BUSINESS RESPONSIBILITY REPORT FOR THE FINANCIAL YEAR 2015

Section A: General Information about the Company

1. Corporate Identity Number (CIN) : L26940MH1936PLC002515
2. Name of the Company : ACC Limited
3. Registered Address : Cement House
   121, Maharshi Karve Road
   Mumbai 400 020
4. Website : www.acclimited.com
5. E-mail id : brr.info@acclimited.com
6. Financial Year reported : January 1, 2015 to December 31, 2015
7. Sector(s) that the Company is engaged in (industrial activity code wise):

<table>
<thead>
<tr>
<th>Group</th>
<th>Class</th>
<th>Sub class</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>269</td>
<td>2694</td>
<td>26942</td>
<td>Manufacture of Portland Cement</td>
</tr>
</tbody>
</table>

8. List three key product/services that the Company manufactures/provides (as in balance sheet):

   The Company manufactures cement of various kinds viz. Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC) and Portland Slag Cement (PSC) and Ready Mixed Concrete (RMX).

9. Total number of locations where business activity is undertaken by the Company:
   i. Number of international locations : Nil
   ii. Number of national locations : 17 Cement Plants, 50 Ready Mixed Concrete Plants, and 27 Offices including Registered Office, Regional Offices and Sales Offices.

10. Markets served by the Company : Pan India across all markets in India.

Section B: Financial Details of the Company

1. Paid up capital (INR) : ₹ 187.95 Crore
2. Total turnover (INR) : ₹ 11,432.76 Crore
3. Total profit after taxes (INR) : ₹ 591.57 Crore
4. Total spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%):

   The Company’s total spending on CSR is 2.23% of the average net profit in the previous three financial years.
5. List of activities in which expenditure in 4 above has been incurred:
   a. ACC - DISHA
   b. ACC - LIESA
   c. ACC - Swavlamban
   d. ACC - Vidya Utkarsh
   e. ACC - Vidya Sarathi
   f. ACC - Arogyam
   g. ACC - Sampoorn Swachhata
   h. ACC - Sanrakshit Paryavaran
   i. ACC - Drona

Section C: Other Details

1. Does the Company have any Subsidiary Company / Companies?

Yes, the Company has 5 subsidiaries, viz:
   a. ACC Mineral Resources Limited
   b. Bulk Cement Corporation (India) Limited
   c. Lucky Minmat Limited
   d. National Limestone Company Private Limited
   e. Singhania Minerals Private Limited

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(s)?

Business Responsibility initiatives of the parent company are applicable to all subsidiary companies.

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%]

CSR initiative "ACC ki Laadli" under the Vidya Utkarsh project is a flagship education initiative of ACC’s CSR in the Northern region. Partnering with an NGO, this initiative has been undertaken to establish learning centres for girl children in the age group 6-14 years. About 1,513 girl children, especially those who dropped out of school and belonging to marginalized and deprived sections of the society are enrolled in these schools and are given quality primary education. The aim is to bring mainstream education for these girls and prepare them to appear for Class V exam of the State level.

The project receives contributions from Cement Dealers in the Northern Region in the form of “Lakshya Points” secured by them in appreciation for their achievements of business targets from ACC. The points are then redeemed by them as financial inputs into this project.

The project implementation started in October 2013 and so far 50 learning centres have been set up in different parts of Uttar Pradesh, Himachal Pradesh, Madhya Pradesh, Punjab, Rajasthan, Haryana and Uttarakhand and teaching is continuing in these centres since then.
Section D: BR Information

1. Details of Director / Directors responsible for BR:
   a) Details of the Director / Directors responsible for implementation of the BR Policy / Policies:

   Director Identification Number (DIN): 02298385

   Name: Mr Harish Badami

   Designation: Chief Executive Officer & Managing Director

   b) Details of the BR Head:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Particulars</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DIN (if applicable)</td>
<td>NA</td>
</tr>
<tr>
<td>2</td>
<td>Name</td>
<td>Mr Burjor D Nariman</td>
</tr>
<tr>
<td>3</td>
<td>Designation</td>
<td>Company Secretary &amp; Head Compliance</td>
</tr>
<tr>
<td>4</td>
<td>Telephone Number</td>
<td>(022) 3302 4321 / 3302 4329</td>
</tr>
<tr>
<td>5</td>
<td>E mail Id</td>
<td><a href="mailto:brr.info@acclimited.com">brr.info@acclimited.com</a></td>
</tr>
</tbody>
</table>

2. Principle-wise (as per NVGs) BR Policy / Policies (Reply in Y/N):

   The National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business released by the Ministry of Corporate Affairs has adopted nine areas of Business Responsibility. These briefly are as under:

   P1 - Businesses should conduct and govern themselves with Ethics, Transparency and Accountability.

   P2 - Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle.

   P3 - Businesses should promote the well being of all employees.

   P4 - Businesses should respect the interests of and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.

   P5 - Businesses should respect and promote human rights.

   P6 - Businesses should respect, protect and make efforts to restore the environment.

   P7 - Businesses when engaged in influencing public and regulatory policy, should do so in a responsible manner.

   P8 - Businesses should support inclusive growth and equitable development.

   P9 - Businesses should engage with and provide value to their customers and consumers in a responsible manner.
### ACC Limited

#### Business Ethics

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Questions</th>
<th>P1</th>
<th>P2</th>
<th>P3</th>
<th>P4</th>
<th>P5</th>
<th>P6</th>
<th>P7</th>
<th>P8</th>
<th>P9</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Do you have a policy / policies for....</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Note 2</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Has the policy been formulated in consultation with the relevant stakeholders?</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Does the policy conform to any national / international standards? If yes, specify? (50 words)</td>
<td>Y</td>
<td>Y</td>
<td>Note 3</td>
<td>Y</td>
<td>Y</td>
<td>Note 4</td>
<td>-</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Has the policy been approved by the Board? If yes, has it been signed by MD / owner / CEO / appropriate Board Director?</td>
<td>Y</td>
<td>-</td>
<td>N</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Does the Company have a specified Committee of the Board / Director / Official to oversee the implementation of the policy?</td>
<td>Y</td>
<td>Y</td>
<td>Note 7</td>
<td>Y</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Indicate the link for the policy to be viewed online?</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>#</td>
<td>-</td>
<td>Y**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Has the policy been formally communicated to all relevant internal and external stakeholders?</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Does the Company have in-house structure to implement the policy /policies?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Does the Company have a grievance redressal mechanism related to the policy / policies to address stakeholders’ grievances related to the policy /policies?</td>
<td>Y</td>
<td>Note 8</td>
<td>Y</td>
<td>Y</td>
<td>-</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Has the Company carried out independent audit/evaluation of the working of this policy by an internal or external agency?</td>
<td>Y</td>
<td>Note 9</td>
<td>-</td>
<td>N</td>
<td>Y</td>
<td>-</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**If answer to Sr. No. 1 against any principle is ‘No’, please explain why: (Tick up to 2 options)**

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 six months
5. It is planned to be done within next one year
6. Any other reason (please specify)


Note 1: The policy is embedded in the Company’s quality & environment policies which interalia, relate to safe & sustainable products.
Note 2: The policy is embedded in the Company’s Code of Business Conduct, HR policies and various other HR practices.
Note 3: Bureau of Indian Standards (BIS).
Note 4: This policy conforms to guidelines of Companies Act, 2013. In addition, the Policy is also in conformity with the Sustainable Development Goals (SDGs). All our projects are mapped to concerned SDGs and its related targets.
Note 5: Policy conforms to guidelines of Companies Act, 2013. In addition, the Policy is also in conformity with the Sustainable Development Goals (SDGs). All our projects are mapped to concerned SDGs and its related targets.
Note 6: All employee related policies are discussed and approved by the Management Executive Committee headed by the CEO&MD and its implementation monitored by Human Resources Division.
Note 7: At Executive Committee Meetings.
Note 8: The Company has a redressal mechanism to address product related complaints i.e. customer complaint portal.
Note 9: Compliance reports from designated employees which is audited by Statutory Auditors.
Note 10: The Company has a track record of pioneering achievements, long experience and leadership position which has benefitted the cement industry at large in initiating dialogue with the Government. However, no need for a formal policy has been felt.
Note 11: The Company has a systematic process of assessing customer needs fulfilling them with innovative products and services. It also has a customer complaint redressal system.
3. Governance related to BR:

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

3 to 6 months.

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

Yes, the Company releases a Sustainable Development (SD) Report every year. The Company was publishing a printed version of the SD Report in a two year cycle. Since 2013, the Company has been releasing the printed version every year. BRR is included in the Annual Report. This report constitutes the Company’s Fourth Business Responsibility Report. The hyper-link for viewing the Sustainability Report of the Company is http://www.acclimited.com/newsite/sdevelopment.asp.

Section E: Principle-wise Performance

Principle 1: Business should conduct and govern themselves with 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?

The Company considers Corporate Governance as an integral part of good management. The Company has a Code of Business Conduct (along with an anti-Bribery and Corruption Directive) and a vigil mechanism named EthicalView Reporting Policy that are approved by the Board of Directors. These are applicable to all Board Members and employees of the Company and all its subsidiaries, and an annual affirmation is taken from the designated employees. The Anti Bribery and Corruption Directive and the EthicalView Reporting Policy also extends to the Company's business partners viz. vendors/service providers/customers. The Code is available on the Company's website at this web address: http://www.acclimited.com/newsite/finance.asp?tag=cbc.

2. How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.

The Company received 88 complaints under the EthicalView Reporting Policy, out of which 57 were resolved and the balance 31 complaints are under various stages of investigation and completion.

Principle 2: Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle.

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

Blended cements viz. Portland Pozzolana Cement (PPC) and Portland Slag Cement (PSC). The Company also uses industrial/municipal hazardous waste as alternative fuel. The Company uses biomass in its manufacturing process.
2. For each such product, provide the following details in respect of resource use (energy, water, raw material etc) per unit of product (optional):

   i. Reduction during sourcing / production / distribution achieved since the previous year throughout the value chain:

<table>
<thead>
<tr>
<th>Consumption per unit of production</th>
<th>Current Year (January – December 2015)</th>
<th>Previous Year (January – December 2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical Energy (kWh/ Tonne of Cement)</td>
<td>84.45</td>
<td>80</td>
</tr>
<tr>
<td>Thermal Energy (K Cal / kg of Clinker)</td>
<td>730</td>
<td>730</td>
</tr>
<tr>
<td>CO₂ Emissions (kg CO₂ / Tonne of Cement)</td>
<td>533</td>
<td>526</td>
</tr>
</tbody>
</table>

   ii. Reduction during usage by consumers (energy, water) has been achieved since the previous year.

   The Company’s products do not have any broad based impact on energy. However, as the cement manufacturing process is highly energy intensive, the Company takes several measures to reduce thermal and electrical energy consumption.

3. Does the Company have procedures in place for sustainable sourcing (including transportation)? If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.

   Yes, all the Company’s integrated plants are situated close to limestone mines which helps minimize transportation. The Company deploys sustainable mining practices. Most bulk materials are transported inward by rail. Blended Cements are manufactured using flyash / slag which are by-products / wastes of other industries. Fly ash and slag are not environmentally friendly and need to be disposed off in a careful manner.

   In the manufacture of clinker, the company utilizes Alternative Fuel and Raw Materials (AFR) which help conserve natural resources. The Company encourages procurement through vendors who adopt sustainable practices.

4. Has the Company undertaken 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 the capacity and capability of local and small vendors?

   The Company has a policy of procuring goods and services like horticulture, housekeeping and the like from nearby suitable sources of supply.

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 cement manufacturing process does not directly discharge any significant effluent or waste.

   ACC has the facility of consuming used cement bags as Alternate Fuel in some of the manufacturing units. The location of cement plants are far away from markets, a very low percentage of used bags get recycled at the Plants. About 85% of cement manufactured by the Company comprises blended cement which is produced using slag and fly ash which are wastes from other industrial processes.

   Recognizing the urgent need to address global problems of increasing paucity of fossil fuels and rampant practices of unsustainable waste disposal, the Company has pioneered the use of industrial, municipal and agricultural wastes as Alternative Fuels and Raw Materials (AFR) in India.
Principle 3: Businesses should promote the well-being of all employees.

1. Please indicate total number of employees:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category of Employees</th>
<th>No. of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ACC</td>
<td>7,604</td>
</tr>
<tr>
<td>2.</td>
<td>Concrete Business</td>
<td>764</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>8,368</strong></td>
</tr>
</tbody>
</table>

2. Please indicate total number of employees hired on temporary / contractual / casual basis:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category of Employees</th>
<th>No. of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Retainers / Advisors</td>
<td>64</td>
</tr>
<tr>
<td>2.</td>
<td>Subcontracted Employees</td>
<td>0</td>
</tr>
<tr>
<td>3.</td>
<td>Third Party Employees</td>
<td>7,831</td>
</tr>
<tr>
<td>4.</td>
<td>Casual Employees</td>
<td>34</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>7,929</strong></td>
</tr>
</tbody>
</table>

3. Please indicate the number of permanent women employees:

Number of permanent women employees: 332

4. Please indicate the number of permanent employees with disabilities:

Number of permanent employees with disabilities: 29

5. Do you have an employee association that is recognized by the Management?

Yes, there are recognized trade unions affiliated to various central trade union bodies. Company’s Shop Floor Associates and Office Associates are members of their respective unions.

6. What percentage of permanent employees is members of this recognized employee association?

Approximately 47% of permanent employees are members of recognized employee associations.

7. Please indicate the number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and those pending as on the end of the financial year.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category</th>
<th>No of complaints filed during the financial year</th>
<th>No of complaints pending as on end of the financial year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Child labour / forced labour / involuntary labour</td>
<td>NIL</td>
<td>NIL</td>
</tr>
<tr>
<td>2</td>
<td>Sexual Harassment</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Discriminatory employment</td>
<td>NIL</td>
<td>NIL</td>
</tr>
</tbody>
</table>
8. What percentage of undermentioned employees were given safety and skill up-gradation training in the last year?

A. Permanent employees : 68%
B. Permanent women employees : 36%
C. Casual / Temporary / Contractual employee : NIL
D. Employees with disabilities : 40%

Principle 4: Businesses should respect the interests of and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.

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

Yes, the Company has mapped its stakeholders as a part of its stakeholder engagement strategy development process.

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

Yes, the Company has identified the disadvantaged, vulnerable and marginalized stakeholders with the help of socio-demographic data of the community through base line surveys.

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

The Company continues to run two Anti-Retroviral Therapy (ART) centers to support people affected by HIV/AIDS through medical treatment and counselling. The Company has also supported patients by organizing them in Self Help Groups and through life skills development programmes and by providing nutritional support to HIV infected as positive cases. In addition, quality education is being provided to school going children from affected families.

The Company has enhanced the access to healthcare for the community through health camps and mobile health clinics. The Company also jointly works with the local district administration for promoting national campaigns on DOTS for TB, Malaria prevention and immunization.

The Company’s pilot initiative for energy security in remote tribal areas and educational support to dropout girl children are some of the other special initiatives undertaken to engage with the vulnerable and marginalized stakeholders. Some noteworthy Projects are Solar Micro Grids for household electricity supply, Project DISHA for five thousand youth, formation of a farmer producer company and a SHG co-operative federation.

Principle 5: Businesses should respect and promote 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?

All aspects of the human rights are inbuilt and covered under the Company’s Code of Business Conduct as well in various human resource practices / policies.

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

NIL
Principle 6: Businesses should respect, protect and make efforts to restore the environment

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’s Corporate Environment Policy extends to cover the Company and its subsidiaries.

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 hyper-link for webpage etc.

   Yes, the Company is committed to reduce GHGs emissions and has a clear roadmap to achieve this. The hyperlink for the same is http://www.acclimited.com/newsite/sdevelopment.asp

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

   Yes, the Company has a mechanism to identify and assess potential environmental risks in its plants and in respect of its projects.

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

   Yes, the Company has three registered projects under the Clean Development Mechanism (CDM). Environmental Compliance Report (Validation & Verification Reports) have been filed. Certified Emission Reductions Reports were issued.

5. Has the Company undertaken any other initiatives on - clean technology, energy efficiency, renewable energy etc? Y/N. If yes, provide hyper-link to web page etc.

   The Company has taken up several initiatives on clean technology, energy efficiency and renewable energy such as the Waste Heat Recovery System (WHRS) at Gagal Cement Works; three wind farms – one each in Maharashtra, Tamil Nadu and Rajasthan and Waste Co-processing in cement plants. The hyperlink for the same is http://www.acclimited.com/newsite/sdevelopment.asp

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

   Yes, the emissions/waste generated by the Company are within the permissible limits prescribed by CPCB/SPCB

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

   One.

Principle 7: Businesses when engaged in influencing public and regulatory policy, should do so in a responsible manner.

1. Is your Company a member of any trade and chambers of association? If yes, name only those major ones that your business deals with.

   The Company is a Member of:
   i. Confederation of Indian Industry (CII)
   ii. Federation of Indian Chambers of Commerce and Industry (FICCI)
   iii. Bombay Chamber of Commerce and Industry
   iv. Federation of Indian Mineral Industries (FIMI)
ACC Limited

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, following are the Broad Areas:
   i. Sustainable Mining Practices
   ii. Waste Management – Co-processing of municipal and industrial hazardous & non-hazardous wastes
   iii. Energy Conservation
   iv. Promotion of Concrete Roads

Principle 8: Businesses should support 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 has specific programmes / initiatives / projects in pursuance of its CSR policy. The Company engages all sections of the host communities for developing their village through micro plans. Implementation of these micro plans & monitoring is done by the Community Advisory Panels (CAP) at all plant locations. The CAP helps at all stages of CSR interventions i.e. planning of CSR activities, process monitoring and evaluation. The Company also engages third party organizations to assist in need assessment and annual evaluations through a Social Audit process based on PRA findings. The CSR project participants include the disadvantaged, vulnerable and marginalized sections of society.

The Company has carried out CSR Projects in pursuance of inclusive development, primarily focusing on:

1. Livelihood & Employability
2. Quality of Education
3. Health & Sanitation

2. Are the programmes / projects undertaken through in-house team / own foundation / external NGO / Govt. structure / any other organization?

The Company’s CSR Projects are implemented through an internal team as well as in partnership with Non-Governmental Organizations (NGOs), Academic and Government Institutions.

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

Yes, the Company has conducted impact assessments of its CSR initiatives. A third party Social Audit of all CSR expenses was carried out. A Social Audit Committee was constituted which engaged an organization for a field visit to all plant sites. Based on the findings of the field visits, the implementation effectiveness and efficiency were mapped on a CSR performance score card which was then incorporated into the Company’s performance management system.
4. **What is the Company’s direct contribution to community development projects - Amount in INR and details of the projects undertaken?**

The Company spent an amount of ₹ 31.16 Crore in developmental projects as under:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Focus Areas</th>
<th>Expenditure (₹ Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ACC - DISHA</td>
<td>3.71</td>
</tr>
<tr>
<td>2</td>
<td>ACC - LIESA</td>
<td>6.64</td>
</tr>
<tr>
<td>3</td>
<td>ACC - Swavlamban</td>
<td>3.36</td>
</tr>
<tr>
<td>4</td>
<td>ACC - Vidya Utkarsh</td>
<td>5.13</td>
</tr>
<tr>
<td>5</td>
<td>ACC - Vidya Sarathi</td>
<td>0.38</td>
</tr>
<tr>
<td>6</td>
<td>ACC - Arogyam</td>
<td>3.70</td>
</tr>
<tr>
<td>7</td>
<td>ACC - Sampoorn Swachhata</td>
<td>4.14</td>
</tr>
<tr>
<td>8</td>
<td>ACC - Sanraksh Paryavaran</td>
<td>3.16</td>
</tr>
<tr>
<td>9</td>
<td>ACC - Drona</td>
<td>0.94</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>31.16</strong></td>
</tr>
</tbody>
</table>

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

Yes, the Company follows a participatory approach in the selection of CSR initiatives. A Community Advisory Panel (CAP), comprising representatives and opinion leaders of the community is functional at plant locations, which facilitate inclusive project planning, information sharing and participatory implementation.

Stakeholder Engagement Surveys (SES) are conducted at regular intervals to identify feedback of the community, required modifications are carried out in ongoing initiative implementation projects. This helps in fostering ownership amongst local communities.

All CSR projects follow a bottom up approach to the planning process. Initially, PRA tools are used to develop village micro-plan so that entire village can participate in the process. While implementing the projects, the CAP meets on a quarterly basis to review the progress of the projects and suggest course corrections. Annually, a Stakeholder Engagement Survey (SES) is carried out to meet stakeholders to obtain their feedback for future implementation of projects.

**Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner.**

1. **What Percentage of customer complaints / consumer cases are pending as on the end of financial year 2015?**

A total of 285 complaints were received from customers (end-consumers) in 2015, out of which none (amounting to <1%) was pending as of December 31, 2015.

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, in respect of special products like ‘ACC F2R (Foundation to Roof) Cement’ etc., apart from the statutory information, the key product benefits are also highlighted on the cement bag.
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.**

**Case No. 29 / 2010**

Builders’ Association of India had filed a complaint before the Commission against the Cement Manufactures’ Association and various cement manufacturers including the Company, for alleged violations of the provisions of the Competition Act. The CCI based on the Report of DG, held the Company and the other Cement manufacturers were in contravention of Sec 3(3)(a) and 3(3)(b) r/w Sec 3(1) of the Act and imposed a total penalty of ₹ 6,317.32 crores, out of which ₹ 1,147.59 crores was levied on the Company. Appeals were preferred before the Competition Appellate Tribunal (COMPAT) which were by Order dated December 11, 2015 allowed the appeal and the matters are remanded back to CCI for rehearing. Pursuant thereto, CCI has heard all the matters afresh between 19th & 22nd January, 2016.

**Case No. 52 / 2006**

Builders’ Association of India had filed a complaint before the Commission against the Cement Manufactures’ Association and various cement manufacturers including the Company, for alleged violations of the provisions of the Competition Act. The CCI based on the said Report held the Company and the other Cement manufacturers were in contravention of Sec 3(3)(a) and 3(3)(b) r.w Sec 3(1) of the Act and has held that the cement companies had institutionalized the system of sharing the prices, capacities and production among each other using the platform of CMA, but has not imposed any penalty. Appeals were preferred before the Competition Appellate Tribunal (COMPAT) which were by Order dated December 11, 2015 allowed the appeal and the matters are remanded back to CCI for rehearing.

**Haryana tender matter Reference Case No. 5 of 2013**

The Director General (Supply & Distribution), Government of Haryana, filed a complaint alleging bid rigging against seven cement manufacturers including the Company in a tender for cement floated by them. The DG investigation has filed its report holding that all the Cement Manufacturers against whom the investigation was initiated had rigged the bidding process The objections to the report of DG are to be filed by March 23, 2016 and hearing has been fixed for April 13, 2016.

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

Yes, Customer Satisfaction Survey is carried out by the Company every year.