the grievance, feedback is taken through call or SMS on the quality of service provided in the complaint resolution. All the data, in this regard, is stored securely on our CRM system.

Our Net Promoter Scheme (NPS) of 68% calculated through feedback obtained after the resolution of each complaint further evidences our commitment to our 'customer first' approach.

## 96.2%

Customer complaints closed in FY 2022-23

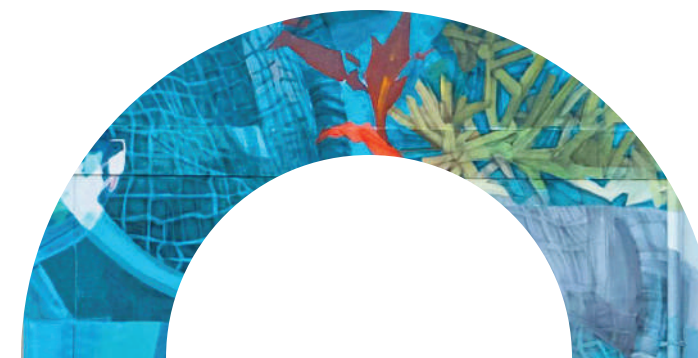
#### CASE IN POINT

Nilesh\*, had availed Safe Painting Service (SPS) in May, 2022. The interior walls of Nilesh's house were painted, however, Nilesh faced an issue with 'White Powder' after 2-3 months of completion of painting job. Nilesh raised his concerns with the Asian Paints team.

Once the issue was raised, the same was forwarded to the Customer Centricity team for further action. Nilesh was contacted and a site visit was arranged within 3 days. After thorough investigation, the issue of 'White Powder' was confirmed and a resolution in the form of repainting of affected areas was offered. SPS team provided an experienced contractor and a dedicated executive to supervise the painting job. During the last lap of the work, there was a stock issue which was resolved within 1 day to ensure that painting work was not impacted and completed within the stipulated timelines. Nilesh appreciated how his complaint was handled with sensitivity and empathy over the course of seven months. Even on the feedback call, Nilesh recorded his delight as a "promoter".

\* Name changed to protect identity

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## Social and Relationship capital

### BEAUTIFYING PUBLIC SPACES

Asian Paints' involvement with St+art India Foundation has been ongoing for over 9 years. Over the years this has included insights, varied resources, and unparalleled efforts in facilitating innovation in the public space. We have been an active and dynamic patron across multiple festivals and public art projects organised by St+art India in Delhi, Mumbai, Bengaluru, Hyderabad, Kolkata, Chandigarh and Coimbatore creating iconic landmarks in these cities. Each public art district in the country and new editions of several festivals bring curated interventions to civic spaces that are embedded in urban culture, and use art as a tool to reimagine how public spaces can be utilised. All of these activations aimed to create a dialogue on pressing issues with regard to future cities. Together, we have created over 500 murals and established 6 public art districts across 30+ cities, aiming to make traditional and vernacular art forms more accessible and inclusive.

As partners with a shared philosophy of #ArtForAll, St+art and Asian Paints continue to collectively share a long-term vision for India to nurture public art as a means of a democratic urban and social regeneration.

### Tracking our impact



#### Public art districts

We have created 6 public art districts across India, fostering a sense of community and promoting tourism in these areas.



#### Donate a wall

Based on collaboration from the public, we transform walls in urban spaces annually. From iconic buildings to theatres to community spaces to public societies, we have transformed 26 landmark locations thus far.



#### Art festivals

In December, 2022, Mumbai Urban Art Festival (MUAF) was announced by St+art India Foundation in collaboration with Asian Paints. MUAF was introduced with the objective to contribute to the contemporary public art heritage, featuring new interventions that were held across Mumbai. It was a city scale endeavour including landmark murals, experiential exhibitions, and immersive installations across several locations across Mumbai.

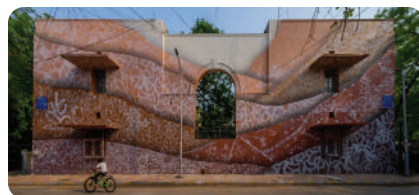
With Sassoon Docks, Colaba being the centrepiece of the festival, a total of 150+ events and workshops across 11 locations in Mumbai city were hosted.

The festival attracted 3,00,000+ visitors and had 60+ national and international artists participate and create art spread over 2,50,000 square feet of surface.



#### St+art Care

Initiated in FY 2022-23 and powered by the vision of bringing art to neglected spaces, we transformed the outer architecture of Post Graduate Institute of Child Health.



#### St+art residency

Every year, we create beautiful murals based on Indian art styles. This project gave birth to one of our most loved collections – Royale Play Taana Baana – Wall textures inspired from Indian handicrafts.

## Proactive engagement and response towards stakeholders



### SUPPLIERS AND PARTNERS\*

We are committed to conducting our business in an ethical, fair, legally, socially and environmentally responsible manner. We believe that our Business Partners are an integral part of our ecosystem, and we encourage our Business Partners to be responsible corporate citizens. We have also developed a Code of Conduct for our Business Partners to emphasise on our commitments in the areas of business integrity, human rights, labour practices and environment stewardship.

We actively engage with our suppliers through various forums such as annual supplier meets, one-on-one interactions, digital channels, workshops, and seminars. We also provide rewards, such as certificates of recognition and collaboration opportunities, to stakeholders involved in supply chain management.

→ Read more in Manufactured capital and Natural capital sections on page no. 70 and page no. 112 respectively

### Asian Paints partners with

- The Confederation of Indian Industry (CII)
- Federation of Indian Chambers of Commerce & Industry (FICCI)
- India Paint Association (IPA)
- The Advertising Standards Council of India (ASCI)
- Indian Society of Advertisers (ISA)

### GOVERNMENT AND REGULATORY BODIES

We collaborate and align with national and international priorities and participate in multi-stakeholder engagements and when relevant, respond to public consultations.

As a leader in the paints industry, we have a robust mechanism to identify, assess and comply with any new and existing regulatory requirement. We are actively involved in discussions with various government authorities through Industry associations to bridge the gap between policy intent and implementation.

Some of the key engaging issues with the Government in FY 2022-23 included:

- Plastic waste management through Extended Producer Responsibility and structuring the EPR portal.
- Engagement with Government on 'Ease of Doing Business' initiatives on harmonising State and Central laws and compliances.
- Consensus building on the integration of state approvals in the National Single Window System

to simplify the process of applying for regulatory approvals and compliances for the investor.

- Engagement with the Department for Promotion of Industry and Internal Trade (DPIIT) on changes in the Legal Metrology Act and Packaged Commodity Rules on rationalisation of various offences.
- Representation on the proposed draft of Digital Personal Data Protection Bill, 2022.
- Providing inputs for amending Paint standards proposed by the Bureau of Indian Standards.
- Pre-Budget recommendation to DPIIT.
- Recommendations given on sustainable and inclusive growth of manufacturing sector in India.
- Providing inputs for making Manufacturing more competitive in India to FICCI.
- SEBI consultation paper on various amendments to the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Strengthening Corporate Governance, Strengthening Compliance, review of disclosure requirements for material events or information.

\*GRI 2-28: Membership associations