



Fostering relationships of trust

As a responsible, customer centric organisation, we believe in giving back to society and bringing about transformation in the lives of communities in the plant vicinity and people in the unorganised sector. We run dedicated training and upskilling courses for painters, carpenters, plumbers, and other partners in the value chain. We also contribute to inclusive development through our initiatives in health & hygiene, water conservation, skill development and disaster management. All our CSR initiatives are strategically designed and monitored to make a tangible difference to the communities and the environment in which we operate. The outcome of these activities when measured stands testimony to the Company being a responsible and caring organisation.

Strategic focus areas

- Community well-being
- Supply chain management
- Customer relationships
- Collaboration with stakeholders

Interlinkages to other capital



Financial capital



Human capital



Manufactured capital



Intellectual capital



Natural capital

Key material issues

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

FY 2021-22 key highlights

₹ 70.8 Crores
Expenditure on CSR

18,000+
Supplier base

145,000+
Retail Touch Points

180,000+
Business Influencers

SDGs impacted



Corporate Social Responsibility

Acting responsibly and giving back to society are integral to the way we conduct our business. We recognise that we must be an active contributor to enhancing the lives of our communities. It is also our ongoing commitment to share value where it has been created.

We have been including our communities in our growth journey through a wide range of social interventions. As a responsible corporate citizen, we are actively initiating projects and / or participating in projects that together make us the local lighthouse for the region which significantly improves the lives of the people where we operate and are present. It is our constant endeavour to address critical social, environmental and economic needs of the communities in the vicinity of our plants.

Health and hygiene

We are committed to providing reliable and specialised healthcare facilities including primary healthcare support through diagnosis and treatment for our communities, promotion of preventive healthcare through nutrition based programmes, building awareness about hygiene, sanitation, maternal and child healthcare, setting up medical infrastructure, instrumenting clean drinking water habits, etc, for communities to enable them to lead a confident, healthy life. In alignment with the national development agenda of making primary healthcare accessible and affordable for the people, we have undertaken several programmes to promote health and hygiene among our communities. Our health and hygiene programme aims at addressing the primary healthcare segment of the healthcare continuum, wherein we focus on senior citizens, women and children. It starts with need assessment for elderly community members near the plant locations, followed by the implementation of the programme by providing door-to-door primary healthcare service. This also includes mobile healthcare units for quick response in case of any health related emergency.

Along with our partner organisations, we work with local on-ground health workers in analysing the available healthcare data, which facilitates gap identification and planning for community reach. This is to ensure that we reach primary healthcare facilities to the maximum and relevant set of beneficiaries in an effective manner.



Static clinics*

We have established five static clinics near our manufacturing locations (Mysuru, Patancheru, Kasna, Khandala and Visakhapatnam), and one clinic at Cuddalore, Tamil Nadu. These clinics provide diagnosis and treatment for various non-communicable diseases (majorly hypertension and diabetics), Reproductive, Maternal, Neonatal, Child Health and Adolescence (RMNCH+A), eye care and general OPD ailments.

Mobile Medical Units*

We have been running eight mobile medical units (MMUs) across villages spread over eight states. Our MMUs provide free consultations, medicines, basic diagnostics, and referral to government hospitals, among other healthcare services. These units also conduct awareness and quiz sessions on health in the community.

Safar*

Safar, one of our healthcare initiatives, is directed towards improving health awareness and correcting lifestyle habits of truckers.

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





Case Study

MMUs provide ready help

The Niroj project, a CSR collaboration between Asian Paints and Piramal Swasthya, focuses on providing primary healthcare services through static clinics and MMUs, the latter focusing mainly on pregnant women, children under-5 and school-going children and the elderly. Since 2019, MMUs have been operating across 24 villages in and around our factory at Visakhapatnam. The MMUs, which provide medical consultation for common ailments, screening for multiple diseases and free medicines among other services, follow a monthly schedule to cover all the locations, making it easier for community members to get their primary health check-ups done once a month.

Rani* is among the many beneficiaries of the project. Diagnosed with diabetes for the last four years, she had already spent around ₹ 20,000. The rising medical bills meant she would have to stop the medicines. That was when her son, an industrial worker, brought her to the MMU. Her blood pressure read an above-normal 192/90 on her first check-up. Rani was made conscious of her hypertension and immediately put on medicines. A community mobiliser also counselled her on nutrition and eating habits.

Within three months, Rani's blood pressure had gone back to normal as a result of her adherence to protocols, regular attendance at scheduled check-ups, timely medicines and nutritious diet. The clinic staff and community mobiliser also regularly followed up with her. Rani now visits the MMU camp every month to get herself checked and to collect her prescribed medicines.

Case Study

Life beyond pain killers

Having led the arduous life of a truck driver for the past 25 years, Kaliappan* had started experiencing severe back pain for the last 3-4 years. He got temporary relief from pain killers and rarely consulted doctors. Given that he was the sole bread earner for his family, he felt it necessary to reach out to fellow truckers for a solution that could help him.

A friend referred him to our Safar programme. At the Safar clinic, he shared his concern with the doctor, who suggested a few exercises and gave him a backrest support which he could use while driving. Kaliappan followed the doctor's instructions and started exercising regularly. He is now in much better shape and doesn't need to rely on pain killers anymore.

*Names changed to protect identity



Water conservation

As water is a scare resource for many communities in India, we are truly concerned about the water needs of our communities from a sustainability perspective. Thus, we have adopted a hands on approach to addressing the water management challenges faced by communities and the organisation, given that water is also a key ingredient for paint manufacturing. We have adopted a hands-on approach to addressing the water management challenges the Company and nearby communities face.

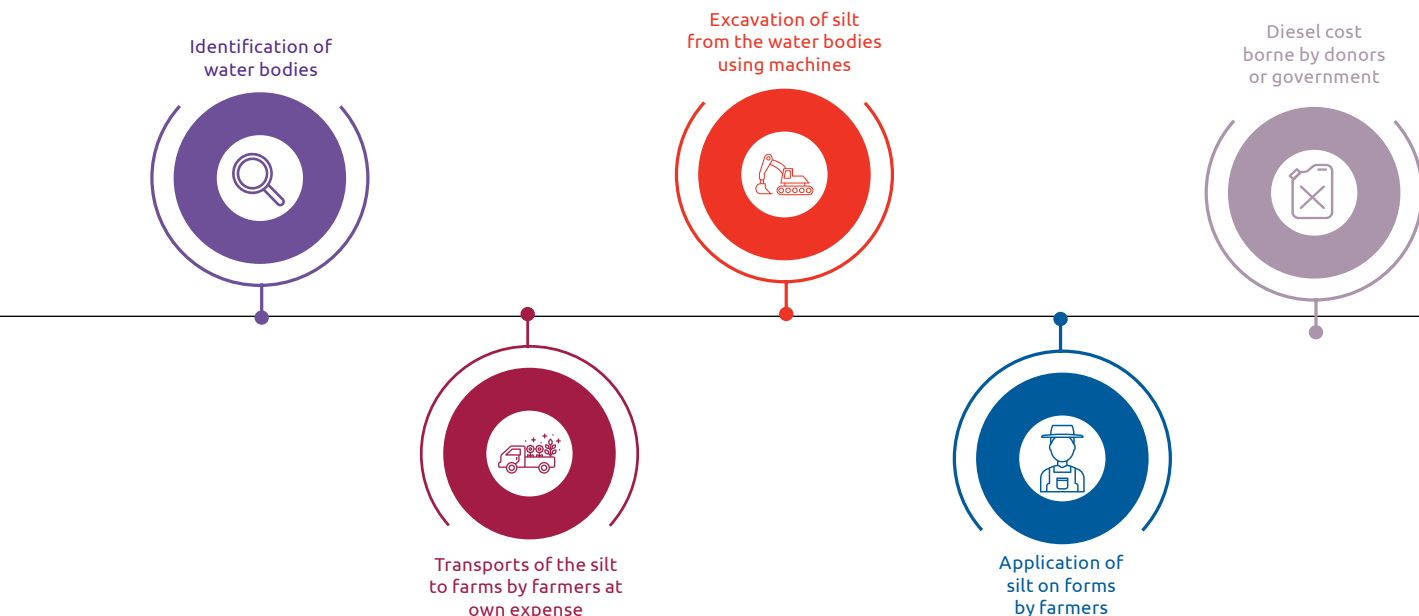
Project Jal Sashakt*

In April 2021, in the middle of the second wave of the COVID-19 pandemic, we began our collaboration with specialists, an NGO, and most importantly, the community, to develop a 300,000+ KL of water storage potential across seven villages and 15 sites of Khandala Taluka in Maharashtra, involving 153 farmers.

Jal Sashakt, our CSR project, has helped transform the lives of over 5,000 people in these seven drought-prone villages in Maharashtra by doubling their water supply and increasing their land's crop output by more than 20%. This is a fantastic example of technology, community, NGOs, and corporate teams coming together with a shared vision to achieve dramatic change in a couple of months.

Rejuvenation of Water Bodies (RWB)

Operating model of RWB



Impact assessment*

- Doubling available water supply by increasing the storage capacity of ponds by 126 Thousand Cubic Metre (TCM) in Phase 1 and 164 TCM in Phase 2, thereby saving the cost of hiring 12,600 water tankers in Phase 1 and 16,400 water tankers in Phase 2
- 20% increase in crop productivity for 132 farmers across two phases
- 60 acres of barren land converted to fertile fields, which farmers now use to cultivate groundnuts, soyabean and sorghum
- Initial feedback from farmers indicates Jowar yield has doubled from 7 to 15 quintals, which will be reflected in upward trend of at least 50% in income

In an area characterised by persistent drought and low agricultural produce, Project Jal Sashakt has given the community new hope. Above all, the project has demonstrated the benefits of true community collaboration and an indication that the model can be scaled up to benefit a wider number of people in the region.

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



Skill development*

Asian Paints Colour Academy offers the best training facilities to both new and experienced paint applicators. Our fixed academies are spread across 19 major towns in the country while our mobile academies service over 700 towns across the length and breadth of the country. Digital trainings introduced in 2020 continue to be a game changer, making up 75% of the overall trainings. Specialised courses like Interior Textures, Metal Care, Wallpaper, Wood Finishes and Waterproofing continue to receive good response. In our financial management course, we have not only managed to impart personal finance education to participants but also facilitated their registration in social security schemes run by the government. This has given the participants greater confidence about their future and the profession. We also piloted carpenter and plumber training during the year with great success and these initiatives are planned to be further scaled up in the coming years.

Our Colour Academy imparts skill education and works towards enhancing productivity of the people in the paint application trade.

360,000

Digital trainings imparted during the year

Case Study

New beginnings

Saravanan came to India from Sri Lanka and settled in the Arani Sri Lankan refugee camp. With no specific skill set, he was forced to work as a daily labour painter and could earn a maximum of ₹ 500 per day to support his family. He got to know about the Asian Paints Colour Academy through one of the sessions conducted by the team from the Academy at the refugee camp. Subsequently, he got himself trained not only in basic painting, but also in specialised areas like textures and wood finishes. Subsequently, he got more confident in taking up independent projects and formed a small team of four members from the camp to take up more projects at sites. This enabled him to approach life with more confidence, having significantly enhanced his potential to earn.

Other initiatives*

- Facilitating agriculture and health related social security schemes in communities in the vicinity of plants
- Reaching out to 2,000 beneficiaries around plants from August 2021-March 2022
- Launching social security programme in Kasna, Khandala, Patancheru and Ankleshwar in August 2021 and Rohtak, Mysuru, Visakhapatnam and Sriperumbudur in October 2021

Employee volunteering

In view of the ongoing pandemic during the year, virtual interventions were introduced, especially in case of employee volunteering programmes and skill development initiatives.

Stakeholder management

Customers

We regard customer delight as the final testimony to our success in the market.

As we emerge from the COVID-19 crisis, economic challenges and rapid changes in social behaviour are affecting our customers like never before. We realise that we need to enable and empower them and hand hold them to earn their trust and loyalty in this time of intense flux.

We are investing significant time and efforts to understand changing customer needs, and focusing on delivering quality products backed by services and, no less importantly, staying engaged with the customer after the purchase. In today's world, customer engagement has moved from a point-in-time. To a continuous one over the life cycle of the customer to ensure his/her loyalty.

Asian Paints also works with the some of the best of retailing firms in the world which helps in providing a very strong journey to the customer. In this journey, the customer is provided with an experience which is phygital which means that it combines digital and the physical in terms of the way customer navigates through various areas.

We have our presence in over 400 cities with more than 450 'Colour Ideas' Stores' which are inspiration led stores and provide customised colour suggestions, help the customers in visualisation of how the colours would look on walls and deliver beyond expectations. With innovations like these, we are taking the customers on a digital journey and embarking on a journey that marries the digital channels with the physical world.

Approach towards customer complaints

We treat customer complaints with utmost importance and believe we need to be agile, transparent and solution-oriented to resolve them efficiently and satisfactorily.

We keep the customer in the loop throughout the entire process of complaint resolution. We focus on resolving retail customer complaints within five working days, which includes calling the customer within four hours, connecting with the customer within two days, and providing the final resolution to the customer. These timelines are relevant to our Décor category's customer/applicator/trade expectations. Furthermore, we ensure that we maintain multiple points of communication with the customer, that is through SMS/Email/WhatsApp, to keep the customer informed of all actions taken on the complaint.

Unique situations also give rise to unique solutions. During the pandemic, we accepted the challenge of managing an unprecedented set of circumstances and explored the possibility of managing customer complaints remotely. This was done via digital conversations through video. That the experience was satisfactory is evident from the feedback received from our customers.

We measure our customer satisfaction with the Net Promoter Score (NPS) and have taken up audacious targets for each of the businesses to achieve, in line with our customer first approach.#

Once the resolution is provided to a customer's complaint, all the data related to the complaint gets captured in the Customer Relationship Management system and is protected securely.

Case Study

Complaint resolution – test cases

A show of heart

During the first COVID-19 lockdown, a customer from Mangaluru lodged a complaint. Our representative went to the site to resolve the issue. The customer requested that a technical expert visit the site to fully understand the complaint. Despite the prevailing situation, the technical expert visited the site to answer the customer's queries while adhering to COVID protocols. The customer was pleased with the solution provided. However, rectification efforts at the site had to be stopped as the customer was concerned about his aged mother's health. This was done promptly and as promised, we began work as soon as the situation returned to normal, and the work was completed on time as well.

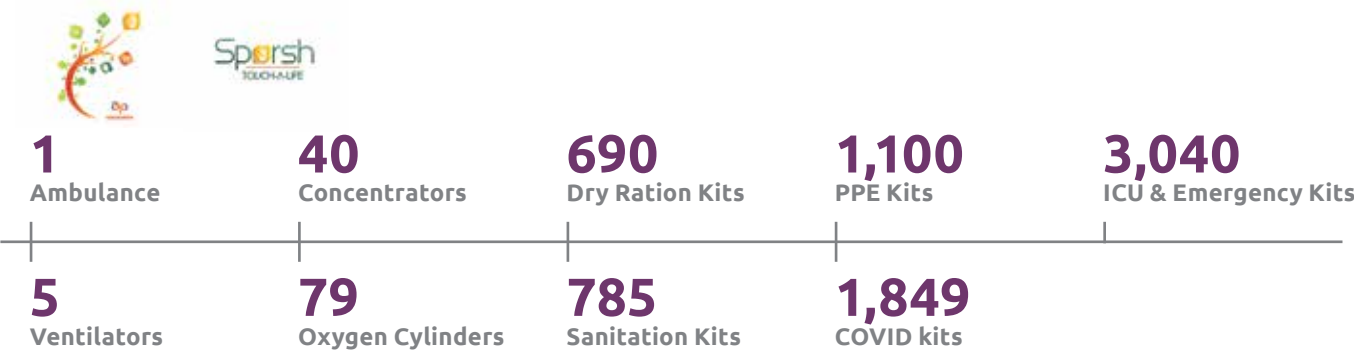
The party must go on

A customer from Calicut filed a complaint, expecting a quick resolution because he was hosting a housewarming party for his property the following week. Our team visited the site on the same day. We provided an immediate resolution after analysing the complaint. The customer and their family were overjoyed as they didn't have to postpone the housewarming of his dream home.

Going the extra mile

The manager of a Kannur-based bank filed a complaint about a problem seen at the bank's premises following the painting. After a visit the same day, we concluded that the issue was caused not by flawed painting but a leakage in the wall that was not repaired by the customer's contractor prior to painting. We conducted a thorough inspection and advised the customer on the best procedure and products to be used. Even though the complaint had nothing to do with product performance, the customer was impressed by our prompt and solution-oriented approach.

In their time of need, we stood Beside our Communities:



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

GRI 416-1 Assessment of the health and safety impacts of product and service categories

Social and Relationship Capital

External Stakeholders*

We are a part of some industrial bodies such as Federation of Indian Chambers of Commerce & Industry (FICCI), Confederation of Indian Industry (CII), Indian Paint Association (IPA), The Advertising Standards Council of India (ASCI), Indian Society of Advertisers (ISA) etc. We play an active role in these bodies towards building consensus around the ease of doing business and other challenges and work with the relevant government departments towards addressing those. Asian Paints is represented in various national and sectoral committees in these organisations.

Our approach has been that of partnership, alignment and collaboration with government bodies, wherein we try and align our initiatives with international and national priorities to the extent possible.

We comply with all existing laws and regulations and have a robust mechanism to identify, assess and comply with any new regulatory requirement. As a leading paint manufacturing company, we are actively involved in discussions related to constitution of industry related standards and compliances. We generally participate in public policy making and advocacy activities via these industry associations.

*GRI 102-12 External Initiatives
GRI 102-13 Membership of associations

