

BUSINESS RESPONSIBILITY REPORT

Section A: General Information about the Company

- Corporate Identity Number (CIN)** : L26940MH1936PLC002515
- Name of the Company** : ACC Limited
- Registered Address** : Cement House
121, Maharshi Karve Road
Mumbai 400 020
- Website** : www.acclimited.com
- E-mail id** : brr.info@acclimited.com
- Financial Year reported** : 1st January, 2017 to 31st December 2017
- Sector(s) that the Company is engaged in (industrial activity code wise):**

Group	Class	Sub class	Description
269	2694	26942	Manufacture of Portland Cement

- List three key products/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), Portland Slag Cement (PSC) and Ready Mixed Concrete (RMX)
- Total number of locations where business activity is undertaken by the Company:**
 - Number of international locations** : Nil
 - Number of national locations** : 17 cement plants, 62 Ready Mix Concrete Plants, and 27 offices including Registered Office, Regional Offices and Sales Offices
- Markets served by the Company** : Pan India across all markets in India.

Section B: Financial Details of the Company

- Paid up capital (INR)** : ₹187.79 Crore
- Total turnover (INR)** : ₹13,846.54 Crore
- Total profit after taxes (INR)** : ₹924.41 Crore
- Total spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%):**
The Company's total spending on CSR is 2.33% of the average net profit of the previous three financial years.
- List of activities in which expenditure in 4 above has been incurred:**
Livelihood
 - ACC DISHA - for Youth Employability
 - ACC Swawlamban - focusing on women empowerment and livelihood
 - ACC LEISA - for Farmer's Livelihood (Low External Input Sustainability Agriculture)



Education

- d. ACC VidyaUtkarsh (Quality of Education in Government Schools)
- e. ACC Vidyasaarathi (Scholarship for Students)

WASH (Water, Sanitation and Health)

- f. ACC Arogyam (Preventive, Promotive and Curative health care)
- g. ACC Sampurna Swachhata (Towards open defecation free villages)

Conservation of Environment

- h. ACC Sanrakshit Paryavaran (Solar, Biodiversity and Soil & water conservation)

Promoting Local Arts and Culture

- i. ACC Drona (To promote rural sports and traditional Indian culture)

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 applied by Bulk Cement Corporation (India) Limited, the Company's Subsidiary. The remaining four Subsidiaries are inoperative.

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 VidyaUtkarsh project is a flagship education initiative out of ACC's CSR reach in Northern and Eastern India. In partnership with an NGO, this initiative has been undertaken to establish learning centres for girl children in the age group of 6-14 years. About 1415 girl children, especially those who have dropped out of schools and belong to the marginalized and deprived sections of the society have been enrolled in these schools and provided quality primary education. The aim is to mainstream these girls, and prepare them to take the class V exam at the State level.

The Project receives contributions from ACC Cement Dealers in the form of "Lakshya points" secured by them in appreciation of their achievements of business targets from ACC. The points are then redeemed as financial inputs into this project.

The project implementation started in October 2013. So far 50 learning centres have been set up in different blocks of UP, HP, MP, Punjab, Rajasthan, Haryana, Uttarakhand and Bihar. Educating needy girls at these centres has been in progress since inception of the project.

However, these together comprise less than 30% of such total entities.

Section D: BR Information

1. Details of Director / Directors responsible for BR:

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

Director Identification Number (DIN): 07419090

Name: Mr Neeraj Akhoury

Designation: Managing Director and Chief Executive Officer

Details of the BR head:

Sr. No	Particulars	Details
1	DIN Number (if applicable)	NA
2	Name	Mr Ramaswami Kalidas
3	Designation	Company Secretary and Head Compliance
4	Telephone Number	(022) 3302 4321 / 3302 4329
5	E mail Id	brr.info@acclimited.com

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 (NVGs) 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.



Sr No	Questions	Business Ethics		Product Responsibility		Wellbeing of Employees		Stakeholder Engagement & CSR		Human Rights		Environment		Public Policy		CSR		Customer Relations		
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19
1	Do you have a policy/policies for...	Y	Y	Y	Y	Y	Y	Y	Y	The policy is embedded in the Company's Code of Business Conduct, HR Policies & other various HR practices	Y	N	Y	N	Y	Y	Y	Y	N	
2	Has the policy been formulated in consultation with the relevant stakeholders?	Y	-	Y	Y	-	Y	Y	-	-	Y	-	Y	-	Y	Y	Y	-	-	
3	Does the policy conform to any national / international standards? If yes, specify?	Y	Y	Y	Y	Bureau of Indian Standards (BIS)	This policy conforms to the provisions of the Companies Act, 2013. In addition the Policy is also in conformity with the Sustainability Development Goals (SDGs). All our projects are mapped to concerned SDGs and its related targets	This policy conforms to the MoEF guidelines of Corporate Environment Responsibility under EIA Notification, 2006	-	-	Y	-	Y	-	Y	Y	Y	Y	Y	-

Sr No	Questions	Business Ethics	Product Responsibility	Wellbeing of Employees	Stakeholder Engagement & CSR	Human Rights	Environment	Public Policy	CSR	Customer Relations
		P1	P2	P3	P4	P5	P6	P7	P8	P9
4	Has the policy been approved by the Board? If yes, has it been signed by MD/owner/CEO/ appropriate Board Director?	Y	-	N	Y	-	Y	-	Y	-
5	Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of the policy?	Y	Y At Executive Committee Meetings	Y	Y	-	Y	-	Y	-
6	Indicate the link for the policy to be viewed online?	http://www.acclimited.com/sh/CCFS.pdf	-	-	http://www.acclimited.com/sh/CMCN.pdf	-	http://www.acclimited.com/sh/EN.pdf	-	http://www.acclimited.com/sh/CMCN.pdf	-
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	Y	-	Y	Y	-	Y	-	Y	-
8	Does the Company have in-house structure to implement the policy/policies?	Y	Y	Y	Y	-	Y	-	Y	-



Sr No	Questions	Business Ethics	Product Responsibility	Wellbeing of Employees	Stakeholder Engagement & CSR	Human Rights	Environment	Public Policy	CSR	Customer Relations
		P1	P2	P3	P4	P5	P6	P7	P8	P9
9	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Y	The Company has a redressal mechanism to address product related complaints i.e. customer complaint portal	Y	Y	-	Y	-	Y	-
10	Has the Company carried out independent audit/evaluation of the working of this policy by an internal or external agency?	Y	-	N	Y	-	Y	-	Y	-
		The implementation of the policy is subject to an Independent Audit by the Statutory Auditors and also has an oversight mechanism from the parent Company								

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

Sr No	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
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)	--	--	--	--	--	--	The Company has a track record of pioneering achievements, sustained experience and leadership position which has benefitted the cement industry at large in initiating dialogues with the Government. However, no need for a formal policy has been felt.	--	The Company has a systematic process of assessing customer needs and fulfilling them with innovative products and services. It also has 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 publishes printed versions of its Sustainability Report annually. An electronic version of the report is also uploaded on the Company's website to serve as a web version. This report constitutes the Company's sixth Business Responsibility Report. The hyperlink for viewing the Sustainability Report of the Company is as under:

<http://www.acclimited.com/sh/SR.pdf>



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 Anti- Bribery and Corruption Directive) and a vigil mechanism named EthicalView Reporting Policy that have been 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 extend 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/sh/CCFS.pdf>

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 64 complaints under the EthicalView Reporting Policy, out of which 51 were resolved and the balance 13 complaints are under various stages of investigation and completion.

Principle 2: Business 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.

1. **Blended cements:** The Company manufactures Blended cements viz. Portland Pozzolana Cement (PPC) and Portland Slag Cement (PSC) which are environmentally better than the conventional OPC. Industrial wastes such as flyash and slag, which are otherwise not environmental friendly are suitably used in the manufacture of PPC and PSC which result in partial replacement of virgin limestone and reduction of associated CO₂ emissions.

2. **Co-processing services:** The Company provides waste management solutions, under the brand name of 'Geocycle', to waste generating industries and organizations in the country through co-processing of wastes in cement kilns. This not only ensures a safe and environmentally sustainable solution for the disposal of hazardous and non-hazardous wastes but it also results in creating environmental and social benefits such as resource conservation, reduction of GHG emissions, local employment, etc.

3. **Green Building Centers:** "Green Building Centers" is the Company's initiative to facilitate low-cost housing development in India, by promoting sustainable materials, building techniques and locally trained workforce. The production of green building materials is carried out in a modern production environment with main emphasis on Quality and Service. The Green Building Centers have positively impacted the climate, water and nature as well as the communities at large. The impact on the environment can be easily measured by reduction in CO₂ emission, fertile top soil conservation and utilization of waste materials.

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

Consumption per unit of production	Current Year (January – December 2017)	Previous Year (January – December 2016)
Electrical Energy (kWh/Tonne of Cement)	84.33	88.66
Thermal Energy (K Cal / kg of Clinker)	742	748
CO ₂ Emissions (kg CO ₂ / Tonne of Cement)	525	545

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 during usage phase. However, as the cement manufacturing process is energy intensive, the Company takes several measures to reduce thermal and electrical energy consumption during manufacturing stage.

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, the Company has all its manufacturing plants close to limestone mines which helps minimize transportation of the primary raw material. 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 it to 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 and torn cement bags as Alternate Fuel in some of the manufacturing units. As 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 of 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:

Sr. No.	Category of Employees	No. of Employees
1.	Management Staff	4070
2.	Shop Floor Associates	3325
Total		7395

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

Sr. No.	Category of Employees	No. of Employees
1.	Third Party Employees	7809
2.	Casual Employees	27
Total		7836



3. Please indicate the number of permanent women employees:

Number of permanent women employees: 277

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

Number of permanent employees with disabilities: 17

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

Yes, there are recognized trade unions which are 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 are members of this recognized employee association?

Approximately 45% 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.

Sr. No.	Category	No of complaints filed during the financial year	No of complaints pending as on end of the financial year
1	Child labour / forced labour / involuntary labour	Nil	Nil
2	Sexual Harassment	Nil	Nil
3	Discriminatory employment	Nil	Nil

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

A.	Permanent employees	:	61%
B.	Permanent women employees	:	75%
C.	Casual/Temporary/Contractual employee	:	Nil
D.	Employees with disabilities	:	35%

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 through materiality matrix 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 Participatory Rural Appraisal tool based on village micro plans and secondary socio-demographic data of the community.

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.

Yes, all CSR interventions of the Company are intended to target the disadvantaged, vulnerable and marginalized stakeholders. For instance the education projects of the Company are largely focused on government schools situated in remote rural pockets of India. The scholarship initiative of the Company named Vidyasaarathi that has been rolled out in 14 districts of Company operations situated in 12 states of India, targets disadvantaged students who need financial support to pursue their dreams of higher education.

The Company continues to run two Anti-Retroviral Therapy (ART) centers to support people affected by HIV/AIDS through medical treatment and counseling. The Company has also supported patients by organizing

them in Self Help Groups and through life skills development programmes and providing nutrition support to HIV infected as well as affected family members. Moreover, quality education is also being provided to school going children from the affected families.

The Company has enhanced 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 Open Defecation Free, Skilling and Water Conservation measures.

The Company continues to engage with the vulnerable and marginalized stakeholders for their sustainable livelihood. Skill training was provided to 3745 youth, Low External Sustainable Agriculture projects for farmers, institutionalizing women SHG registered federations and achieving four open defecation free villages are some of the accomplishments during 2017.

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 in-built and covered under the Code of Business Conduct as well as 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 pertaining 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 identified five key levers to achieve the reduction of GHGs:

- Clinker substitution by making Blended Cements
- Alternative Fuel and Raw Materials (AFR);
- Thermal and electrical energy efficiency;
- Waste Heat Recovery Systems (WHRS) and
- Newer technologies and renewable energy

This information is available in our webpage: <http://www.acclimited.com/ee>

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 at plant level as well as corporate level. Potential Environmental risks also form a part of Business Risk Management Model, where all business related risks are identified and their mitigation strategies and plans are worked upon. For details, Please refer to BRM section of the Annual Report.

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) and Environmental Compliance Report (Validation & Verification Reports) have been filed and 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.

Yes, we have made significant strides in attaining energy efficiency in our cement plants/ captive power plants by following initiatives:

1. Three wind farms – one each in Maharashtra, Tamil Nadu and Rajasthan with total capacity of 19 MW
2. Waste Heat Recovery System (WHRS) at Gagal Cement Works
3. Waste Co-processing in cement plants.
4. Various energy efficiency improvement initiatives in operations

Details on the above initiatives can be seen at the link: <http://www.acclimited.com/ee>

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 were all within the permissible limits given 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.

The Cement industry was earlier given the dead line for compliance with new emission norms by 31st March 2017 which was later revised upto 31st August 2018.

Thus, legal notices which were received by some of the plants during the interim period have become invalid after the extension of the deadline

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:

1. Confederation of Indian Industry (CII)
2. Federation of Indian Chambers of Commerce and Industry (FICCI)
3. Bombay Chamber of Commerce and Industry (BCCI)
4. Indian Merchants' Chambers (IMC)
5. PHD Chamber of Commerce
6. Indian Geological Congress
7. Federation of Indian Mineral Industries (FIMI)
8. National Safety Council (NSC)

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 Polices, Energy Security, Water, Food Security, Sustainable Business Principles, Others)

Yes, the company advocates with the above associations on the following broad areas:

1. Sustainable Mining Practices
2. Co-processing of municipal & industrial hazardous & non hazardous wastes
3. Sustainable Construction
4. Use of recycled waste materials (construction & demolition waste) in cement and concrete
5. New environment regulations
6. RPO-REC regulations for cement and power plants
7. PAT and Ecerts regulations
8. Development of new product standards for low carbon cement and concrete products
9. Green Buildings
10. Flyash based pre-fab building materials
11. Manufactured Sand and aggregate from industrial waste
12. 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 the specific programs / initiatives / projects in pursuance of its CSR policy (Ref. <http://www.acclimited.com/sh/CMCN.pdf>)

All sections in the host communities are engaged by the Company for developing their village micro plans through Participatory Methods of planning. Individual projects are thereafter designed to address the various needs of the host communities as per the priority expressed by the communities. Conscious efforts were made to prioritize women headed, landless, small & marginal land holding families. Special drive for exclusive skilling of women and ensuring that half of the scholarships for higher education are granted to girls has been ensured. HIV+ and differently abled beneficiaries are specially tracked to be brought within the ambit of all social and business measures.

Implementation of these projects are thereafter monitored by the representatives of the villagers at all locations and course correction measures as suggested are implemented. A Community Advisory Panel (CAP) has been set up to help at all stages of CSR Interventions i.e planning of CSR projects and process monitoring. The Company has also organised third party social audit committee by taking people from different sectors to spearhead annual evaluations through rigorous field visits and secondary data analysis. The CSR project participants include the disadvantaged, vulnerable and marginalized sections of the society.

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

- a. Sustainable Livelihood
- b. Quality of Elementary Education
- c. Water Sanitation and Health (WASH)

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 its in-house CSR Department, ACC Ayushman Trust and through engagement with other Corporates, 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 100% CSR expenses was done for the fourth consecutive year.

Social Audit Committee, constituted with renowned experts from social sector and academic institutions assisted by a team of social sector professionals, has conducted the social audit of CSR work at all ACC plant sites and based on field findings on parameters of Compliance, Relevance, Effectiveness, Efficiency, Rigor of Implementation and Sustainability, each Plant location was provided a performance score for the year 2017. As a measure of good governance practice this score was imbibed in the ACC's Performance Management System. The social audit at ACC takes about 30 days of field assessment and reporting.

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 ₹21.82 Crores on development projects as mentioned below:

S. No.	Focus Areas	Expenditure (₹ in Cr)
1	ACC DISHA - for Youth Employability	3.71
2	ACC Swavlamban - focusing on women empowerment and livelihood	2.06
3	ACC LEISA - for Farmer's Livelihood (Low External Input Sustainability Agriculture)	2.18
4	ACC VidyaUtkarsh (Quality of Education in Government Schools)	3.59
5	ACC Vidyasaarathi (Scholarship for Students)	1.55
6	ACC Arogyam (Preventive, Promotive and Curative health care)	1.61
7	ACC Sampurna Swachhata (Towards open defecation free villages)	3.89
8	ACC Sanrakshit Paryavaran (Solar, Biodiversity and Soil & water conservation)	2.41
9	ACC Drona (To promote rural sports and traditional Indian culture)	0.82
	Total	21.82

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

Yes, all the community development initiatives of the Company are implemented through a participatory approach. The portfolio of CSR projects are drawn up from need assessments done by third parties through participatory rural appraisal method based micro plan. A Community Advisory Panel (CAP), comprising of different stakeholders from community representatives and opinion leaders of the community i.e. functional at ACC plant locations, regularly monitors the implementation of CSR initiatives and suggests measures for course corrections. Community ownership and sustainability are the criteria that are built in CSR initiatives from the beginning by creating community managed organizations. Community contribution is always a priority as it ensures continuance of the project through the self- governance model.

Communities management principles are inbuilt in all the CSR projects from need assessment stage till the project graduation stage. Capacity building and institutional sustainability are integral part of all CSR projects. Stakeholder Engagement Surveys (SES) during Social Audit is conducted annually to collect written feedbacks

of the community. Required modifications are carried out to ongoing initiatives and project outcomes are assessed. This helps in fostering ownership amongst local communities.

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 2017?

A total of 954 complaints were received from customers (end-consumers) in 2017, out of which 34 (amounting to <4%) were pending as of 31st December, 2017.

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)

No, the Company only displays information as mandated by local laws. No additional information is being provided on the cement bags or other products.

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

The Director, Supplies and Disposals, Haryana (DSDH) filed an information in 2013 against seven cement manufacturers, regarding a tender for supply of 4 lakhs MT of cement, alleging that cement companies had violated the provisions of the Competition Act, 2002. Competition Commission of India (CCI) by its order dated January 19, 2017, held that the cement manufacturers have contravened and imposed penalty. The Competition Appellate Tribunal (COMPAT) in appeal, by its order dated March 24, 2017 has put a stay on the aforesaid order of CCI.

All matters before COMPAT (including the Builders Association of India matter) have been transferred to National Company Law Appellate Tribunal (NCLAT) and the appeal is pending hearing.

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

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