



SRC

Social and Relationship Capital

We see ourselves as a *Force for Growth*, committed to creating a positive impact across the communities and industries we serve. Our relationships with stakeholders are built on trust, transparency, and mutual benefit. We engage with local communities and partners to support initiatives that improve lives and create growth opportunities. By emphasising responsible practices throughout our operations, we aim to drive lasting, positive impact. Through collaboration and shared purpose, we contribute to the greater good and strengthen the bonds that lead to collective success.

Alignment with SDGs



Stakeholders Impacted



Material Issues

- Empowering Communities
- Stakeholder Engagement
- Responsible Supply Chain
- Organisational Resilience
- Human Rights
- Customer Health and Safety
- Quality and Customer Satisfaction

Strategic Priorities



Key Risks

- R2 Operational
- R3 Knowledge
- R4 Compliance
- R6 Sustainability

Supporting Policies

- CSR
- Suppliers Code of Conduct
- Responsible Supply Chain
- Wood Fibre Sourcing
- Grievance Redressal Mechanism
- Grievance Handling
- Human Rights
- Quality
- Information Security

FY 2024-25 Highlights

12.46 lakh
CSR Beneficiaries

₹88.42 crore
CSR Spend

311
Villages Covered

16%
Input Materials Sourced from MSMEs

Our Approach

In the communities where we operate, we actively support initiatives that spark positive change and create growth opportunities. Our relationships with suppliers are built on collaboration and shared values, ensuring quality and ethical practices across the supply chain. We provide our customers with quality products and seek their continuous feedback. Open communication remains central to our partnerships, enabling us to stay connected and responsive. Together, these relationships form a network of shared progress and broader impact for all involved.

Focus Areas

- 1 Social Responsibility
- 2 Supply Chain Management
- 3 Customer Relationship

Focus Area 1

Social Responsibility

We approach social responsibility with intent, integrating it into every aspect of our operations. Our CSR Policy guides initiatives across environmental action, community development, and responsible business practices. We invest in programmes that deliver meaningful impact and aim to create lasting positive change, particularly in underserved communities. Through these efforts, we prioritise the long-term well-being of our communities, partners, and the wider environment.

CSR Governance

The CSR Committee at the Board level oversees our community initiatives. It is guided by the Aditya Birla Centre for Community Initiatives and Rural Development, led by Chairperson Mrs. Rajashree Birla. All projects, along with the annual action plan detailing resource allocation, timelines, and focus areas, are submitted to the Committee. The Board also reviews impact assessments to ensure accountability and drive continuous improvement.

Each manufacturing unit has a CSR Cell as part of a structured approach to execution and monitoring. A CSR Head manages activities and reports to the Group Executive President (CSR, Legacy Documentation & Archives) at the Centre. The Business Director mentors Unit Presidents and CSR teams, ensuring effective on-ground implementation of projects.



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Education

We see education as a powerful catalyst for personal growth and long-term community progress. Our programmes are designed to support children at every stage of learning, ensuring not just access to education, but also its quality, relevance, and inclusivity.

1,22,476
Beneficiaries



Project Shishya

We support English learning for over 450 government schools by integrating smart classrooms and interactive teaching methods that make language acquisition more engaging and effective. In partnership with Krishworks Technology, this initiative aims to improve academic performance and bridges the rural-urban divide by bringing modern education tools to underserved regions.

Project Gyanarjan

In collaboration with Galaxy Welfare Trust, we offer specialised coaching for board and competitive entrance examinations to 430 students from economically weaker sections. This initiative equips them with the academic support and confidence needed to pursue higher education. Over 4,500 students have secured admission to reputed institutions, with successful candidates also receiving scholarships to continue their academic journey.

Project Anveshan

This hands-on learning initiative brings STEM education to underprivileged children in government-aided schools through interactive activities that connect science and technology to real-life experiences. By making learning engaging and accessible, the programme helps students develop critical thinking, creativity, and communication skills. Covering five schools and reaching 1,024 students, it has significantly strengthened students’ ability to think critically and communicate effectively.

Project Aarohan

We promote sports in government schools by identifying and nurturing young talent through the Gujarat Government’s Khel Mahakumbh programme. By providing coaching, infrastructure, and access to competitive platforms, we help students develop their athletic potential and pursue sporting excellence.

This year, 112 students from Gir Somnath district were admitted to district-level sports schools, bringing the five-year total to 127.



“A significant transformation is underway. Previously, parents who would send their children to private schools are now opting for Anganwadi centres, thanks to **Quality Education** project. There’s a sense of community ownership and active participation at the centres. It’s heartening to see children beginning to read and recognise things, which is undoubtedly attributed to the project’s impact.”

Sushma Yadav
Supervisor, Integrated Child Development Services (ICDS)

Healthcare

We aim to strengthen healthcare access and awareness in rural and underserved areas, with a focus on prevention, early intervention, and inclusive care. Our initiatives strengthen community health by enhancing infrastructure, expanding access to medical services, and promoting preventive outreach.

7,99,954
Beneficiaries



Mobile Medical Camp

We deliver primary healthcare to remote villages through mobile medical camps staffed by qualified doctors and paramedics, in partnership with government health institutions. These camps offer basic medical services, raise awareness about preventive health, and bridge critical gaps in rural healthcare. Covering 100 villages and slums, 1,227 camps have reached over 60,900 people to date.

Project Ni-Kshay

Grasim supports the TB Mukta Bharat 2030 mission by providing nutrition kits and conducting awareness initiatives in partnership with the Government TB Cell, reaching over 1,050 beneficiaries. These efforts aim to improve treatment adherence and overall well-being among affected individuals. Our contribution has been recognised through appreciation certificates and the Ni-Kshay Mitra Award from local authorities.





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Artificial Limb Fitment

In its 30th year, the Free Artificial Limb Fitment Camp, organised by Grasim in collaboration with the Karnataka Marwari Youth Federation, continues to provide free prosthetic legs and hands to specially-abled individuals. This initiative has benefited 5,169 people, including 229 in the current year.



Project Transform

Through Transform, we advance women’s health by screening for cervical, breast and oral cancers in underserved communities. Over 2,000 women have been screened at 36 health camps, reaching more than 5,000 individuals. This initiative drives broader societal and economic benefits through active community engagement.



Drinking Water Solutions

This initiative ensures doorstep access to safe drinking water through a network of RO plants, piped water supply, and tanker services. RO plants have been set up across

11 locations, while piped supply reaches 45 villages and tanker services support 40 villages in collaboration with Gram Panchayats, communities, and Water and Sanitation Management Organisation (WASMO).

Sustainable Livelihood

We support locally relevant, environmentally sustainable livelihood opportunities that help individuals and families build self-sustaining sources of income. Our programmes enhance employability, strengthen rural enterprises, and encourage the responsible use of natural resources.

95,797
Beneficiaries



Enabling Livelihoods and Empowering Women

Self Help Groups (SHGs)

In collaboration with Gramin Vikas Trust and government departments, the programme has strengthened livelihoods and improved quality of life in rural communities. Across all Grasim units, 450 SHGs with 5,425 women have built savings of ₹11.82 crore and accessed ₹1.07 crore through government schemes.

Project Kaushalya

Grasim promotes self-reliance among youth through vocational training under Project Kaushalya, equipping them with practical skills in trades such as electrical work, warehouse packing, retail sales, and beauty services. So far, over 2,380 youth have been trained, with 70% successfully placed in jobs or self-employment.



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Project Saksham

Project Saksham empowers specially abled individuals by providing income-generating tools and skill-based training to help them build sustainable livelihoods. Tailored support, such as skill-based assets and business equipment, has improved productivity, increased income levels, and promoted long-term self-reliance through practical, context-driven interventions.



Project Anya

This women-centric initiative creates sustainable livelihood opportunities for SHGs through skill development, production support, and market access and linkages. Training in areas such as garment stitching, jute bag making, and food processing has benefited over 5,400 women, many of whom have seen a 30% increase in household income through access to retail and digital markets.

Strengthening Rural Economies through Agriculture and Livestock



Farmer Produce Organisation (FPO)

We support three FPOs comprising 1,620 farmer members, including one exclusively for women. Together, these FPOs reach over 4,000 farmers, and are registered under the Central Sector Scheme. In collaboration with Bharatiya Agro Industries Foundation (BAIF), the National Bank for Agriculture and Rural Development (NABARD), and Gramin Vikas Trust (GVT), the FPOs facilitate access to quality agricultural inputs, essential agri-services, and relevant government schemes.



Grasim Gokul Gaushala

Grasim Gokul Gaushala safeguards the welfare of neglected, elderly, and injured cattle by providing shelter, nourishment, and medical care. In collaboration with the MP Gau Samvardhan Board and the Government Veterinary Department, the initiative also promotes awareness around cattle protection and the prevention of cruelty.



Green Fodder Project

Silage production ensures year-round availability of nutritious fodder, improving cattle health and supporting farmer livelihoods. The Green Fodder Project has enabled 176 farmers from 20 villages to increase their income by cultivating various green fodder crops. The initiative supplied 139.39 MT of fodder to the Gaushala and promoted entrepreneurship in the feed and fodder sector.



Project Pashudhan

The initiative enhances livestock development by providing artificial insemination, improved nutrition, and preventive healthcare for milch animals. It includes farmer training and veterinary camps, resulting in 38,478 cattle inseminated, a 50% higher milk yield, 25,000 farmers trained, and 50,000 cattle treated.

Project Amrit Sanchay

This programme promotes groundwater recharge and sustainable water availability through rainwater harvesting, pond restoration, and soak pits. It has revived 297 structures, conserved 339.8 crore litres of water, irrigated 4,600 hectares, and raised average household income by 52%. Additionally, over 15,000 students have been sensitised through school programmes on sustainable water use.



“Joining this project has completely changed my life and the way I farm. Earlier, I was stuck with traditional wheat cultivation and could barely manage ₹43,000 annually from my 1.80-acre land. After being introduced to Berseem fodder cultivation through this project, I saw a massive improvement. In just 4 months, I earned ₹1.371 lakh from 5 cuttings.

This income has not only provided financial stability to my family but has also encouraged me to explore better farming methods. I am truly thankful to the project team for their guidance and support, which has helped me achieve this success and improve my livelihood.”

Kalpana Kunwar
President - Parmarkedi Village Panchayat



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Infrastructure Development

We strengthen rural infrastructure by establishing essential services that improve quality of life and provide better access to vital amenities, contributing to stronger, more resilient communities.

1,22,791
Beneficiaries

Model Village Development

We are supporting the holistic development of 60 out of 311 model villages, with 30 already transformed. The initiative has enhanced key socio-economic indicators such as school enrolment, female literacy, and health outcomes, while significantly reducing school dropouts. Infrastructure has been strengthened through electrification, solar lighting, improved roads and drainage, reliable water supply, and upgraded community facilities.



Social Reforms and Development

We drive positive social change by challenging outdated practices through awareness, advocacy, and community engagement. Our initiatives uphold dignity, equality, and inclusivity across multiple spheres.

1,05,098
Beneficiaries

Project Jayesth

To strengthen bonds with the elderly, a heartfelt initiative was launched in Veraval, bringing together retired employees through engaging activities. One such event, Smriti Sandhya, rekindled memories and emotions, leaving participants with a deep sense of pride and belonging, reflecting their enduring connection with the Aditya Birla Group.

Project Aanya

At Veraval, the programme is enabling skill-building through training in stitching male attire. Trainees have begun receiving uniform orders from government schools, creating a steady source of income. Each participant is equipped with a tailoring machine, and their progress is regularly tracked to ensure sustained growth and quality output.



Social Impact Assessment – Grasim Industries Limited, SFD Nagda

Grasim has implemented a wide range of community development initiatives across 20 villages in the Nagda block of Madhya Pradesh. These initiatives form a core part of its broader CSR engagement, delivered through the Grasim Jana Sewa Trust in collaboration with expert partners including Bharatiya Agro Industries Foundation, Aide et Action, and Grameen Vikas Trust.

To evaluate outcomes and inform future planning, a Social Impact Assessment (SIA) was conducted in September 2024 by Eurofins Assurance in collaboration with ASK Training & Learning. The assessment used a mix of household surveys (810 respondents), focus group discussions, interviews, and on-ground observations.

Key findings highlight significant progress in access to healthcare, education, and livelihoods. About 76% of households reported benefiting from health services and 73% reported improved overall well-being. Education initiatives, including the Anandwadi model, led to increased school engagement and awareness among children. Support for livestock and horticulture has strengthened food security and boosted income in several households, though persistent challenges such as water scarcity and limited fodder access remain.

Women’s empowerment programmes recorded strong participation in training, but economic outcomes have been limited due to social barriers and gaps in market access. Infrastructure development has improved water supply, hygiene, and sanitation across most villages.

The study recommends strengthening partnerships with local institutions, expanding support in education and healthcare, and implementing targeted follow-up strategies to enhance women’s economic inclusion.

Overall, the assessment reflects strong community engagement and measurable progress since 2021, while offering a clear roadmap to improve sustainability and deepen impact in the years ahead.



“Previously unaware of what constituted a good school or quality education, I never imagined our village’s government schools could improve. Now, there’s newfound community awareness; children attend regularly despite field or brick kiln obligations. Thanks to Grasim Jana Seva Trust and Aide et Action, the school runs smoothly with peak attendance. Children maintain cleanliness and good behaviour. I now understand the concept of quality education and see government schools as centres of excellence. Proud to be part of this campaign.”

Shankar Gurjar
President - Parmarkedi Village Panchayat



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Focus Area 2

Supply Chain Management

At Grasim, our supply chain is anchored in transparency, accountability, and a shared sense of purpose. We engage with suppliers through open dialogue and alignment on mutual goals, ensuring they meet our high standards of quality, responsibility, and compliance. Built on long-term partnerships and consistent, ethical practices, our supply chain, rooted in long-term partnerships and ethical practices, upholds integrity throughout every stage of operations.

Supply Chain Governance

We have formalised our responsible procurement approach through our Suppliers Code of Conduct and Responsible Supply Chain Policy, which define our engagement and collaboration with supply chain partners.

Aligned with global frameworks, the Suppliers Code of Conduct embeds ESG principles and sets clear expectations in areas like health and safety, environmental impact, business integrity, and labour rights. These include fair wages, decent living conditions, reasonable working hours, and the right to freedom of association and collective bargaining.

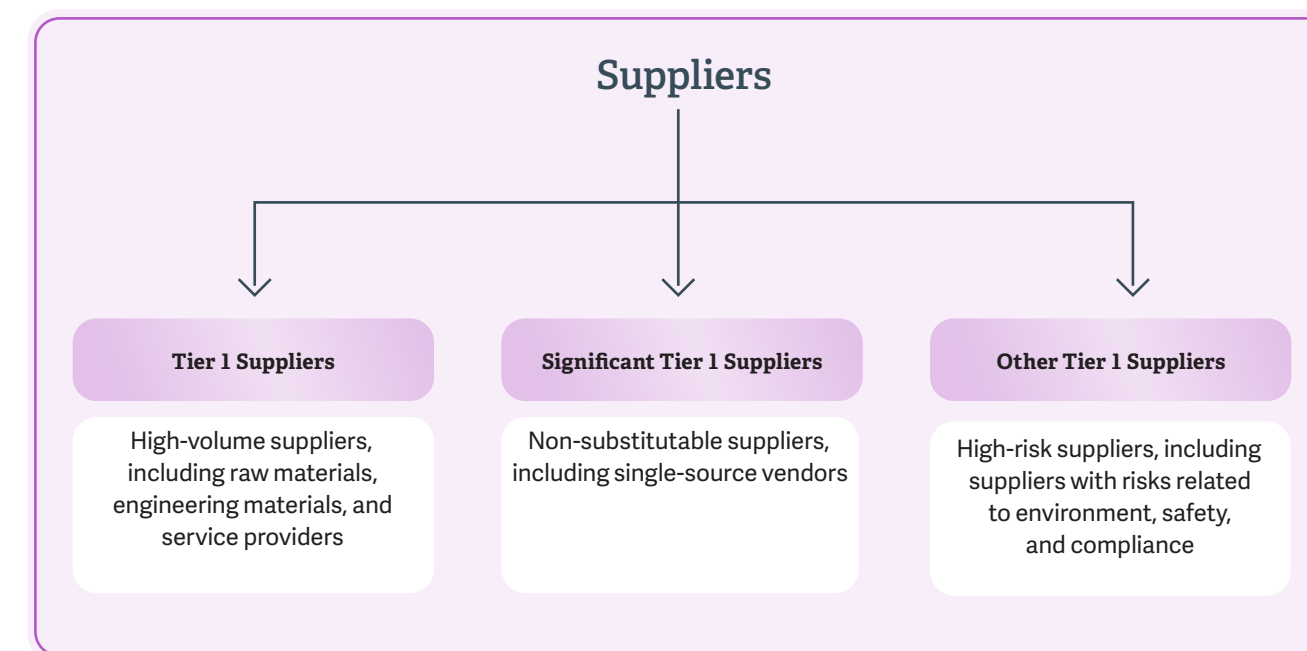
The Responsible Supply Chain Policy promotes transparent sourcing, effective risk management, and supplier capability development, focusing on sustainability across the value chain and supporting local businesses, MSMEs, and under-represented groups.

Compliance is essential to our supply chain governance requiring alignment with relevant laws, the ABG Sustainability Framework, and applicable standards.



Strategic Supplier Classification

We classify our suppliers into Tier 1 and non-Tier 1 categories, based on their level of engagement and procurement value. Tier 1 suppliers deliver goods, materials, or services directly to Grasim and represent a significant share of our procurement spend. Non-Tier 1 suppliers operate further upstream in the value chain, supplying products or services through our Tier 1 partners.



Supplier Onboarding

Grasim follows a structured, transparent process for supplier registration and onboarding. Prospective suppliers are required to submit relevant documentation and compliance declarations. Following an initial review, each supplier undergoes a comprehensive evaluation based on technical capabilities, financial health, certifications, past performance, and alignment with our ESG commitments.

Supplier ESG Programme

We integrate ESG considerations into supplier screening and evaluation process to align with our broader sustainability goals. Information gathered during registration is assessed through detailed desk reviews, factoring in risks specific to the supplier's geography, sector, and product category.

ESG performance accounts for 10% of the overall evaluation score, in addition to key criteria such as price, product quality, and delivery timelines. Additionally, 5% is specifically allocated to environmental responsibility, occupational health, safety, and well-being. Suppliers demonstrating stronger alignment with ESG standards are prioritised during selection and contracting.

Suppliers are expected to integrate our ESG principles into their operations and maintain systems to monitor, audit, and demonstrate compliance. Our purchasing practices are periodically reviewed to ensure consistency with the Supplier Code of Conduct and to prevent conflicts with ESG expectations. If deviations occur, corrective action may be taken with our support. Continued non-compliance may result in disengagement.



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We conduct annual supplier assessments through independent evaluations or internal surveys to identify key partners, monitor performance, and assess key ESG risks across the value chain. Additionally, we regularly monitor supplier performance through clear communication, targeted training, and an accessible grievance redressal mechanism. This continuous feedback loop ensures accountability, strengthens supplier capabilities, and drives sustained improvement across our supply chain.

Supplier Screening and Evaluation

Our ESG programme is overseen by the Board-level Risk Management and Sustainability Committee and involves close collaboration with both internal teams and external partners. We conduct regular workshops and training sessions for suppliers, contractors, and employees to build awareness and capacity on critical ESG topics such as environmental management, climate action, resource efficiency, human rights, and diversity and inclusion. These sessions also serve as a platform to gather input, identify challenges, and address supplier needs in real time. Through ongoing technical support and practical guidance, we aim to strengthen supplier capabilities and accelerate meaningful progress in ESG performance across our value chain.



Key Initiatives

- 1. Project Synergy**
Birla Cellulose’s Project Synergy evaluates supplier sustainability through a structured Sustainability Supplier Assessment Questionnaire (SAQ), engaging critical suppliers to enhance their ESG performance and aligning with the Supplier Code of Conduct (SCOC), BRSR Core Framework, and other global ESG standards.
- 2. ZExim_Miro**
Under Project RISE, ZExim_Miro centralises import procurement data, automates customs duty calculations, and tracks Scope 3 emissions, supporting both operational efficiency and compliance with sustainability goals.
- 3. Freight Tiger Geo-tracking**
In partnership with Freight Tiger, Grasim uses IoT-enabled geo-tracking devices on outbound shipments. This enhances real-time visibility of truck movement, improves supply chain coordination, reduces transit delays, and provides customers with timely delivery updates.
- 4. Procurement Going Paperless**
Through the PROCOL platform, we automate key procurement processes, reducing manual dependencies, improving compliance, and promoting a paperless approach to support sustainability efforts.
- 5. Mango Lane Initiative**
The Mango Lane initiative streamlined GST compliance by registering a godown on the ECC platform, optimising logistics, and reducing fuel consumption through container consolidation, resulting in a more efficient and sustainable supply chain.
- 6. LNG Deployment for Exports**
The CFI business now uses low-emission LNG vehicles to transport export cargo. This shift supports cleaner logistics and significantly reduces the carbon footprint associated with inland and export transportation.

Focus Area 3

Customer Relationship

Grasim offers a diverse portfolio of products and services tailored to a wider customer base, including B2B (business accounts), B2C (individual consumers), and B2ECA (emerging corporate accounts). We work closely with each segment to deliver high-quality solutions, supported by responsive service and a deep understanding of their unique requirements. Sustainability is embedded in our value proposition. Environmental and social considerations are integrated into product development and service delivery, ensuring we meet our customers’ evolving expectations while contributing to a more sustainable future.

Customer Satisfaction

Customer satisfaction is a core focus for Grasim. We regularly measure it through the Net Promoter Score (NPS) to assess customer perceptions, expectations and identify improvement areas. Monthly feedback sessions are conducted across departments to capture sentiment and expectations in a structured manner. Insights from these sessions are promptly shared with sales representatives and zonal heads, to enable timely responses to the concerns and emerging opportunities. This feedback loop strengthens our customer relationships and drives continuous service improvement.

Key Initiatives

- 1. Birla Connect**
Birla Cellulose has enhanced customer engagement through Birla Connect, a multilingual portal that offers 24/7 access to order tracking, delivery updates, and account information. The platform centralises invoices, billing, and credit notes, simplifying operations and supporting seamless financial management. Aligned with the Mission Happiness philosophy, it creates a user-friendly ecosystem across the textile value chain.
- 2. GreenTrack**
It is a proprietary traceability platform by Birla Cellulose, offering end-to-end visibility, from pulp origin to final garment, using blockchain technology and a scannable QR code. Since 2019, more than 120 brands and 2,800 value chain partners have joined the platform, which ensures source verification through a molecular tracer embedded at the fibre stage.

This innovation eliminates the risk of dilution or counterfeiting, and is validated across the yarn, fabric, and garment stages. GreenTrack enhances transparency and trust, while enhancing planning efficiency for partner brands. With the launch of GreenTrack 2.0 in December 2024, the platform will evolve further to address emerging market demands and regulatory requirements.

