

# Business Responsibility Report

Environment, Society and Governance lie at the heart of our business, ethics and philosophy. Pursuant to Regulation 34(2)(f) of SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015, we provide below our Business Responsibility Report describing the initiatives taken by the Company ("USL") from an environmental, social and governance perspective during the financial year ended March 31, 2022.

On each of the nine Principles governing this Business Responsibility Report, United Spirits Limited has been at the forefront to follow the same in letter and spirit. Our initiatives in this regard for each of the principles are highlighted below in the prescribed format:

## Section A: General Information about the Company

1. *Corporate Identity Number (CIN) of the Company - L01551KA1999PLC024991*
2. *Name of the Company – UNITED SPIRITS LIMITED*
3. *Registered address – 'UB TOWER', #24, Vittal Mallya Road, Bengaluru – 560 001*
4. *Website – www.diageoindia.com*
5. *E-mail id – investor.india@diageo.com*
6. *Financial year reported – April 01, 2021 to March 31, 2022*
7. *Sector(s) that the Company is engaged in (industrial activity code-wise) – Manufacturing (Main Activity Group Code –C)*
8. *List three key products/services that the Company manufactures/provides (as in balance sheet)–Alcoholic Beverages, Extra Neutral Alcohol, Indian Made Foreign Liquor*
9. *Total number of locations where business activity is undertaken by the Company-15*
  - (a) *Number of International Locations (Provide details of major 5) - Nil*
  - (b) *Number of National Locations – 15*
10. *Markets served by the Company – Local/State/National/International – All the four.*

## Section B: Financial Details of the Company (As Per Standalone Financials for the year ended March 31, 2021)

1. *Paid-up Capital (INR) – 1,45,32,77,430*
2. *Total Turnover (INR) -307,311 million (Gross)*
3. *Total profit after taxes (INR) – 7,698 million*
4. *Total Spending on Corporate Social Responsibility (CSR) – The Company is required to spend an amount of 74.91 million (2% of average of last three years profit), and the company has spent 176.5million in the financial year 2021-22.*
5. *List of activities in which expenditure in 4 above has been incurred*  
*As given in CSR Report (Annexure 6), which is forming part of Report of Directors.*

## Section C: Other Details

1. *Does the Company have any Subsidiary Company/ Companies?*  
*Yes.*
2. *Do the Subsidiary Company/Companies participate in the BR Initiatives of the parent Company? If yes, then indicate the number of such subsidiary company(s)?*  
*Pioneer Distilleries Limited.*
3. *Do any other entity/entities (e.g. suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, more than 60%] –*  
*Not Applicable.*

# Business Responsibility Report (Continued)

## Section D: BR Information

### 1. Details of the Director responsible for Business Responsibility (BR):

(a) Details of the Director responsible for implementation of the BR policy/policies as on March 31, 2022.

Name of the Director	DIN	Designation
Ms Hina Nagarajan	00048506	Managing Director and Chief Executive Officer

(b) Details of the BR head :

Name of the Director	DIN	Designation
Ms. Hina Nagarajan	00048506	Managing Director and Chief Executive Officer Email - ceo.india@diageo.com Phone No. – 080 - 45448001

### 2. Principle-wise (as per National Voluntary Guidelines [NVGs]) BR Policy/Policies

(a) Details of compliance (Reply in Y/N)

No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	Do you have a policy/policies for Code of Business Conduct and Ethics	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Has the policy being formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Does the policy conform to any national/ international standards? If yes, specify. (50 words)	The Code of Business Conduct (our Code) is the key guiding document governing the compliance and ethics framework of the Company. In addition to Code, it is mandatory for all employees to undergo training on Code and annual compliance certification program, anchored by policies and procedures, prescribed as per the global standards, covering areas such as Anti-bribery & Corruption, including guidelines on Gifting & Entertainment, Information Management & Security, Data Privacy & Personal Information, Health Safety & Personal Security, Anti-money Laundering, Prevention of Sexual Harassment at Workplace and Employee Alcohol Policy as a part of its commitment to responsible drinking.								
4	Has the policy being approved by the Board? Is yes, has it been signed MD / owner /CEO / appropriate Board Director?	Y	Y	Y	Y	Y	Y	Y	Y	Y
5	Does the Company have a specified committee of Board/ Director / Official oversee the implementation of the policy?	Y	Y	Y	Y	Y	Y	Y	Y	Y
6	Indicate the link for the policy to be viewed online?	<a href="https://www.diageoindia.com/PR1346/aws/media/13686/code-of-conduct-q2.pdf">https://www.diageoindia.com/PR1346/aws/media/13686/code-of-conduct-q2.pdf</a>								
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
8	Does the Company have inhouse structure to implement the policy / policies.	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Business Responsibility Report (Continued)

No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
9	Does the Company have a grievance redressal mechanism related to the policy / policies to address stakeholders' grievances related to the policy / policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
10	Has the Company carried out independent audit / evaluation of the working of this policy by an internal or external agency?	Y	Y	Y	Y	Y	Y	Y	Y	Y

(b) If answer to the question at serial number 1 against any principle, is 'No', please explain why: (Tick up to 2 options)–NOT APPLICABLE

No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	The Company has not understood the Principles									
2	The Company is not at a stage where it finds itself in a position to formulate and implement the policies on specified principles									
3	The Company does not have financial or manpower resources available for the task									
4	It is planned to be done within next 6 months									
5	It is planned to be done within the next 1 year									
6	Any other reason (please specify)									

3. Governance related to BR

(a) Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, more than 1 year.

Annual.

(b) Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published? Published annually as part of the Annual Report. Hyperlink is [www.diageoindia.com](http://www.diageoindia.com)

### Principle 1 : Company's efforts in the area of ethics, Transparency and Accountability

1. Does the policy relating to ethics, bribery and corruption cover only the Company? Yes / No. Does it extend to the Group/Joint Ventures/Suppliers / Contractors / NGOs / Others?

Yes. Our Code is the key guiding document governing the compliance and ethics framework of the Company, and it is extended to Suppliers, Contractors and its subsidiaries, namely, Pioneer Distilleries Limited, Sovereign Distilleries Limited and Royal Challenge Sports Private Limited.

Our Code enables our employees to make the right choices and demonstrate the highest standards of integrity and ethical behavior.

Further, all Customers and Business partners are covered by Know Your Business Partner (KYBP) process as part of their onboarding process.

In addition to our Code, the compliance program is also anchored by policies and procedures, prescribed as per the global standards, covering areas such as Anti-bribery and corruption (including guidelines on gifting & entertainment), Information Management & security, Data Privacy & Personal information, Health Safety & Personal Security, Prevention of Sexual harassment at workplace, Dignity at workplace and Employee Alcohol aspect, as a part of its commitment to responsible drinking.

2. How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.

# Business Responsibility Report (Continued)

During the financial year 2021-22, 56 cases (including 19 cases in the nature of 'people issue') have been reported through SpeakUp and other internal reporting channels. Out of total cases reported, 52 cases have been satisfactorily investigated & resolved with 21% substantiation rate. Balance 7% of total cases reported are under progress within timelines. The decision on sanctions on the reported breaches are determined and monitored by a Compliance Committee, in order to ensure that there is a collective, transparent and a fair decision-making process and consistent action in resolving the breaches in a timely manner. The quality of investigation reports and remedial actions are reviewed and monitored by the Global Business Integrity team.

As a part of the governance framework, the Board of Directors and the Audit Committee regularly review the strategy and operation of the compliance and ethics programme including the breaches reported, through the year.

## Principle 2 : Company's efforts to provide goods and services that are safe and contribute to sustainability throughout their life cycle.

1. *List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and/or opportunities.*
2. *List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and/or opportunities.*

Your company has been conscious of social and environmental concerns and consistently strive to reduce environmental impacts of operations, products and value chain and won't stop until we've reduced it everywhere we can: cutting down packaging; increasing recycled content; and eliminating all waste.

Your company will design the change by knowing industry needs and the world wants and develop and grow innovative partnerships through Sustainable Solutions programme, and scale these through bold collaboration with customers, suppliers, NGOs, research institutions, entrepreneurs and governments to help create a truly circular economy.

1. For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional):
  - (a) Reduction during sourcing/production/distribution achieved since the previous year throughout the value chain? Your Company continues to focus on conserving resource through various initiatives.

**Energy:** Your company has reduced absolute carbon emissions by more than 90% in our operations committed to remove the rest by 2030, through energy efficiency improvement and switching our direct energy needs to be renewable everywhere we operate.

Your company will partner with suppliers on renewable energy solutions, circular designed products and regenerative agriculture to halve the carbon in our supply chain by 2030, helping them move towards Net Zero carbon emissions and prioritise carbon-positive innovation to help influence the changes needed to create and develop tomorrow's low-carbon solutions.

Reducing packaging weight through design innovations and working on multiple such projects to achieve the same. In addition, your Company continues to increase usage of recycled glass bottles & recycled content in packaging.

**Water:** Your company has made big stride to improve water use efficiency and by 2030, will ensure for every drink you make will use 40% less water than today and committed to replenish more water than you use in all water-stressed areas.

**Raw Materials:** Your company continue to focus on eliminating waste throughout the value chain by creating innovations and collaborating with farmers to regenerative landscapes to grow agriculture produce for our product.

- (b) Reduction during usage by consumers (energy, water) has been achieved since the previous year? Indirect benefits have accrued to customers from the steps taken above.

The above steps continue to ensure reduction of Environment impacts related to Water, Energy & Green House Gas Emissions in the value chain both in Upstream as well as downstream.

2. The above steps continue to ensure reduction of Environment impacts related to Water, Energy & Green House Gas Emissions in the value chain both in Upstream as well as downstream. Does the Company have procedures in place for sustainable sourcing (including transportation)?
  - (a) *If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.*

# Business Responsibility Report (Continued)

Your Company has initiated processes addressing the need for sustainable sourcing. In line with Diageo's global statement of intent on sustainable procurement, your Company has issued its own refreshed guideline on Partnering with Suppliers, covering engaging with vendors on ethical business practices, protection of human rights, health and safety standards as well as reduction of environmental impact.

Additionally, your Company is implementing the roll out of Sedex, a global collaborative platform for sharing of responsible sourcing data, across its vendor base in a phased manner.

With regard to regular review to improve upon the process of new technology development, deployment and commercialization, incorporating social, ethical, and environmental considerations, USL ensures minimization of our resource usage footprint, by working collaboratively with our suppliers along the following dimensions:

- Product specification optimization: including but not limited to light-weighting of containers, gauge reduction of metal components, weight optimization of print material etc., deploying available / new-age technologies & manufacturing capabilities with our suppliers.
- Feature optimization: In select cases, we have removed surplus packaging components to reduce overall material use.
- Rationalization: Your Company is working towards rationalization of our material components for both economies of scale as well as maximizing utilization across our requirements, especially for recycled products like returnable bottles.

In addition to above mentioned optimization drives, your Company has led in recycling through utilization of returnable glass bottles across a significant part of our popular brand. In addition, your Company collaborates with supply partners like Tetrapak to facilitate recycling & utilization of laminates, as well as glass suppliers for re-use of broken cullets. Additionally, the Company has been engaged in EPR activities collecting & recycling back our plastic & laminate waste in key markets.

3. *Has the Company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work?*

Your Company has identified certain categories of spend amenable to sourcing from MSME vendors, like corrugated boxes or recycled bottles, and almost exclusively sources such categories from sources proximal to our manufacturing locations. In addition, agri-commodities like grapes are sourced from local communities & cooperatives.

(a) *If yes, what steps have been taken to improve their capacity and capability of local and small vendors?*

In order to ensure such parties meet our specification requirements, your Company teams routinely conduct audits, identify process gaps and educates vendors on performance improvement and best practices.

In line with the tenets of Principle 2 that businesses should raise the consumer's awareness of their rights through education, product labelling, appropriate and helpful marketing communication etc. and to provide full details of contents and composition and to promote re-usage and disposal of their products and services, your Company ensures that its product labels comply to all statutory requirements per legal metrology, food & safety standard set. Apart from this, customers are also made aware of mandatory requirements of individual states or markets, including but not limited to a detailed ingredient list, clearly published manufacturing & licensing details, customer care contact details as well as mandatory warnings as applicable for alcohol industry.

4. *Does the Company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of product and waste (separately as <5%, 5-10%, >10%). Also, provide details thereof, in about 50 words or so.*

Your company recycles and uses more than 90% of wastewater generated in factories. Your company strives for Zero-waste landfill and also more than 90% of the solid waste generated in the manufacturing locations are recycled through authorized recyclers to power the circularity. Your company sources significant proportion of sustainable packing for the product packaging, with overall 50% recycled content across our all-packaging formats and plan to increase it to 60% by 2030 in alignment with Vision for 2030 on sustainability

### **Principle 3 : Company's efforts to promote the wellbeing of all employees**

1. *Please indicate the total number of employees*

*We have 3145 employees including Executive, permanent workmen and staff.*

2. *Please indicate the total number of employees hired on temporary/contractual/casual basis.*

*We have hired 1953 contract or temporary employees and retainers/consultants.*

# Business Responsibility Report (Continued)

3. *Please indicate the number of permanent women employees.*  
We have 482 permanent women employees.
4. *Please indicate the Number of permanent employees with disabilities.*  
11
5. *Do you have an employee association that is recognized by management?*  
Yes.
6. *What percentage of your permanent employees/is members of this recognized employee association?*  
47% of our permanent employees are members of this recognized employee association.
7. *Please indicate the number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year.*  
During the financial year 2021-22, 1 (one) sexual harassment complaint was reported, and the inquiry is currently underway.
8. *What percentage of your undermentioned employees were given safety and skill upgradation training in the last year?*
  - a. Permanent Employees : 93%
  - b. Permanent Women Employees : 93%
  - c. Casual/Temporary/Contractual Employees : 93%
  - d. Employees with Disabilities : 100%

**Principle 4: Company's efforts to respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.**

1. Has the Company mapped its internal and external stakeholders? Yes/No  
Yes.
2. Out of the above, has the Company identified the disadvantaged, vulnerable & marginalized stakeholders?  
Yes.
3. Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalized stakeholders. If so, provide details thereof, in about 50 words or so.

Social Responsibility is an inherent component of organization's corporate strategy. The CSR Programmes are targeted towards creating a positive impact in the lives of the communities where we live, work, source and sell. We believe in strategic and a need-based CSR, wherein each programme is designed in consultation with the community members. A robust stakeholder engagement process is conducted for each CSR programme. These outcomes act as a valuable input in programme design. Women empowerment is one of our core agendas and a central focus area in all our programmes. 50 % of beneficiaries from our community interventions are women. We work towards providing them with an opportunity to lead a dignified life. Through our Water Conversation and 'Water for Life' programme we work towards increasing the availability of portable drinking water and WASH facilities to communities in which we work, while enabling an environment to facilitate sustainable water management. In addition, through our skilling programme "Learning for Life: A hospitality skills programme" we target those individuals who are seeking employment in the hospitality industry, but who may have faced barriers to employment in their lives. The objective is to provides equal access to business and hospitality skills and resources to increase an individuals' employability, improve livelihoods and support a thriving hospitality sector. Further, as a proactive organization, Diageo is committed to tackle alcohol related harm and promote positive drinking through various programmes addressing underage consumption, impacts of drink driving and alcohol moderation programme. The focus is on creating an attitude change towards alcohol.

**Principle 5: Company's efforts to promote human rights**

1. Does the policy of the company on human rights cover only the Company or extend to the Group/Joint Ventures/Suppliers/Contractors/ NGOs/Others?  
The human right policy of the Company is extended to and is applicable to the Group / Joint Ventures / Suppliers / Contractors and subsidiaries namely Pioneer Distilleries Limited, Sovereign Distilleries Limited and Royal Challenge Sports Private Limited.
2. How many stakeholder complaints have been received in the past financial year and what per cent was satisfactorily resolved by the management?

# Business Responsibility Report (Continued)

During the financial year 2021-22, 1 (One) complaint has been received with respect to human rights policy and resolved within the timeline.

## Principle 6: Company's efforts towards environment protection

1. *Does the policy related to Principle 6 cover only the company or extends to the Group/Joint Ventures/Suppliers/Contractors/NGOs/ others ?*

Yes. The Policy is applicable to Group companies of your Company.

2. *Does the Company have strategies/initiatives to address global environmental issues such as climate change, global warming, etc.? Y/N. If yes, please give hyperlink for webpage etc.*

Yes. Your Company has launched the roadmap under Society 2030: Spirit of Progress. It is a 10-year action towards achievement of the Sustainable Development Goals in your company, with our communities and for the societies by setting ambitious targets to targets to preserve water for life; accelerate to a low carbon world; and become sustainable by design. These targets are as enumerated below:

Preserve Water for life:

- Use 40% less water than today for every drink we make by 2030.
- Replenish more water than we use in all our water-stressed area by 2026

Accelerate to a low Carbon world:

- Achieve net zero carbon in all our operations by 2030.
- Ensure that all our operations are powered by 100% renewable electricity by 2030.
- Reduce our value chain (Scope 3) Carbon emission by 50%

Become Sustainable by design:

- Achieve zero waste to landfill
- Ensure 100% of our packaging is widely recyclable
- Increase recycled content of our packaging to 60%

3. *Does the Company identify and assess potential environmental risks? Y/N If yes, does the Company have any project related to Clean Development Mechanism (CDM)? If so, provide details there of, in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?*

Yes, Your Company is committed to become Net Zero Carbon by 2030 across own operations and has reduced carbon emission greater than 95% with respect to 2007 baseline through implementation of multiple decarbonization projects to meet demand of operations through renewable fuel and in- house power generation.

Your Company has transitioned all steam generation boilers to accommodate dual fuel (both Coal and Biomass). Your company has not used fossil fuel (Coal) from the year 2021 and all the boilers are operated through 100% renewable fuel. You company has integrated boilers with Steam turbines to generate renewable electricity in-house. Your company has devised a strategy to increase Steam Turbine & Solar Power generation across factories to increase the portfolio of Renewable Electricity.

4. *Has the company undertaken any other initiatives on – clean technology, energy efficiency, renewable energy, etc.? Y/N. If yes, please give hyperlink for web page etc.*

Your company has taken major step to eliminate the use of coal and with this, there was no coal across distilleries for the past 2 years and focus will remain intact to sustain this drive. Your company is driving multiple actions across distillery sites to reduce energy consumption by improving energy efficiency. These includes.

- Committed towards achieving 100% renewable energy (Biofuel based boilers across all distilleries)
- Self-generation of renewable electricity through steam turbines and Solar Panels and Procurement of International Renewable Energy certificates to achieve 100% Renewable Electricity Status

Your company is in progress of Doubling the Solar Electricity Potential by installing Installed Solar Power generation system at Alwar, Goa, Kumbalgotu in addition to Baramati & Nashik Distillery and this should help is enhancing in-house potential of Renewable

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Electricity.

5. *Are the Emissions/Waste generated by the Company within the permissible limits given by CPCB/SPCB for the financial year being reported?*

Yes.

6. *Number of show cause / legal notices received from CPCB/SPCB which are pending (i.e. not resolved to satisfaction) as on end of financial year.*

There are no Pending notices which are not responded properly and not resolved to satisfaction as at the end of the financial year.

## **Principle 7 : Company's efforts to responsibly engage while influencing public and regulatory policy**

1. Is your company a member of any trade and chamber or association? If Yes, name only those major ones that your business deals with:

- (a) International Spirits and Wines Association of India (ISWAI).
- (b) Federation of Indian Chambers of Commerce & Industry (FICCI)
- (c) Confederation of Indian Industry (CII)
- (d) Advertising Standards Council of India (ASCI)
- (e) UK India Business Council (UKIBC)

2. Have you advocated/lobbied through above associations for the advancement or improvement of public good? Yes/No; if yes specify the broad areas (drop box: Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)

Yes, we engage in data and evidence based advocacy for excise policy reforms, promoting ease of doing business, optimization of duties & taxes and brand extension advertising guidelines. USL is a founding signatory of the Beer, Wine and Spirits Producers' Global Commitments, an ambitious set of targets aimed at making measurable progress in the following five areas, which we have advocated through the associations:

- Reducing underage drinking
- Strengthening and expanding marketing codes of practice
- Providing consumer information and responsible product innovation
- Preventing drinking and driving
- Enlisting the support of retailers to reduce harmful drinking
- Working for clean environment
- we strongly advocate and support Sustainable Development Goals (SDGs) through our projects and campaigns.

## **Principle 8 : Company's efforts to support inclusive growth and equitable development**

Society 2030: Spirit of Progress is Diageo's 10-year action plan to help create a more inclusive and sustainable world. Building on the legacy of our founders to create a positive impact in our company, with our communities and for society. It is how we will continue to celebrate life, every day, everywhere. Our priority areas are as follows:

### **Water Stewardship**

Water is the basis of life and our most precious resource. By 2026 we will replenish more water than we use in all our water-stressed areas. . In the past, we have successfully implemented various water replenishment projects including construction of rainwater harvesting structures, Community water ATMs, desilting of ponds etc. A part of our programmes is focused on improving WASH facilities in the communities.



# Business Responsibility Report (Continued)

During the reporting period, The projects executed in the FY 21 were validated and 198501 Cu m of water across water stressed sites at two manufacturing units i.e. Baramati & Nanded in Maharashtra, benefitting more than 18000 direct beneficiaries through 31 projects across 12 Villages was replenished. In F22, We have continued our work in this area across Nanded in Maharashtra and in addition have initiated work across our manufacturing unit in Kumbalgodu (Karnataka) and Nashik (Maharashtra)

Further in line with our focus on Water stewardship, we are collaborating with other stakeholders such as local community, Panchayat, NGOs and other private companies present in the catchment to better manage water and leading collective action in critical water basins. We have initiated work on collective action in water across our manufacturing unit in Alwar (Rajasthan). In addition to identifying opportunities for collaboration with other stakeholders, we are working on various water replenishment projects in the catchment of Ruparail river basin.

## **Inclusive communities: “Learning for Life”**

We believe the most inclusive and diverse culture makes for a better business and a better world; so we will champion inclusion & diversity across our business, with our partners and communities, to celebrate diversity and help shape a tolerant society. We will create an inclusive and thriving hospitality sector that works for all. We are providing skills and resources by improving employability and livelihoods through Learning for Life and other skills initiatives . Our programs are designed to create an enabling environment, especially for women to undertake sustainable livelihood opportunity. 50% of all community program beneficiaries are women. We have been focusing on training women on various aspects including manufacturing sanitary napkins, phenyl making, mushroom cultivation etc. We also working towards creating entrepreneurship capability in them. During the reporting period, In F21, 343 students were trained through our Learning for Life programme and in continuation, In F22, 925 students with 54% women are undergoing a National Skill Development Council (NSDC) certified training programme in hospitality sector across 6 states: Assam, Maharashtra, West Bengal, Haryana, Uttar Pradesh and Punjab. 610 students (out of 925) have completed the programme. Through our other skills programme, 126 women were trained in skills required to cultivate mushroom in Gopalpur, Odisha.

## **Promote Positive Drinking**

We want to change the way the world drinks for the better by celebrating moderation and continuing to address alcohol-related harm, expanding our programmes that tackle underage drinking, drink-driving and binge drinking.

## **Underage Consumption**

Act Smart India is a life changing education tackling underage drinking with positive thinking, creating a generation prepared for peer pressure and armed against negative influence. It has been developed to meet the need for educating teenagers on harmful effects of underage consumption. Act Smart India is an online programme that uses powerful storytelling to explore the dangers of underage drinking, empowering them to make safe choices around alcohol. Through this programme we have educated 60,000 young people on Alcohol related harm. Our ambition is to change attitude towards underage drinking. In line with this, we conduct pre and post surveys measuring attitude change.

## **Anti Drink-Drive programme**

Diageo, in partnership with United Nations Institute for Training and Research (UNITAR), has created an educational experience that helps increase understanding of the effects and impact of drink driving and promotes a change in attitude towards drink driving. The platform is designed:

- To Reduce the number of people who believe drink driving is socially acceptable and who would consider driving impaired.
- Increase knowledge and understanding of the dangers and the effects alcohol has on the body.

It is designed to help people to understand the consequences of drink driving through speaking to people who made the decision to get behind the wheel after drinking. All stories are real and aim to help prevent other people from making the same mistakes. The programme targets consumers above legal drinking age. This year, we have educated 84,000 consumers on the effects and impact of drink driving.

Further, we have been able to develop unique partnerships with 5 regional transport offices in 3 states (Rajasthan, Maharashtra and Uttar Pradesh) while integrating our programme into their processes, we have set up Tab labs at each of these RTO's where each applicant applying for a new license or renewal of an existing license will have to mandatorily undergo “Wrong Side of the Road” programme.

## **Promoting Moderation through DrinkIQ**

To promote moderation and to assist consumers to make an informed decision about alcohol, we are educating them through our DrinkIQ website.

1. DRINKIQ is Diageo's dedicated responsible drinking online platform that provides facts about alcohol, the effects of drinking on

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the body and the mind, and the impact of harmful drinking on individuals and society. The objective is to support positive drinking by promoting moderation and reducing alcohol-related harm. 54900 consumers were educated through the DrinkIQ platform. Are the programmes/projects undertaken through in-house team/own foundation/external NGO/government structures/any other organization?

The programs are implemented through in house-team and reputed NGO partners

2. *Have you done any impact assessment of your initiative?*

Diageo conducts impact assessment of it's projects through an independent third party wherever applicable. However, each programme has defined performance indicators against which the performance and impacts are measured.

3. *What is your Company's direct contribution to community development projects- Amount in INR and the details of the projects undertaken.*

Area of Intervention	Amount (INR) Cr
Water Stewardship	4.39
Positive Drinking	1.89
Inclusive Communities	1.14
COVID 19 Support	10.04
Other Projects	0.19

4. *Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.*

Diageo adopts a sustainable model where communities are involved at every stage of the project starting from need identification, project design, implementation, operations, and maintenance. They are entrusted with the responsibility to manage the infrastructure created by us through various interventions. It also acts as a source of livelihood for the community members as various SHGs are imparted training to manage the project. Various committees including WASH committee, Water committee are established to ensure an effective governance mechanism. A continuous engagement with the community facilitates in successful adoption of the programme.

**Principle 9: Company's efforts to engage with and provide value to their customers and consumers in a responsible manner**

1. *What percentage of customer complaints/consumer cases are pending as on the end of financial year.*

In this financial year, we received 111 customer complaints and all the customer complaints were resolved. There were no complaints registered against the Company with the respective Forums.

2. *Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes/ No/N.A./ Remarks (additional information).*

Yes. Generally we have front and back label for few brands and few have a single label. For Back Label. We print following mandatory details

1. Branding
2. MRP
3. Manufacturing unit address
4. Reg. office address
5. FSSAI License number
6. Customer care phone number and Mail ID.
7. Ingredients
8. Quantity and strength declarations
9. Batch number and date of manufacturing

## Business Responsibility Report (Continued)

10. Bar code
11. Excise mandates as per state excise regulation.
12. Country of Origin.

**Front Label** - We include:

1. Branding
  2. Brand Claim / Brand Story
  3. Brand Assets
3. *Is there any case filed by any stakeholder against the company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so.*
- Nil
4. *Did your Company carry out any consumer survey/consumer satisfaction trends?*

Yes. Your Company conducts various researches to make sure the best in class offer goes in the market; and also there is a regular survey in place to track consumer feedback on brand metrics. Our research and insights process is strategically mapped out against the consumer journey to deliver our best foot forward for our brand experience. Tools and online research methodologies to evaluate blends, packs, communication for our core brands before we put any of them in the market. And then tools like Brand track, social listening tools, market trackers and a suite of M&E tools and processes to monitor brand equity, Quality, awareness, penetration and the performance of all our marketing and brand initiatives in the market, at regular intervals. Also, living in a post COVID world, we have and continue to undertake a series of fundamental consumer understanding researches, including investing behind foresights and future consumer opportunities, to define the future of our brands and new offerings, to set our portfolio for success in the future. While simultaneously also leveraging and building capabilities around digital and data, for more agile insights to operate in a fast changing and VUCA environment.