

Social Responsibility

FOCUS AREAS

S1 People and Workplace Culture

S2 Customer Trust and Responsibility

S3 Community Prosperity and Inclusion

UN SDGs Linkage



Powered by People

Our engagement with workforce, customers, and communities is brought to life at scale through a clear direction and shared purpose. This foundation is built on trust through an inclusive, safe, and future-ready workplace, where strong governance, continuous capability building, and a focus on holistic wellbeing enable people to perform and grow with confidence.

Health and safety remain integral to our operations, guided by a 'Zero Harm' vision and digital innovations to ensure safe practices. This culture of care and accountability ensures responsible growth across every level of the organisation. This focus extends to customers, where attention to quality, transparency, and reliability shapes engagement. Customer engagement, product integrity, and data protection frameworks enable reliable service delivery, driven by continuous feedback and innovation. Integrating customer insights helps the business scale with purpose, aligned with changing expectations and value creation.

Beyond our operations, this philosophy continues through engagement with communities, with efforts directed at creating impact through targeted CSR initiatives. A focus on education, healthcare, livelihoods, and infrastructure, aligned with local needs, supports long-term partnerships and inclusive, community development. These efforts show that when actions are put into practice and growth is guided with trust, care, responsibility and shared progress. It supports stronger workplaces, trusted customer relationships and more resilient communities.

What Matters Most to Our Stakeholders



Building a Safer, Smarter and Diverse Workforce

Grasim’s people story is one of deliberate growth, building capability, expanding opportunity, and strengthening trust. As the organisation grew, so did its talent base. Over the past two years, as new business came in force and existing capacities grew, the permanent workforce expanded by 9%, adding nearly 2,400 new hires.

This growth is anchored in safety. Total Recordable Injuries declined by 40% in FY 2025-26. The resultant LTIFR improved from 0.20 to 0.17 per million hours worked, showing safer operations at scale. Inclusion has progressed alongside capability and safety.

Permanent women employee representation increased by 100 bps from 1,081 employees to 1,474 employees, adding 393 women. Together, these shifts reflect a workplace where people feel empowered, protected, and positioned to grow. Annual training hours rose from over 3,15,000 in FY 2023-24 to over 5,27,000 in FY 2025-26, turning potential into performance.

FOCUS AREA S1

People and Workplace Culture**

Inside this Section → [Our People, Occupational Health and Safety](#)

People make the foundation at Grasim. Behind every successful operation and winning every challenge, we have our dedicated and skilled manpower resource. Needless to say, their well-being isn’t merely a responsibility, it is a priority for us. We are committed to maintaining a safe and healthy workplace where every individual feels protected, valued, and consistently empowered to rise.



Key Milestones Achieved

6,739
Total new hires

21%
Increase of women
participation in workforce^

14%
Reduction in
total LTIFR^

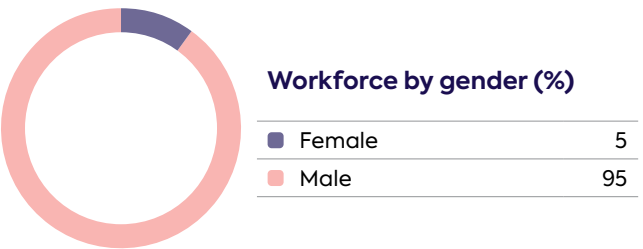
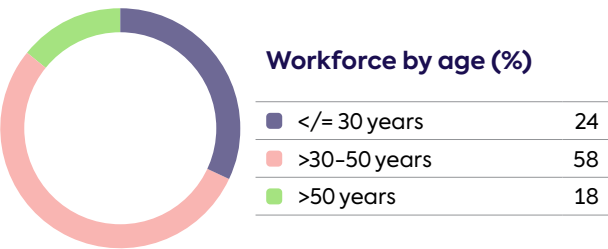
Strategic Enablers

Robust people governance
and career growth

Diverse, inclusive and
well-being-centric
workplaces

Risk-informed operations
and safe workplace culture

Performance Overview#



Forward-looking Priorities

Strengthen leadership
pipelines across businesses

Build a future-ready
workforce with strong
technical skills

Enhance supply chain and
contractor safety integration

^Compared to FY 2024-25. | #Data includes total number of permanent employees and workers.

**GRI 2-7: Employees, **GRI 2-8: Workers who are not employees,
**GRI 405-1: Diversity of governance bodies and employees



Our People*

Where Care, Inclusion and Growth Converge

Talent Management

Our sustained growth is enabled by a workforce that evolves with the business and is capable, agile, and future ready. Our approach focuses on attracting the right talent, nurture potential, and create meaningful career journeys across the organisation.

Talent Attraction and Hiring

Visible career progression, supported by a strong people-centric approach, helps attract top talent while aligning with business priorities and supporting internal mobility and long-term career growth opportunities.

Performance Management and Development

Performance is managed as a continuous process, supported by clear goal-setting, regular feedback, and transparent communication, driving alignment, employee development, and a strong performance-driven culture.

Rewards, Recognition and Incentives

Employee contributions are recognised through monetary and non-monetary award, including Pride Award and other Group-level recognitions. Performance-linked incentives aligned with ESG and business outcomes reinforce a culture of merit and accountability.

Career Progression and Retention

Career growth is enabled through building reliability, structured progression pathways, skill-based learning, and transition support. Platforms like Career Canvas empower employees to own their development, supporting seamless mobility and sustained engagement.

Leadership Development and Succession Planning

Leadership programmes build a robust pipeline by strengthening strategic thinking, decision-making, and people management capabilities, preparing employees to lead with agility and confidence.

Learning and Development

Learning at Grasim is viewed as a key driver of performance and long-term growth, building capabilities that prepare employees to adapt, lead, and excel in a dynamic environment. Our integrated L&D framework aligns closely with skill upgradation, performance management, and career progression.

The Management Development Plan (MDP) follows the 70-20-10 model, which focuses on 70% on-the-job, 20% mentoring/coaching, and 10% learning through classrooms, e-learning, conferences, etc. Our blended learning approach builds functional, technical, behavioural, leadership, compliance, and ESG capabilities through tailored programmes. Worker training uses local languages and visual aids to boost retention, while corporate programmes align with strategic and functional goals. Learning is further supported through platforms such as the Gyanodaya Classroom, Virtual Campus and SEEDS, which offer self-paced modules and continuous access to learning resources. These initiatives play a vital role in shaping employees’ career journeys, creating lasting impact both within the organisation and beyond.

Key Programmes

- Wings Leadership Programme**
Develops a strong pipeline of women leaders
- Revolve Programme**
Cross-unit exposure and enterprise perspective
- Discover Your Edge**
Align individual aspiration with development plan
- Aditya Birla Group Leadership Programme**
Builds talent pipeline for leadership roles
- Aditya Birla Engineering Leadership Programme**
Equips skills required for manufacturing roles

Diversity, Equity and Inclusion (DEI)

Inclusion is integral to how we operate and grow, supported by a workplace culture that values diverse perspectives and promotes collaboration and equal opportunity. Guided by our Diversity and Inclusion Policy, we seek to promote respect and fairness across all aspects of employment. Diversity at Grasim spans gender, age, culture, experience, ability, and thought, with inclusive hiring practices that attract a broad talent pool from varied socio-economic backgrounds. Targeted hiring practices include the adoption of gender neutral screening approaches, such as anonymised CV screening, along with hiring goals to improve diversity. In addition, focused replacement hiring and succession planning are implemented for roles identified as critical, enhancing gender balance.

Initiatives for women employees include self-defence training to support personal safety, wellness sessions, and health awareness programmes conducted in collaboration with institutional partners. Women Employee Resource Groups (ERGs) and networks enable engagement, peer interaction, and career development. These efforts are complemented by improvements in workplace infrastructure and accessibility, including facilities for persons with disabilities, supporting safety, dignity, and overall wellbeing. Focused initiatives also enable women’s leadership and create pathways for career progression across the organisation.

These efforts are guided by defined governance mechanisms, with distinct governance for DEI initiatives and POSH compliance, supported by relevant committees. Oversight is provided by senior leadership, with implementation driven by HR and site teams in coordination with business units.



Key Initiative



Diversity and Inclusion
Project Udaan is a community-based initiative that sponsored 30 women from nearby villages for two-year Industrial Training Institute (ITI) training, followed by their employment as plant technicians. The programme builds a local skilled talent pipeline, encourages workforce participation, and supports economic upliftment. It also contributes to improved retention, community engagement, and progress towards enhancing gender diversity across operations.



Employee Well-being*

Our integrated approach to health and well-being focuses on preventive care across physical, mental, and psychosocial aspects, supported by medical consultations, specialist sessions, and workplace improvements such as heat stress management. We promote psychological safety through empathetic leadership, mental health awareness programmes, counselling support, and initiatives on substance-use awareness. Employee engagement is encouraged through women-focused forums, as well as sports and cultural activities. This is supported by a comprehensive benefits framework that enables work-life balance, including leave policies, flexible work options, daycare facilities, OPD insurance, and on-site medical support. Additional support for women includes childcare leave, extended Mediclaim coverage, health camps, and community initiatives.

*GRI 404-2: Programs for upgrading employee skills and transition assistance programs

*GRI 401-2: Benefits provided to full-time employees that are not provided to temporary or part-time employees,



Employee Engagement and Satisfaction

Our collaborative culture is supported through clear communication and ongoing development efforts, helping employees stay aligned with organisational priorities. Regular feedback mechanisms are used to understand employee needs and make informed action plans and workplace improvements. HR provides timely support through a mix of digital and on-site engagement. In addition, the Vibes Survey covers aspects such as stress, happiness, purpose, and job-satisfaction to guide further enhancements.

Community Engagement and Volunteering

Employees actively participate in initiatives such as education and scholarship programmes, NGO partnerships, and environmental drives. These volunteering activities contribute to social impact while also encouraging teamwork, empathy, and stronger community connections.

Human Rights*

Respect for human rights is a fundamental part of responsible business, aligned with the objective of building an organisation that inspires trust. Grasim is committed to safeguarding the dignity, equality, and fundamental rights of all individuals across its operations and value chain. This commitment is supported by a zero-tolerance approach towards human rights violations, supported by defined governance structures, comprehensive policies, and robust implementation mechanisms.

The Human Rights Policy and the Prevention of Sexual Harassment (POSH) policy form the framework supported by the Code of Conduct, Suppliers Code of Conduct, Whistleblower Policy and Grievance Handling Policy for ethical practices across Grasim’s operations and value chain. These policies prohibit discrimination, harassment, forced labour, child-labour, establishing clear processes and accountability to support implementation.

Human rights principles are reinforced through human rights trainings and regular sensitisation initiatives for employees and security personnel, covering workplace ethics and respectful behaviour. These efforts help build awareness, strengthen accountability, and promote an inclusive work culture aligned with organisational values.

Human Rights Due Diligence

The Company adopts a proactive approach to identifying and mitigating risks through periodic assessments and internal audits informed by SA8000 standards. A Human Rights Due Diligence (HRDD) tool supports periodic monitoring and systematic evaluation, enabling timely corrective actions and strengthening risk management across operations and the value chain as relevant and applicable.

The due diligence framework is being extended across all operational locations and relevant business partners, to strengthen comprehensive coverage over time. Integration with ESG and risk management systems, along with enhanced monitoring and capability development, improves implementation.

Scope of Human Rights Assessment

Child, forced and bonded labour
Modern slavery and human trafficking
Minimum wages and fair remuneration
Discrimination and harassment
Freedom of association and collective bargaining
Indigenous, minorities and marginalised groups
Freedom of expression
Health, safety, and working conditions
Employee development and wellbeing

Occupational Health and Safety*

Support at Every Stage

Health and safety are core to how operations are executed, shaping working conditions and standards of performance across the organisation. Efforts are directed towards anticipating risks, improving practices, and integrating these considerations into everyday decision-making, supported by workforce participation and clear accountability.

Grasim has implemented an Occupational Health and Safety Management System (OHSMS) in accordance with ISO 45001. The system brings together risk identification, operational controls, and performance tracking to manage safety in day-to-day operations. Risks are identified through periodic assessments and addressed through preventive maintenance and corrective actions based on root cause analysis. Emergency preparedness planning further supports response readiness at units.

Health and safety responsibilities are defined within the enterprise risk and sustainability structure. The Board-level Risk Management and Sustainability Committee (RMSC) provides an oversight and direction on material safety and sustainability risks, while Business Risk Management Committees (BRMC) and Unit Risk Management Committees (URMC) drive execution at respective levels. Safety KPIs and KRAs are used, to reinforce accountability to leadership roles, connecting safety outcomes with decision-making and operational performance as applicable.

Safety performance is tracked through defined indicators and regular reviews at both management and site levels. Internal and external audits, inspections, and cross-site learning feed into continuous improvement, helping address gaps and support consistency in safety practices.

Occupational Health

Occupational health addresses exposure to workplace risks and the need to protect workforce health during operations. Measures are put in place to identify risks early, provide timely care, and support safe working conditions.

These measures are implemented through defined systems for health monitoring and response at site level.

- **Risk Assessment and monitoring:** Assessment of occupational hazards including dust, noise, chemicals, and ergonomic factors, tailored to job-specific exposures and risk profiles, with controls in place to manage exposure levels.
- **Preventive care and surveillance:** Periodic health check-ups and ongoing medical surveillance to enable early detection, prevention, and management of occupational health risks.
- **Healthcare access:** Well-equipped Occupational Health Centres (OHC) and on-site medical facilities providing routine care and emergency response across sites.
- **Health data and tracking:** Systematic maintenance of health records with appropriate confidentiality controls, regular review of findings to identify trends and enable targeted interventions.
- **Well-being and mental health:** Awareness programmes, counselling, and mental wellness initiatives, along with measures focused on nutrition, heat stress management, ergonomic assessments, and immunisation and vector control programmes.

Support for the extended workforce, including drivers, combines healthcare and wellness programmes delivered through external partners, along with training initiatives focused on stress management, hygiene awareness, and preventive care. This is complemented using digital tools and AI-driven safety solutions, enabling proactive monitoring and timely interventions. In addition, the integration of safety-related KPIs into performance management promotes ownership while supporting overall well-being and sustained performance.

*GRI 410-1: Security personnel trained in human rights policies or procedures

*GRI 403-1: Occupational health and safety management system, *GRI 403-2: Hazard identification, risk assessment, and incident investigation, *GRI 403-3: Occupational health services, *GRI 403-4: Worker participation, consultation, and communication on occupational health and safety, *GRI 403-5: Worker training on occupational health and safety, *GRI 403-6: Promotion of worker health, *GRI 403-8: Workers covered by an occupational health and safety management system



Workplace Safety

Safety at the workplace is addressed through design features, operational controls, and equipment reliability. Automation is embedded within operations to minimise manual intervention, reduce human error, and ensure better control of process deviations, raising the guardrails.

Process safety is managed through a balanced approach to that focuses on both risks and system resilience. Incidents are reported and investigated in a structured manner, with corrective actions implemented to address root causes. This helps capture learnings from past events and reduces the likelihood of recurrence, supporting continuous improvement in process safety.

Safety as a Culture

1

Workplace Safety Governance

SOP-driven safety system and permit-to-work processes

Workforce fitness validation and compliance checks

Continuous improvement via audits, safety committees, and ERP

2

Safety Awareness and Culture

Toolbox talks and structured training programmes

Simulation-based training

Behaviour-Based Safety (BBS) to drive proactive risk identification

3

Risk Management and Prevention

HIRA-based risk assessments and action plans

Conduct regular HAZOP

Leadership safety rounds to identify and mitigate risks in real time

4

Incident Reporting and Management

Robust incident and near-miss reporting systems

Incident investigation

Timely corrective actions to prevent recurrence

OHS Training

Health and safety training plays a key role in maintaining a safe and resilient workplace. Immersive tools such as virtual reality are used to simulate scenarios for selected high-risk activities, including work at heights, confined spaces, PPE usage, scaffolding, night operations, and gas cylinder handling, improving readiness at site. Regular refresher programmes cover critical areas such as emergency response, Self-Contained Breathing Apparatus (SCBA) usage, hazardous chemical handling, and safe operating practices.

Emergency preparedness is addressed through periodic mock drills conducted to test response and coordination under simulated emergency conditions. Driver training is aligned to exposure levels, with induction programmes for short-distance drivers and advanced modules for long-distance drivers.



Key Initiatives

- Heat Stress Assessments**
Assessments conducted to identify exposure risks and improve working conditions
- Advanced Controls**
Implementation of Lock-Out Tag-Out Try-Out (LOTOTO) and AI-enabled monitoring of PPE compliance and behaviour at identified sites or areas
- Digital Risk Identification**
Deployment of tools to identify high-risk areas and enable timely action



CASE STUDY

Building a Digitally Integrated Safety Ecosystem

Overview
Grasim has strengthened workplace safety through a set of digitally enabled initiatives that improve operational control and emergency response across key safety processes. These solutions provide greater visibility into ongoing work activities, improve process efficiency, and support a gradual shift towards paperless safety management.

Intervention
The Digital Vehicle Gate Checklist improves entry-level safety through real-time inspections and automated compliance checks, ensuring that only authorised and compliant vehicles and drivers enter the facility.

Within operations, the electronic Permit to Work (e-PTW) system supports the safe execution of high-risk activities through digital permit approvals, LOTOTO verification, and real-time permit tracking. The system improves visibility into ongoing work, supports better control over critical tasks, and creates a digital record of approvals and compliance checks.

Complementing these measures, the Manual Call Point (MCP) system enables quick, location-based emergency alerts, allowing faster communication and timely response during critical situations.

Key Outcomes

- Real-time vehicle inspections and compliance verification
- Streamlined permit approvals for high-risk activities
- Digital LOTOTO verification and audit-ready records
- Faster emergency alert generation and communication

Impact
The integrated digital solutions have increased accountability across safety processes and improved visibility into operational risks. Access to real-time information supports quicker decision-making, while digital records provide greater traceability and consistency in safety management across operations.

Built Around the Customer, **Always**

‘Customer First’ is not a catchline at Grasim, it’s a culture entrenched in everything we do. Our relentless pursuit of customer satisfaction has helped us build trust in whatever we produce.

We address customer challenges with swift, practical solutions. This ecosystem-wide support is reflected in Birla Opus Assurance, a first-of-its-kind 1-year free repaint warranty covering labour and paint. It also showed in how the business listened to dealers who needed more retail space by introducing smaller tinting machines to free up valuable floor space without asking dealers to compromise. For painters, the business developed spatter-free products that eliminate the mess, making their work cleaner and more efficient.

During the pandemic, the entire country had come to a standstill, but the need for safety only escalated. Our Chemicals business kept on manufacturing and delivering sodium hypochlorite and water treatment chemicals. Although travelling was nearly impossible during the lockdowns, we reached out to over 1,200 cities and towns and more than 1.2 lakh villages, ensuring healthcare facilities didn’t run out of supplies.

Birla Cellulose responded with the same urgency. The team launched an antimicrobial variant of its Liva fabric, eliminating 99% of microbes to provide the comfort customers expected, helping apparel brands to adapt without compromise.

Three businesses with three very different challenges were bound by one consistent thread – listening closely, moving quickly and solving real problems.

FOCUS AREA S2

Customer Trust and Responsibility

Inside this Section → **Customer Responsibility**

Every customer interaction presents an opportunity to learn, improve, and innovate. By understanding changing needs and responding with agility, products, services, and experiences continue to evolve, supporting stronger relationships and sustained value creation over time.



Key Milestones Achieved

Zero

Customer data breaches

Zero

Instances of product recalls

17

Paints products certified under CII GreenPro

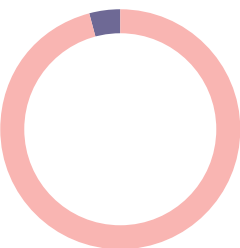
Strategic Enablers

Quality and reliability excellence

Sustainability as customer value

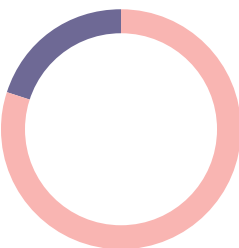
Enhanced digital experience for customers

Performance Overview



Complaints resolved (%)

Resolved	96
Outstanding	4



NPS score business wise* (%)

70-100	80
50-70	20

Forward-looking Priorities

Advance customer-led innovation

Expand omni-channel engagement

Strengthen value chain responsiveness

*excluding Paints and CFY businesses



Customer Responsibility

A Commitment Worth Nurturing

Customer Engagement and Experience

Customers guide how Grasim operates, with a clear focus on responsive engagement, consistent product quality, and strong protection of customer data across all interactions. Systems are in place to capture customer feedback, address concerns promptly, and ensure product safety and compliance with relevant standards, with inputs from customers informing improvements in processes and offerings. Customer insights also shape product development, with increasing attention to sustainable solutions that account for environmental and social considerations alongside performance and reliability. This approach supports consistent service delivery while aligning growth with evolving expectations, ensuring that responsiveness, product performance, and overall customer experience remain strong as operations expand.

Key Initiatives



Opus Assurance
Birla Opus continues to redefine consumer painting experience with its superior product quality offering industry-best product warranty. In August 2025, Birla Opus introduced the industry-first service warranty through ‘Opus Assurance’ campaign. As part of this assurance, customers who experience any issues within one year of painting will be eligible for complimentary repainting of the affected area. This includes the full cost of paint as well as labour, ensuring a hassle-free resolution and reinforcing our commitment to quality and customer satisfaction. Opus Assurance extended service warranty coverage to thousands of homes and contractors since its launch. In addition, a special EMI Programme was introduced, where Birla Opus offers no-cost EMI for the customers.



PaintCraft
Birla Opus re-imagined the Branded Painting Services model to offer GST compliant services through its franchisee dealers and contractors, ensuring highest quality of service. Reimagined and launched in August 2025, PaintCraft has achieved the fastest scale-up of an organised painting service in the industry, expanding from 11 to over 150 cities within 6 months of launch.



Birla Assure
Birla Assure improves quality management through integrated visibility across fibre and yarn performance. The platform enables better understanding of process and material-related variations, supporting faster resolution of concerns. It strengthens traceability, reduces rework, and supports informed decision-making, contributing to more consistent product outcomes and improved customer experience.



AI and Digital Tools
Deploying AI-enabled tools, including chatbots such as an Automated Virtual Assistant (AVA), to strengthen service delivery and improve information access, while leveraging digital technologies to deliver personalized experiences, enhance engagement, anticipate evolving customer needs, and streamline interactions across all touchpoints.

Product Safety and Information Transparency*

Product safety and accurate labelling remain integral to customer assurance and regulatory compliance. Defined internal review mechanisms are in place to ensure that all product information, packaging details, and marketing communications meet applicable requirements. To enhance transparency, sustainability credentials and product-related information are communicated through digital platforms, with availability of safety data sheets, lifecycle assessments, and product carbon footprints for relevant products across domestic and international markets. For instance, GreenTrack from Cellulosic Fibres business is scaling digital traceability to provide customers with enhanced visibility into product provenance, sustainability credentials, and responsible sourcing. Regular monitoring helps identify gaps and drive corrective action where required.

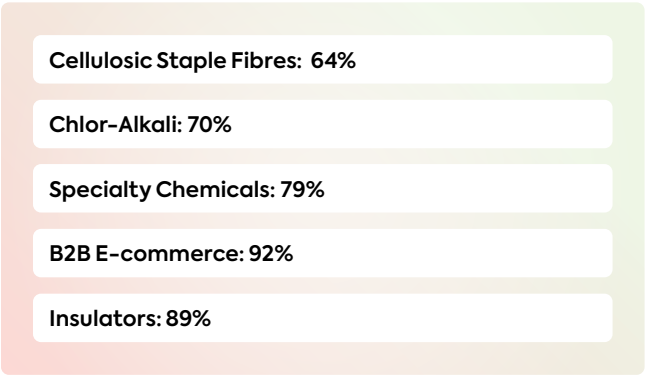
Customer Privacy and Data Protection#

Customer data is managed through defined Information Security Systems and controlled access protocols. Policies are in place to safeguard confidentiality, prevent unauthorised access, and ensure compliance with applicable requirements. Monitoring mechanisms support early identification of risks, while regular reviews maintain the integrity and security of customer information across operations.

Customer Satisfaction

Customer satisfaction is tracked through continuous engagement across key accounts and channels. Feedback is captured through surveys, with Net Promoter Score (NPS) used as a key metric to measure customer experience. Inputs are also gathered through ongoing interactions such as meetings, visits, and digital channels to maintain a current view of customer expectations. Insights are reviewed periodically and shared across teams to support timely actions, with focus areas such as product innovation, complaint resolution, and service delivery addressed through targeted interventions.

Net Promoter Scores



*GRI 417-1: Requirements for product and service information and labeling.
#GRI 418-1: Substantiated complaints concerning breaches of customer privacy and losses of customer data

Building Resilient Communities

Grasim’s CSR journey is about enabling communities to build a better future. Across villages, focused interventions in water, livelihoods, education, healthcare and women’s empowerment are creating measurable and lasting change.

Across water-stressed regions, investments in watershed structures, farm ponds and check dams have improved irrigation and helped farmers cultivate additional crop cycles. This has raised agricultural productivity by 15–30% and farm incomes by 20–35%. Livelihood programmes have further opened income opportunities, with 70–90% of trained beneficiaries reporting increased or sustained earnings.

The impact is equally visible in schools and households. Better learning infrastructure has improved student attendance by 10–20%, while women-led Self-Help Groups have achieved repayment rates above 95%.

Women in livelihood programmes have also seen household incomes rise by 20–40%, strengthening confidence and decision-making. Together, these initiatives show how our CSR imperative is moving beyond service delivery to build capable, resilient and self-sustaining communities.

FOCUS AREA S3

Community Prosperity and Inclusion*

Inside this Section → Corporate Social Responsibility#

Our dedication to communities living around us has developed a firm bonding. Through meaningful Corporate Social Responsibility, we invest in upgrading the lives of people, while our approach of inclusivity creates opportunity, and builds shared prosperity for them. We believe that when communities thrive, so does our business, forging a future that is equitable and sustainable.



Key Milestones Achieved

388

Villages and slums covered under CSR interventions

36%

Beneficiaries from vulnerable and marginalised groups

10%

CSR Expenses of Statutory Profit

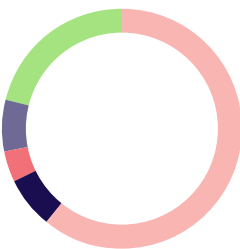
Strategic Enablers

Strategic CSR governance and oversight

Community-informed program design and prioritisation

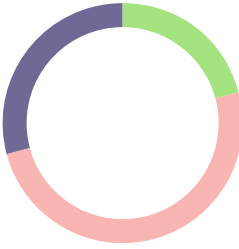
Outcome-driven impact measurement and evaluation

Performance Overview



CSR beneficiaries (%)

Healthcare	61
Education	7
Sustainable Livelihood	4
Infrastructural	7
Social Welfare	21



Total field force (%)

On ground	21
Hospital / Dispensary	50
Schools	29

Forward-looking Priorities

Advance impact measurement frameworks

Deepen purpose-driven partnerships

Scale employee volunteering and social engagement

*GRI 203-1: Infrastructure investments and services supported, *GRI 203-2: Significant indirect economic impacts, #GRI 413-1: Operations with local community engagement, impact assessments, and development programs



Corporate Social Responsibility

Towards an Inclusive Growth

Our approach to social responsibility is anchored in the belief that development must be inclusive, outcome-oriented, and sustainable. The focus remains on creating tangible impact in underserved communities, while supporting long-term community resilience and self-reliance. This aligns with the Group’s ‘We Care’ philosophy, where business growth and community well-being are deeply interconnected. Social responsibility is therefore embedded in our operating ethos and community engagement approach. Guided by the CSR Policy, our efforts are directed toward delivering meaningful outcomes that contribute to long-term socio-economic development.

Across 17 locations spanning 9 states, 15 districts, and 21 blocks, initiatives have reached 316 villages and 72 slums. Behind every number lies a story of greater access, enhanced opportunities, and transformed futures.

CSR Governance

Oversight is anchored in a structured governance framework that brings consistency and accountability to our CSR efforts. The Corporate Social Responsibility Committee of the Board guides overall direction, reviewing annual plans, resource allocation, and progress, with strategic direction and policy alignment supported by the Aditya Birla Centre for Community Initiatives and Rural Development (ABCCIRD).

At the implementation level, a decentralised model ensures strong on-ground ownership. Each location operates through a dedicated CSR Cell, led by a CSR Head responsible for execution and monitoring. Regular reviews, impact assessments, and feedback loops help keep programmes aligned with intended outcomes, while allowing the flexibility needed to respond to local realities.

CSR Strategy

The approach begins with understanding the local needs. Baseline assessments map local realities across health, education, livelihoods, infrastructure, and broader socio-economic conditions, guiding programme design and resource deployment. Close engagement with communities remains central. Regular dialogue with local residents, panchayats, and other stakeholders ensures that interventions remain relevant, while structured feedback mechanisms allow programmes to adjust as needs evolve.

Effectiveness is tracked through regular site visits, stakeholder consultations, and documented feedback. Both qualitative and quantitative insights are reviewed and fed back into planning cycles to strengthen outcomes. A formal grievance redressal mechanism reinforces accountability, providing accessible local channels for communities to raise concerns, with all inputs recorded, time-bound responses ensured, and corrective actions followed through.

Employee volunteering continues to be an integral part of this approach, with participation in initiatives such as health camps, blood donation drives, awareness sessions, and the distribution of essential supplies, including medicines, food support, and other necessities.



Education

Education remains central to how we engage with communities, shaping opportunities well beyond the classroom. Our effort is to support learners across their journey, from early education through continued pathways, by enabling consistent and meaningful access, reducing barriers that often lead to drop-off, and guiding individuals toward informed higher education choices. This includes strengthening access to digital learning, fostering inclusive opportunities for young girls and women, and ensuring that education is not only within reach, but also relevant, equitable, and able to create a lasting difference in their lives.

89,561
Beneficiaries



Learning Infrastructure and Resources

School renovation:
Improved infrastructure across multiple locations, benefitting 1,250 students with safer and more conducive learning spaces.

Education material and uniform distribution:
Provided 9,564 students with essential learning materials and uniforms, reducing barriers to school participation.

Bridging Learning Gaps

Project Disha - Digital literacy:
Enabled 10,120 students to access digital learning through smart classrooms and exposure to AI tools.

Quality Education Project:
Reached 51,870 students by capacity building session sessions for teachers, parents and students.

Driving Enrolment and Participation

School Enrolment Drive:
Enabled enrolment of 5,980 students across 84 schools through targeted outreach.

Scholarships:
Supported 294 students from underserved backgrounds with financial assistance to continue their education.



Roshni – Adult Literacy for Women

Overview

Women’s illiteracy remains a significant barrier to accessing information, government services, and opportunities for social and economic participation. Recognising this challenge, the Roshni programme was launched in the villages of Rantola and Kirwani in Uttar Pradesh to bring underprivileged and marginalised women out of the darkness of illiteracy.

Background and Context

Baseline conditions: Prior to the intervention, the communities faced socio-economic challenges and a lack of awareness about health and hygiene.

Rationale for project selection: The project was chosen in this geography and thematic area due to the high prevalence of women’s illiteracy in Rantola and Kirwani villages, which significantly limited women’s access to education, awareness of government schemes, and socio-economic development opportunities.

Alignment with CSR Policy and Priorities: The initiative aligns closely with the Company’s CSR Policy and Schedule VII of the Companies Act, 2013, as it focuses on the promotion of education and women’s empowerment. The initiative contributes to building human capital, enhancing social awareness, and fostering sustainable community development, thereby fulfilling both statutory CSR requirements and the Company’s commitment to responsible and inclusive growth.

Stakeholder engagement: Community members were engaged through local meetings and surveys, with inputs from village Pradhans to identify needs and ensure active participation during project planning.

Project Design and Execution

Implementation approach: The project was designed and implemented through a community-based approach, using surveys to identify beneficiaries, followed by structured literacy sessions and local facilitation to ensure effective delivery and participation.

Partners and roles: The project was implemented in partnership with Kashyap Divya Jyoti, who supported beneficiary identification, mobilisation, and delivery of literacy activities, ensuring effective grassroots execution.

Project Governance and monitoring: It was ensured through periodic visits to the learning centres to review activities, assess participants’ learning progress, and provide necessary guidance and support.

Spend/investment challenges and mitigation measures: During implementation, key challenges included irregular attendance due to household responsibilities, low initial motivation among participants, and varying learning pace levels.

Outcome and Impact

Quantitative: The project benefitted 50 women the villages of Rantola and Kirwani, facilitating their enrolment in literacy learning centres and delivering basic education services through regular sessions and monitoring visits.

Qualitative impact: The initiative led to improved literacy skills, self-confidence, and awareness among the beneficiaries, helping them better access healthcare information, government schemes, and participate more actively in family and community decision-making.

Long-term social value: By promoting basic literacy and awareness, the project contributes to long-term empowerment, self-reliance, and social inclusion of women, fostering sustained community development and breaking the cycle of illiteracy.

Alignment with organisational objectives: The initiative supports the social development priorities of Grasim Industries Limited and the Aditya Birla Group by focusing on education, women empowerment, and inclusive growth, aligning with their commitment to responsible and sustainable community development.

Sustainability and Future Outlook

Project sustainability: The benefits of the project will be sustained through continued community participation, improved literacy-based confidence among women, and ongoing support from local facilitators, enabling beneficiaries to independently apply their learning in daily life beyond the CSR funding period.

Scope for replication or scaling: The initiative can be replicated in other nearby villages with similar literacy gaps and beneficiaries.

Way forward: The project is covered under the Company’s statutory CSR disclosures and reported through relevant sections of the BRSR / Integrated Report, highlighting outcomes related to education, women’s empowerment, and community development

Changed the lives of

50 women





Healthcare

Healthcare, for us, is about building stronger foundations for well-being within the communities we are part of. The focus is on making care accessible, encouraging early intervention, and deepening awareness in ways that help prevent, not just treat, while working towards the gradual reduction and eventual eradication of preventable diseases.

7,72,632
Beneficiaries



Expanding Access to Healthcare Services

OPD services:
Provided primary and specialised healthcare access to 2,14,178 individuals across Nagda, Kharach, Veraval and Harihar.

Multi-Speciality health camps:
Benefitted 36,081 individuals through 228 camps, offering specialised care across gynaecology, paediatrics, orthopaedics, cardiology, and other critical areas.

Strengthening Preventive and Community Healthcare

Immunization programme:
Covered 38,101 beneficiaries, supporting immunisation against diseases such as polio, hepatitis B, diphtheria, and tetanus.

Mother and child healthcare:
Supported 16,729 women and children through 477 camps, addressing immunisation, nutrition, and maternal health needs.

Improving Basic Amenities and Inclusive Care

Safe drinking water supply:
Enabled access to clean drinking water for 2,87,627 individuals via RO plants, tankers across 45 villages.

Support to special needs individuals:
Assisted 430 individuals through targeted support in Nagda and Vilayat, improving access to care and essential services.

Menstrual Hygiene and Cervical Cancer Awareness Initiative

Overview

To address limited awareness of menstrual hygiene, reproductive health, and cervical cancer prevention among adolescent girls and women (12–49 years) in nearby rural and semi-urban communities. Aimed to improve knowledge on menstrual hygiene management, reproductive health, and cervical cancer prevention, promote the adoption of safe, cost-effective, and environmentally sustainable reusable sanitary pads, and encourage positive behavioural change by reducing stigma associated with menstruation and women’s health.

Background and Context

Baseline conditions: The project area predominantly consists of rural households with moderate literacy levels among women. Baseline observations indicated low menstrual health awareness, dependence on unsafe alternatives, and limited uptake of cervical cancer screening service.

Rationale for project selection: Women’s health is a critical yet under-addressed issue in the region. The initiative was selected to bridge awareness gaps, improve preventive healthcare access, and align with national priorities on menstrual hygiene management and non-communicable disease prevention.

Alignment with CSR policy and priorities: It follows Grasim Industries Limited CSR Policy focusing on preventive healthcare and community well-being. Schedule VII of the Companies Act, 2013 is also

followed to promote health care, including preventive health care and sanitation, and key material social issues such as women’s health, hygiene, and environmental sustainability.

Stakeholder engagement: Consultations were held with the Taluka Health Office, ASHA workers, Anganwadi staff, school authorities, and community leaders to identify needs, mobilise beneficiaries, and design culturally appropriate awareness sessions.

Project Design and Execution

Implementation approach: The project adopted a community-based approach through awareness workshops and interactive sessions on menstrual hygiene and cervical cancer. Demonstrations were held on the use, cleaning, and storage of reusable sanitary pads. Led the distribution of reusable sanitary pad kits, and dissemination of referral information for cervical cancer screening under government programmes.

Partners and roles: The Company provided funding, overall project oversight, and coordination, while the Taluka Health Office offered technical guidance and medical expertise, and ASHA as well as Anganwadi workers supported community mobilisation, follow-up, and beneficiary engagement.

Project governance and monitoring : Regular coordination meetings, field monitoring visits, a, beneficiary feedback, and review by the CSR team ensured effective implementation.





Outcomes and impact

Quantitative: Awareness sessions were successfully conducted across 22 villages in the project catchment area.

Over 1,000 women and adolescent girls were sensitised on menstrual hygiene management, reproductive health, and cervical cancer prevention. 800 reusable sanitary pad kits were distributed to promote safe, affordable, and environmentally sustainable menstrual practices.

The initiative led to a significant increase in awareness regarding:

- Cervical cancer symptoms, prevention, and early screening
- Proper menstrual hygiene practices
- Benefits and correct usage of reusable sanitary pads

Qualitative impact: Improved knowledge and confidence among women and adolescent girls to openly discuss menstrual and reproductive health issues led to a reduction in myths and stigma associated with menstruation. Further, increased willingness to adopt reusable sanitary pads as a hygienic and eco-friendly alternative, and enhanced health-seeking behaviour.

Long-term social value: The initiative aligns closely with the social development priorities by strengthening preventive healthcare, promoting women’s empowerment, and enabling inclusive growth. It demonstrates the Group’s commitment to enhancing quality of life in communities around its operations by addressing critical gaps in women’s health through awareness, capacity building, and sustainable practices

Alignment with organisational objectives: The initiative aligns strongly with the social development priorities of Grasim Industries Limited Group by promoting

preventive healthcare, women’s empowerment, and inclusive growth. It reinforces the Group’s commitment to enhancing quality of life in communities around its operations, with focused attention on underserved aspects of women’s health. By implementing awareness, capacity building, and environmental sustainability, the initiative reflects the Group’s ethos of responsible business and long-term value creation.

Sustainability and Future Outlook

Sustainability is ensured through continuous engagement of community health workers (ASHA/ ANM), availability of reusable sanitary pads with long usage cycles, and integration of awareness messaging with ongoing government health programs. Knowledge imparted during sessions enables beneficiaries to continue safe practices independently beyond the CSR funding period.

Scope for replication or scaling: The initiative has strong potential for replication and scaling across other Grasim Industries locations and nearby rural communities. The community-based model, partnership with government health machinery, and relatively low-cost intervention make it scalable with minimal resource intensification.

Way forward

- Conduct refresher and follow-up awareness sessions
- Expand coverage to schools and adolescent health programmes
- Strengthen linkage with cervical cancer screening and HPV vaccination drives
- Introduce peer educators and community champions for wider outreach
- Capacity building training of health volunteers

1,000+
Women and adolescents sensitised on menstrual hygiene



Sustainable Livelihood

Livelihood efforts are rooted in the idea that lasting change comes from within communities. The focus has been on strengthening local capabilities, whether through skills, small enterprises, or better use of available resources, so that individuals and families can build steady, self-sustaining incomes. This includes supporting women-led and self-help groups, enabling greater participation, financial independence, and shared resilience within communities.

51,536
Beneficiaries



Strengthening Natural Resource-Based Livelihoods

Water Harvesting Structures:
Supported 7,879 individuals through creation of 12 water harvesting structures, improving water availability for agriculture.

Plantation:
Benefited 10,145 individuals through large-scale plantation drives across multiple locations. Supported environmental restoration while creating supplementary livelihood opportunities.

Enhancing Farm and Allied Livelihoods

Animal Husbandry:
Reached 18,301 farmers through 240 veterinary camps, immunisation, and dairy training programmes. Improved livestock health and productivity.

Sustainable Farming:
Supported 5,373 farmers, including 1,759 FPO members through training in sustainable farming practices and soil health management.

Building Skills and Livelihood Opportunities

Skills Training Programmes:
Enabled 3,180 individuals to gain employable skills across trades such as tailoring, computer literacy handicrafts, and more.

Self-Help Groups (SHGs):
Benefited 4,620 women through 453 self-help groups, strengthening financial inclusion and collective enterprise.



CASE STUDY

Resilient and Sustainable Agriculture Development Programme (RSADP-II)

Overview

Small and marginal farmers often face challenges such as climate variability, rising input costs, and limited access to sustainable farming solutions. To strengthen agricultural resilience and improve rural livelihoods, the Resilient and Sustainable Agriculture Development Programme (RSADP-II) was implemented in the Nagda region, focusing on climate-smart practices, resource efficiency, and community-led agricultural development.

Intervention

The programme focussed on enhancing farm sustainability through improved resource management, climate-adaptive practices, and capacity building. Farmers were supported through interventions such as vermicomposting, bio-resource input centres, multilayer cultivation, and climate-protected farming solutions to improve soil health, optimise resource use, and enable diversified cultivation. The initiative also provided access to soil testing services, promoted Integrated Pest Management (IPM) practices, and supported floriculture.

Key Outcomes

- **Strengthened sustainable agriculture:** Established 100 vermicompost units and 5 bio-resource input centres to promote eco-friendly farming practices
- **Enhanced farm productivity:** Supported 25 multilayer cultivation plots and 13 climate-protected net houses for improved cultivation outcomes
- **Improved decision-making:** Enabled farmers with rapid soil testing services and better crop management practices
- **Promoted diversification:** Encouraged floriculture and integrated farming approaches to support additional livelihood opportunities
- **Built climate resilience:** Improved preparedness among farmers through sustainable practices and climate-adaptive interventions

Impact

The programme has contributed to building a more resilient farming ecosystem in Nagda by improving soil health, reducing input costs, and enhancing productivity for small and marginal farmers. Through sustainable practices, improved access to resources, and strengthened farmer capabilities, RSADP-II is enabling more stable livelihoods, year-round cultivation, and environmentally responsible agricultural growth.



Infrastructure Development

In many rural communities, everyday life is shaped by access to basic services. We work alongside these communities to build what matters most: reliable roads, essential infrastructure, and easier access to vital amenities. As these foundations take root, daily challenges begin to ease, opportunities grow, and communities become more connected and resilient.

91,154
Beneficiaries

Project Nirman

The initiative has improved rural connectivity through better road infrastructure, expanded access to safe drinking water via piped systems, strengthened community assets such as shared spaces, enhanced water security through conservation efforts and pond development, and supported improved learning conditions by upgrading school infrastructure. These collectively contributed to stronger, more resilient communities and an improved quality of life.



Social Reforms and Development

Change doesn't happen overnight. It begins with conversations, with questions, and with the courage to rethink what has always been. We engage closely with communities, raising awareness, encouraging dialogue, and advocating for more equitable ways forward. As old barriers slowly give way, spaces open up for dignity, inclusion, and equal opportunity. What emerges is not just reform, but a shared journey toward a more just and inclusive society.

2,57,933
Beneficiaries



Community Awareness and Social Wellbeing

Road Safety Programme:

Reached 3,463 individuals through 87 programmes, awareness on safe road practices was strengthened in areas including Nagda, BB Puram, Renukoot, and Karwar.

Mass Marriage Initiative:

Supported 454 beneficiaries in Veraval and Harihar, the initiative promoted dignity, social inclusion, and reduced financial burden for families through collective marriage ceremonies.

Cultural Preservation and Community Development

Art and Cultural Programme:

Benefitted 1,61,874 individuals in regions like Ganjam and Kalyan, these programmes fostered cultural expression, strengthened community bonds, and revived local traditions.

Need /Impact Assesment:

Covered 21,132 individuals across multiple locations, these assessments enabled better understanding of community needs, ensuring more targeted, relevant, and effective interventions.

CSR Impact Assessment

CSR impact assessment of our education initiatives across five locations evaluated outcomes for ~26,000 beneficiaries. The programme delivered strong foundational gains, with 88% of respondents observing that children show greater interest in learning. All respondents confirmed that serving as a shikshak enhanced their confidence and increased the respect they receive within the community.

Further, 99% of respondents indicated that without scholarship support, they would not be able to continue their daughter's education, reflecting the critical importance of financial assistance. Overall, our social capital initiatives continue to create meaningful and measurable impact across communities by strengthening education, healthcare, sustainability livelihood, infrastructure, and social welfare, reflecting our commitment to inclusive and sustainable development, while addressing critical socio-economic challenges at the grassroots level.