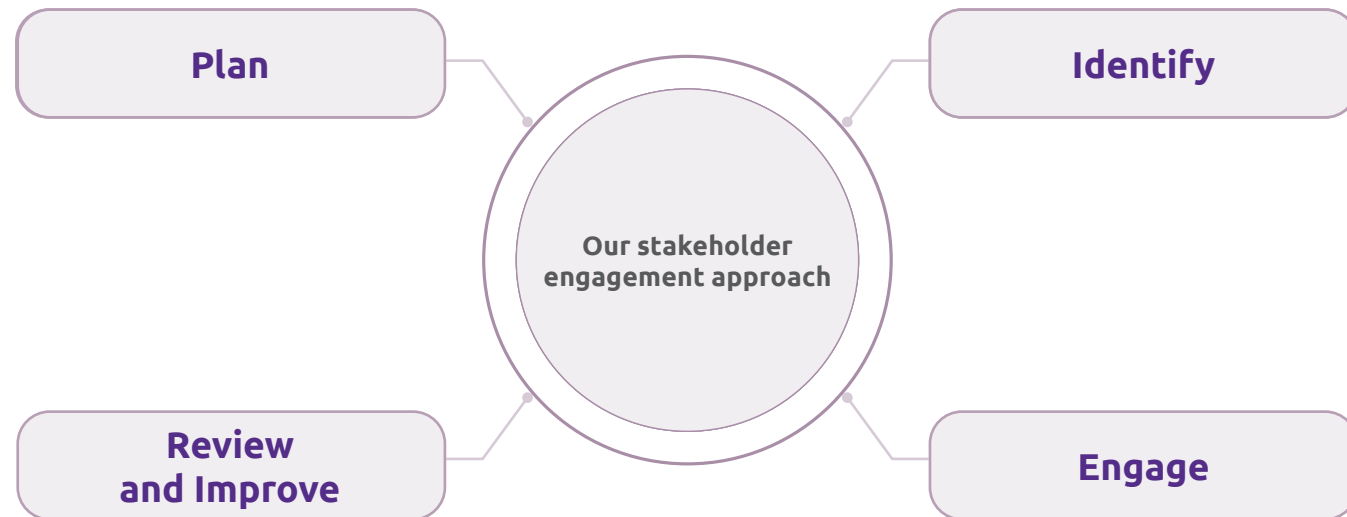


Stakeholder engagement

Managing our relationships

We continuously engage with our stakeholders to identify and address issues that have a material impact on our long-term value-creation abilities. Stakeholder engagement plays a critical role in our innovation journey, in designing products, services and solutions with high growth potential.

We have identified our stakeholders as those persons, groups or organisations who impact us and are directly impacted by our activities, as well as those that we foresee to be reasonably impacted. A planned system of engagement ensures the timely exchange of accurate and relevant information to, and interaction with, each stakeholder group in a consistent manner.



Customers

Why they are important	Key concerns and expectations	Approach of engagement
Customer feedback, or as we call it, the Voice of Customer, is key to innovations, process improvements, quality enhancement, service performance and cost optimisation	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Partnering with them in their journey from products to services One-on-one interactions Digital channels like mobile applications (Colour with Asian Paints), website and many more Customer satisfaction survey Feedback surveys and calls post redressal of complaints Customer service helpline

Employees

Why they are important	Key concerns and expectations	Approach of engagement
Our employees are at the centre of all our operations. Their collaborative skill and expertise are essential for our growth	<ul style="list-style-type: none"> Employee well-being Learning and development Occupational health and safety Growth Diversity 	<ul style="list-style-type: none"> Personalised learning and development programmes Regular performance review and feedback One-on-one engagement, townhall meetings Employee engagement surveys Digital engagement Exit interviews Programmes catered around overall well-being Engaging with students in leading campuses Intranet Portal

Investors

Why they are important	Key concerns and expectations	Approach of engagement
As providers of capital, they are key to our growth and expansion plans	<ul style="list-style-type: none"> Consistent return on investments Long-term viability and sustainable growth Wealth creation Timely disclosures and compliance Good governance 	<ul style="list-style-type: none"> Annual general meetings Quarterly investor conferences One-on-one engagements Digital engagement Media updates Annual report and sustainability report Meetings Disclosures

Stakeholder engagement

 **Communities**

Why they are important	Key concerns and expectations	Approach of engagement
A harmonious relationship with the communities where we operate is key to our social licence to operate; they are our partners in progress	<ul style="list-style-type: none"> • Social concerns such as health and hygiene, skilling and water management • Sustainable way of carrying on the business 	<ul style="list-style-type: none"> • Collaboration with non-governmental organisations (NGOs) • Field visits • CSR and sustainability initiatives • Skill development • One-on-one interactions

 **Vendors**

Why they are important	Key concerns and expectations	Approach of engagement
Our operations are closely linked with the timely availability of services and materials that we source. These, in turn, have a material impact on the efficiency of our service delivery	<ul style="list-style-type: none"> • Long-term commitments with business partners • Value creation • Fairness in business dealings • 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

 **Government and Regulatory Bodies**

Why they are important	Key concerns and expectations	Approach of engagement
Key for ensuring compliance, interpretation of regulations and uninterrupted operations, obtaining or granting permission	<ul style="list-style-type: none"> • Adherence to compliance in substance and spirit • Collaboration on national agenda • Inputs for ease of doing business • Inputs for regulatory changes • Make in India • Sustainability 	<ul style="list-style-type: none"> • E-mails and letters • Conferences • Industry forums • Regulatory filings • Meetings with officials • Representations

 **Influencers**

Why they are important	Key concerns and expectations	Approach of engagement
Key role in transforming dream to reality using our products	<ul style="list-style-type: none"> • Business collaboration • Value addition • Upgradation in products and offerings 	<ul style="list-style-type: none"> • Meetings • Conferences • Digital platforms

