

Addressing stakeholder concerns

We believe that stakeholder participation is critical to driving transformation and innovation. We prioritise stakeholder well-being through our robust ESG framework, which leads our operational and fiscal imperatives.

Process of stakeholder engagement



Stakeholder-centricity at Asian Paints

At Asian Paints, our core values define us as a company that is sustainable, innovative, and passionate in everything it does. We recognise that people are at the heart of any thriving business, and we strive to build strong relationships with all of our stakeholders along the entire value chain.

How does stakeholder engagement help us?

Stakeholder engagement plays a critical role in our innovation journey, in designing products, services, and solutions. Read about our materiality assessment process to find out how stakeholder engagement is crucial for identifying our material issues.

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FREQUENCY OF ENGAGEMENT

- Ongoing
- Periodic

CAPITALS

- Financial capital
- Human capital
- Manufactured capital
- Social and relationship capital
- Intellectual capital
- Natural capital

WHY THEY MATTER

Customers
The voice of the customer is pivotal in driving innovation, improving products, enhancing quality, and delivering exceptional service

KEY CONCERNS






- Delightful experience through the décor journey
- Product safety and value for money
- Innovative products
- Anticipating requirements
- Creating value
- Convenience
- Solutions and not just products
- Better servicing
- Sustainable products & services




ENGAGEMENT APPROACH







- Partnering with them in their journey from products to services
- One-on-one interaction
- Digital channels like mobile applications, (Colour with Asian Paints), Company website etc.
- Customer satisfaction Survey
- Feedback surveys and calls post redressal of complaints
- Customer service helpline
- Dealer meets






Linkage to capitals






Addressing stakeholder concerns




WHY THEY MATTER	KEY CONCERNS	ENGAGEMENT APPROACH
 <p>Employees Employee performance, skills, and capabilities are vital for the sustained success of our company</p> 	<ul style="list-style-type: none"> Employee well-being Learning and development Occupational health and safety Growth Equity & Diversity Robust rewards & recognition programmes Fair wages 	<ul style="list-style-type: none"> Programmes to ensure employee well-being and safety Employee engagement surveys Digital engagement One-on-one engagement, townhall meetings Personalised learning and development programmes Regular performance review and feedback Intranet portal Engaging with potential campus hires in leading campuses Exit interviews
<p>Linkage to capitals   </p>		

 <p>Investors Our investors are crucial to the success of our Company, providing us with the necessary resources to expand and sustain our operations</p> 	<ul style="list-style-type: none"> Consistent returns on investments Long-term viability and sustainable growth Timely disclosures and compliance Good governance 	<ul style="list-style-type: none"> Annual general meetings Quarterly investor conferences One-on-one engagements/meetings Digital engagement Media updates Integrated Annual Report and Sustainability Report Regular filings with regulatory bodies Investor support
<p>Linkage to capitals </p>		

 <p>Communities The support and trust of communities strengthen our social license to operate. Our responsibility is to foster their holistic and inclusive development and make them a part of the Company's growth journey</p> 	<ul style="list-style-type: none"> Social concerns such as health and hygiene, skilling, and water management Sustainable way of carrying on the business Empower underprivileged sections of society/ vulnerable and marginalised groups through CSR activities 	<ul style="list-style-type: none"> Collaboration with non-governmental organisations Field visits CSR and sustainability initiatives Skill development One-on-one interactions Employee voluntary activities
<p>Linkage to capitals    </p>		

WHY THEY MATTER	KEY CONCERNS	ENGAGEMENT APPROACH
 <p>Vendors A robust and seamless supply chain enables us to develop affordable and innovative products, continuously improve the efficiency of our service delivery and operate sustainably</p> 	<ul style="list-style-type: none"> Value creation Fairness in business dealings Timely payment & recurring orders Necessary knowledge and infrastructure support 	<ul style="list-style-type: none"> Supplier meets One-on-one interactions Digital channels such as supplier grievance/ feedback portal Forums and seminars Collaboration with vendors
<p>Linkage to capitals     </p>		

 <p>Government and regulatory bodies Governments and regulatory bodies set and enforce laws, regulations, and policies that govern our business operations</p> 	<ul style="list-style-type: none"> Compliance with all applicable laws, rules and regulations Collaboration on national agendas Inputs for ease of doing business and regulatory reform Support the Make in India movement Adopting and following sustainable business practices 	<ul style="list-style-type: none"> E-mails and letters Conferences Industry forums Regulatory filings Meetings with officials Representations
<p>Linkage to capitals   </p>		

 <p>Influencers Influencers with significant social media followers play a crucial role in engaging with large sections of current and actual customer of our products</p> 	<ul style="list-style-type: none"> Business collaboration Value addition Upgradation of products and offerings 	<ul style="list-style-type: none"> Meetings Conferences Digital platforms
<p>Linkage to capitals </p>		