BUSINESS RESPONSIBILITY REPORT



Business Responsibility Report

for the Financial Year 2019-20

[Pursuant to Regulation 34(2)(f) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015]

Section A: General Information about the Company

1.	**Corporate Identity Number (CIN) of the Company**	:	L65990MH1945PLC004558
2.	**Name of the Company**	:	Mahindra & Mahindra Limited
3.	**Registered address**	:	Gateway Building, Apollo Bunder, Mumbai - 400001
4.	**Website**	:	https://www.mahindra.com
5.	**Email ID**	:	investors@mahindra.com
6.	**Financial Year reported**	:	01.04.2019 to 31.03.2020

7. Sector(s) that the Company is engaged in (industrial activity code-wise):

Description	Industrial Activity Code		
	Group	Class	Sub-class
Automotive	291	2910	29101, 29102, 29103, 29104, 29109
Farm Equipment	282	2821	28211, 28212
Truck and Bus	282	2824	28243

8. List three key products/services that the Company manufactures/provides (as in balance sheet):

i. Passenger Vehicles (Utility Vehicles, Multi Purpose Vehicles and Cars)

ii. Commercial Vehicles

iii. Tractors

9. Total number of locations where business activity is undertaken by the Company:

(a) Number of International Locations: 0

(b) Number of National Locations: 47

10. Markets served by the Company – Local/State/ National/International: All

Section B: Financial Details of the Company

Paid up Capital (INR)	:	621.60 crores
Total Turnover (INR)	:	45,487.78 crores
Total profit after taxes (INR)	:	1,330.55 crores
Total Spending on Corporate Social Responsibility (CSR) (INR) as percentage of profit after tax (%)	:	126.59 crores As per section 135 of the Companies Act, 2013, the CSR spend is 2.38% of average net profits of the preceding three financial years
List of activities in which expenditure in 4 above has been incurred	:	(a) Education (b) Health (c) Environment & Green Cover (d) Rural Development

Section C: Other details

1. Does the Company have any Subsidiary Company/ Companies?

Yes, the Company has 182 Subsidiary companies as on March 31, 2020.

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)

Yes. Last year the company has released its Integrated Report conforming to reporting frameworks viz. International Integrated Reporting Council and Sustainability Report as per GRI Standards – Core Option. The Sustainability Report was externally assured by KPMG. The Company has a Code of Conduct for Employees and Directors as well as a set of Governance Policies. This Code is followed by the Subsidiary Companies also with modifications depending on the business requirement.

For the year 2019-20, Sustainability initiatives have been implemented at 17 subsidiaries viz

1. Mahindra Vehicle Manufacturers Limited
2. Mahindra Electric Mobility Limited
3. Mahindra Agri Solutions Limited
4. Mahindra EPC Irrigation Limited
5. Mahindra Lifespace Developers Limited
6. Mahindra World City Developers Limited
7. Mahindra World City (Jaipur) Limited
8. Mahindra Holidays & Resorts India Limited
9. Mahindra & Mahindra Financial Services Limited
10. Mahindra Rural Housing Finance Limited

11. Mahindra Insurance Brokers Limited
12. Mahindra First Choice Services Limited
13. Mahindra Intertrade Limited
14. Mahindra Steel Service Centre Limited
15. Mahindra Logistics Limited
16. Mahindra Heavy Engines Limited
17. Mahindra Susten Private 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%]

The Company has long lasting relationships with its suppliers. A majority of supplier base has been already covered by conducting awareness sessions on 'sustainability'. From F14 a special drive for awareness to suppliers was started and we had covered 428 suppliers till F16. A road map for covering additional 375 suppliers from F17 in the next 3 years' period was put in place and actions were already underway to cover suppliers from Mahindra Trucks and Buses Division (MTBD), Mahindra Two Wheelers Limited (MTWL), Swaraj Division (SD) and Construction Equipment Division (CED). In F17, 145 suppliers were covered by conducting two online training sessions. In continuation, in F18 additional 200 suppliers participated in training & awareness programs through online and classroom sessions. In F19 another 193 participants attended the same, thus totalling to 538 Suppliers till F19 in last 3 years. A new three year roadmap has been developed starting F20 & put into action for supplier sustainability. We conducted our webinar for F20 and total 249 suppliers attended the same. As a new initiative, we have launched a sustainability e learning module for our suppliers on the MSETU platform. In addition to this since F17, we have supported the Institute for Sustainable Communities (ISC) to launch EHS+ (Environment Health and Safety Plus) Centre at the Symbiosis Institute of International Business, Pune. This centre is poised to provide training to Small & Medium Scale Enterprises (SMSEs) in the field of Energy and Environment Health & Safety (EHS). A detailed curriculum was jointly prepared and training was imparted. In F18, 35 courses were developed and trainings were imparted to 779 participants, in continuation in F19 trainings were imparted to 1,180 participants, thus totalling to 55 courses and 2,978 participant trainings in the last three years for Indian industries. In F20, we have extended our capability program further with total 59 course modules and have trained 3,873 suppliers.

For enhancing skills at the Supplier end, a focused activities drive in the following areas was undertaken and organisation work structure for the same has been put in place in the Purchasing group for last few years. The areas covered are supplier business capability building (93 suppliers), Mahindra supplier evaluation standard (121 suppliers), Supply Risk Mitigation & Management (375 suppliers).

380 strategic Suppliers have actively participated in the Annual Supplier meet conducted in F20.

In F16 "MSETU" an IT platform was launched through which technology has been leveraged to interact with Supplier Partners. 100% Suppliers are live on this interactive platform.

The % of entities covered is now more than 60% for Suppliers in above initiatives.

As regards SD (Swaraj Division), Training & Awareness has now been extended to 200+ suppliers till F20.

Similarly, 268 Dealers out of 302 have taken part in sustainability drive via Mahindra Dealers Excellency Programme (MDEP), this amounts to 88% of the total Dealers.

Section D: BR Information

1. Details of Director/Directors responsible for BR

a) Details of the Director/Director responsible for implementation of the BR policy/policies

DIN Number	:	00254502
Name	:	Dr. Pawan Kumar Goenka
Designation	:	Managing Director

b) Details of the BR Head

Sr. No.	Particulars	Details
1.	DIN Number (If applicable)	NA
2.	Name	Mr. Rajeev Dubey
3.	Designation	Group President (HR & Corporate Services) & CEO (After-Market Sector) Member of the Group Executive Board
4.	Telephone Number	+9122 24975192 +9122 24901441 Extn. 5594
5.	Email ID	DUBEY.RAJEEV@mahindra.com

2. Principle-wise (as per NVGs) BR Policy/policies (Reply in Y/N)

The Business Responsibility Policy ("BR Policy") addressing the following 9 principles as per the

National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs), duly approved by Board, is in place. This policy is operationalised and supported by various other policies, guidelines and manuals.

P1: Businesses should conduct and govern themselves with Ethics, Transparency and Accountability.

P2: Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle.

P3: Businesses should promote the wellbeing of all employees.

P4: Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.

P5: Businesses should respect and promote human rights.

P6: Business should respect, protect, and make efforts to restore the environment.

P7: Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner.

P8: Businesses should support inclusive growth and equitable development.

P9: Businesses should engage with and provide value to their customers and consumers in a responsible manner.

Sr. No.	Questions	P1: Ethics and Transparency	P2: Product Responsibility	P3: Well-being of employees	P4: Responsiveness to Stakeholders	P5: Respect Human Rights	P6: Environ-mental Responsibility	P7: Public policy advocacy	P8: Support inclusive growth	P9: Engagement with Customer
1.	Do you have a policy/policies for	Yes	Yes Note 1	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2.	Has the policy being formulated in consultation with the relevant stakeholders?	N Note 2	N Note 2	N Note 2	N Note 2	N Note 2	N Note 2	N Note 2	N Note 2	N Note 2
3.	Does the policy conform to any national /international standards? If yes, specify? (50 words)	Yes	Yes	Yes	Yes	Yes	Yes	NA Note 3	Yes	Yes
4.	Has the policy being approved by the Board? If yes, has it been signed by MD/ owner/CEO/appropriate Board Director?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5.	Does the company have a specified committee of the Board/ Director/ Official to oversee the implementation of the policy?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6.	Indicate the link for the policy to be viewed online?	Yes Note 4	Yes Note 4	Yes Note 4	Yes Note 4	Yes Note 4	Yes Note 4	Yes Note 4	Yes Note 4	Yes Note 4
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
8.	Does the company have in-house structure to implement the policy/ policies.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
9.	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Yes	Yes	Yes	Yes	Yes Note 5	Yes	NA Note 3	Yes	Yes
10.	Has the company carried out independent audit/evaluation of the working of this policy by an internal or external agency?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Note 1 – The Company complies with consumers' awareness through appropriate product labelling and operator manual & instructions which ensure safe usage by the customer. However, Company's current control is limited till warranty period. The Company is in the process of addressing this by appropriate communication to all value chain members for their responsibilities.

Note 2 – While there is no formal consultation with all stakeholders, the relevant policies have evolved over a period of time by taking inputs from concerned internal stakeholders.

Note 3 – This question is not applicable for influencing public and regulatory policy.

Note 4 – It has been Company's practice to upload all policies on the intranet site for the information and implementation by the internal stakeholders. The Code of Conduct for Directors, the Employee Code of Conduct, Business Responsibility Policy and Corporate Social Responsibility Policy are available on the following website:

https://www.mahindra.com/resources/FY20/AnnualReport.zip

Note 5 – The Company has a "Whistleblower Policy" to address grievances. There is a Corporate Governance Cell where these issues are dealt with.

3. Governance Related to BR

- **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:**

  The CSR Committee of the Board assesses the BR performance twice a year. Other supporting councils/cells viz. Group Sustainability Council, Group CSR council Central Safety Council and Corporate Governance Council meet every 3 months.

- **Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?**

  Mahindra Group started publishing the Sustainability Report since 2007-08 annually and all Sustainability Reports from 2007-08 till date are GRI compliant. The Sustainability Report 2018-19 is accessible on the Company's **Website at the hyperlink** https://www.mahindra.com/resources/pdf/sustainability/Mahindra-Sustainability-Report-2018-19.pdf.

  The Sustainability Report for 2019-20 is under preparation and will be uploaded on the website of the Company in due course of time.

Section E: Principle-wise performance

Principle 1: Businesses should conduct and govern themselves with 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?

The Company has a Code of Conduct for Directors as well as all employees of the Company that covers issues, inter alia, related to ethics and bribery. It covers all dealings with Suppliers, customers and other business partners including Joint Ventures, and other stakeholders. The Company also has a Code of Conduct for Suppliers and Vendors. The Company has a Policy on Anti-Bribery and Anti-Corruption which is listed on the Company's website. The Policy covers all stakeholders of the Company.

As part of the Mahindra Group's Trade Mark Licence Agreement (TLA) with Subsidiary companies, the Code of Conduct and a few Governance Polices are being made mandatory for signatories to the TLA.

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.

During the reporting year, 29 investor complaints were received by the Company, all of which were attended to/resolved till date.

These complaints pertain to transfer/transmission of shares, non – receipt of dividend, non-receipt of share certificates, non-receipt of Annual Report etc.

Principle 2: Businesses should 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**

1.	**Passenger Vehicles (UV/ MPV/ Cars)**	**Automated Manual Transmission (AMT) in XUV300** • Auto and Manual Mode • Vehicle Creep: For easy manoeuvring in city traffic and during reversing • Electronic Stability Control: The XUV300 comes with Hill Start Assist to prevent roll-back when driving on a hill or moving up an incline • Kick-down Shifts: Gear shifts optimised to provide optimum power/torque during overtaking or for quick acceleration • Driver Information System with Gear Display: Important alerts and information about the vehicle, such as the current gear, driving mode etc., are available on the Driver Information System

		Bold New TUV 3OO The New TUV300 is powered by the powerful mHAWK100 engine, which delivers 100 BHP and 240 Nm of torque. Additionally, the Tough Body Shell made of High-Strength Steel ensures occupant safety. Incorporated hi-tech features, such as the new reverse parking camera, 17.8 cm infotainment system with GPS, Static Bending Headlamps & Micro-Hybrid technology. The TUV300, now comes with a bolder and more muscular look. It offers a new aggressive piano black front grille with black chrome inserts, muscular side cladding & a newly designed X-shaped metallic grey spare wheel cover.
2.	**Light Commercial Vehicles**	**New Bolero City Pickup** The New City Pik-Up is powered by 2,523cc, m2Di, four-cylinder, diesel engine providing power of 46.3 kW (63 HP) & torque of 195 Nm for better performance. The City Pik-Up has a payload capacity of 1.4T and an 8.7ft x 5.6ft cargo box to carry heavy loads effortlessly. Wrap around headlamps, stylised front chrome grille, a trendy dual tone instrument panel and comfortable fabric seats with matching door trims, giving it a more stylish and elegant look.
		Jeeto Plus Jeeto Plus comes with an increased payload capacity of 715 kg and cargo length of 7.4 feet. At the same time, at 29.1 kmpl, it retains its best-in-class mileage while maintaining the ruggedness and reliability that has made it so reliable with customers. Jeeto Plus comes with a class-leading warranty of 3 years.
		Supro MiniTruck : Supro Minitruck VX offers higher payload of 900kgs with Class leading mileage of 23.17 kmpl. Leaf Spring front & rear suspension for carrying heavy loads over any terrain. It is conceptualised to effectively cater to intercity and intracity business needs with the same vehicle. It is driven by Mahindra's powerful DI engine, which delivers 26HP and 55nm of torque for superior pick up even with heavy loads.
3.	**Tractors (Farm Division)**	**Mahindra Plus Series under less than 50 hp. (in domestic Segment):** Bhoomiputra and Sarpanch models were refreshed with Plus series. This involved optimising the combustion for delivering plus Power and back up torque by retaining the fuel efficiency. Its look was also refreshed and better ergonomics were added. Fitted with the latest ELS DI engine, high back-up torque feature which enables it to work faster & Increase the productivity. It has high lift capacity (1600Kg) with Oil immersed brakes and larger tyres. XP Plus in its new Avatar retains its key looks and ensures enhanced performance with all agricultural implements. With best-in-class fuel efficiency, increase in service duration hours leads to reducing maintenance costs, minimum effort and maximum comfort. SP Plus has futuristic styling and design to cater to sensibilities of the modern farmer. It also has an engine with parallel cooling system for better cooling efficiency of engine. This enables the farmer to work for longer duration. The increase in service interval i.e. 400 hrs helps the farmer to use the tractor during season w/o any stoppage for service. It is made for the smart farmer who yearns to do more with his tractor and tools. **First in industry with 6 years warranty* (2 years standard warranty on the entire tractor + 4 years warranty on engine and transmission wear and tear items)** **Mahindra JIVO :** Mahindra JIVO brings unmatched power with its fuel efficient, robust, 2-cylinder, Direct Injection (DI) engine to carry out all intended operations with ease. Higher Power take Off (PTO) Horse Power (HP), optimised power loss & unique architecture with high end technology offers multi-application suitability with excellent performance. Mahindra JIVO ensures greater profits to the customer because of its low maintenance, best in class mileage, and easy spare part availability along with low cost. It has been launched in the range of 24 HP with lift capacity of 450 kg at standard frame, with 8 forward and 2 reverse speed transmission and 2 speed Power take Off (PTO). The new Mahindra Jivo is also available in 20hp-4WD for Vineyard and Orchard specific requirements to meet most of the applications with lesser fuel consumption.

	Mahindra NOVO: Arjun Novo is available in 50 - 95 hp Engine power range globally both in Open Station and Cabin with Heating Ventilation & Air Conditioning (HVAC) version. It is a technologically advanced range of tractors which can handle more than 40 farming applications in different soil conditions with longest service interval of 400 hours. Arjun Novo delivers uniform and consistent power in all applications and soil conditions. It has higher lift capacity hydraulic system, which makes it suitable for numerous farming and haulage operations. It is ergonomically designed, is low on maintenance and has best in class fuel efficiency. In India, we have upgraded 65-75 hp Arjun Novo with better performance and operator comfort. Novo tractors have been equipped with Tractor Mounted Combine Harvester (TMCH) as prime mover. TMCH is a futuristic machine which reduces farmers' harvesting time comprehensively and improves grain quality. These advanced Novo tractors have also been introduced in new countries viz. Sudan, Uganda, Bolivia, Peru. **Mahindra YUVO** To meet the growing demand for SLIPTO (Single lever Independent PTO feature) clutch in different applications, under 50hp range category, Mahindra Yuvo 45 HP SLIPTO model is launched to meet the customer requirements in various applications. With the growing demand for the upgradation of the existing models of NST (New Stying Tractor) Variants, Mahindra NST Refresh model has been launched with 2 HP power increase (44 HP & 47 HP). This model is a mixture of Mahindra YUVO and domestic NST transmission which gives better performance and modern aesthetic looks. To meet the growing demand of better performance in Puddling application under 50 HP Range category, Mahindra YUVO 45 HP 4WD– High lug tyre model has been launched to meet the customer demand. Also, a variant of High lug with tyre from BKT manufacture has been launched to meet the specific customer demand.
Swaraj	**4WD variants of 744 and 855:** 4WD is an emerging feature which enables better traction and allows the usage of bigger implements. 4WD was introduced in existing Swaraj Models like 744 and 855 allowing the extension of portfolio to Swaraj Customers who want to opt for a 4WD in lower HP model and improve productivity. **717 ES:** 717 ES has helped in expanding Swaraj Product portfolio, addressing requirements of subsidy markets and made the tractor more affordable to the farmers. **LLT Project:** 25 Kg of Cast iron material and 10 litres of Transmission oil has been saved on 735XT & 843 models. All the saving has been achieved along with the improved life and reliability over current design of transmission. **Side Gear Shift arrangement on 735XT model** for improving operator's comfort.

2. For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional):

i. Reduction during sourcing/production/ distribution achieved since the previous year throughout the value chain?

For the above mentioned products, there is no explicit tracking mechanism in respect of resource use. However, resource use for the entire portfolio is tracked and monitored. Since the product portfolio is distributed across various manufacturing locations of the Company, the resource use is monitored per unit of equivalent vehicle or equivalent tractor manufactured. The performance for current and previous year on Specific Energy Consumption, Specific GHG Emissions and Specific Water Consumption during production is appended below, which will be reported in the Sustainability Report for 2019-20.

Resource Use	Divisions	Unit of Measurement	Current Year 2019-20	Previous Year 2018-19
Specific Energy Consumption	Automotive Division	GJ/Equivalent Vehicles	1.308	1.288
	Farm + Swaraj Division	GJ/Equivalent Tractors	1.277	1.212
Specific Green House Gas Emissions (Scope 1 & 2)	Automotive Division	tCO_2/Equivalent Vehicles	0.198	0.191
	Farm + Swaraj Division	tCO_2/Equivalent Tractors	0.181	0.177
Specific Water Consumption	Automotive Division	KL/Equivalent Vehicles	1.259	1.165
	Farm + Swaraj Division	KL/Equivalent Tractors	1.022	0.924

ii. **Reduction during usage by consumers (energy, water) has been achieved since the previous year?**

Due to constant innovations and focus on fuel efficiency, there would be a reduction of energy use by consumers. However, tracking of such reduction is not possible as it is highly dependent on individual customers driving habits.

3. **Does the company have procedures in place for sustainable sourcing (including transportation)? If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.**

The Company has been working to enhance the degree of sustainability associated with its sourcing practices under the umbrella of "ONE SOURCING". This includes strategy of one supplier per platform and common supplier basket for multiple businesses, setting up of vendor parks at its new plants, sourcing from tightly knit clusters, optimising logistics to reduce fuel consumption, emissions and carbon footprint, re-working packaging to minimise waste and maximize re-use. The Sustainability road map of the Company covers these areas and the Company takes steps to ensure that its sourcing methods are sustainable. Almost the entire sourcing work is done from the country with a very small percentage of input being procured from overseas.

The Company has a Green Supply Chain Management Policy & Policy on Supplier Code of Conduct, which has been shared with all suppliers, under which, the Company is committed to improve the awareness with regard to legal compliances, enhance eco-efficiencies, employee health and safety initiatives etc. at supplier end through initiatives such as Supplier Business Capability Building (SBCB), Mahindra Supplier Evaluation Standard (MSES), Mass Manufacturing Approval (MMA) & Supply Risk Mitigation & Management (SRMM). Continuous engagement with suppliers is ensured through supplier meets, business reviews, multiple training sessions & two-way interactive M SETU Platform. To motivate the suppliers to take the Sustainability agenda forward, good practices at supplier end are recognised, by institutionalising "Annual Sustainability Award".

In F20 "Supplier management policy" has been released and made available on our two way interactive MSETU Platform for all suppliers.

Since the last 3 years, we have been working on Zero Wood Waste Policy and with various initiatives, we have successfully reduced our wood in domestic packaging. Auto Division (AD) has reduced 91% of wood consumption w.r.t F16 base year and Farm Division (FD) has reduced 100%.

4. **Has the Company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work? If yes, what steps have been taken to improve their capacity and capability of local and small vendors?**

Yes. The Company has a practice of purchasing goods and services from local suppliers. The Company does not have any small suppliers where the owner himself or herself is a worker. The Company has multiple plants spread across West, South and North of India. The major factors influencing selection of Suppliers across these regions are:

- Capability, performance and on-time delivery.
- Compliance on environment, health & safety guidelines.
- Readiness to participate in sustainable supply chain management program.
- Total cost.

The purchasing group has a standard practice of sharing its annual plans and next two year's tentative plans with its key suppliers through communication meets and supplier business reviews. These suppliers are provided with managerial and technical assistance to train them on practices and procedures that will ensure improvements in Productivity, Quality, Cost, Delivery, Safety and Moral (PQCDSM). This is done by initiatives like Supplier Business Capability Building (SBCB), Mahindra Supplier Evaluation Standard (MSES), Technical Capability Building programs, Supply Risk Mitigation & Management (SRMM), Safety Training & assessments and technical support for special processes during new product developments, VAVE (Value Analysis Value Engineering) activities along with Associate Value Specialist Program for suppliers, etc. The Company has special focus on creating supplier parks near the plants for e.g. Chakan Supplier Park and Zaheerabad Supplier Park. The Company has a continued focus on buying from local suppliers, geographically nearest to the Company's manufacturing facility. Almost entire sourcing work is done from the country with a very small percentage of input being procured from overseas.

In connection with procurement from Local & small suppliers in Swaraj Division, significant reduction in Electrical energy, Water & diesel consumption was achieved by our suppliers due to which 18% improvement was observed in average BSC (Balanced Score Card) score for F20 w.r.t. F19 for our major suppliers. Many of our suppliers are now practicing sustainable logistics solutions and have implemented Returnable packaging for 76 tractor parts in F20. Due to constant focus on energy saving initiatives by our Business partners, Installation of 3 Solar Power plants has been accomplished at their works in F20 leading to monthly energy savings of 14000 units (cost benefit of 1 lacs approx.). for each of them.

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

It is the Company's ongoing endeavour to have a mechanism to recycle products and limit the waste arising out of production of vehicles and tractors. The Company has initiated well documented processes to ensure compliance with the European Union Directive 2005/64/EC which is now implemented for vehicles exported to European Union. Our objective is to restrict the amount of waste produced from End of Life of vehicles (ELVs) and increase the recovery and recycling of ELVs that arise. The information on recyclable parts and manual for dismantling is provided with export vehicles. We follow the ISO 22628:2002, to calculate the recyclability rate, the recoverability rate and reusability rate (RRR) of our export vehicles. We have 5 models complying with the European Union Directive 2005/64/EC norms on recyclability and are currently exporting 1 product. Your Company is actively participating in the committee formed by the Society of Indian Automotive Manufacturers (SIAM) to frame processes and procedures for Product Recycling in India. At present, the batteries used in vehicles are recycled in a structured manner through the battery manufacturing companies in India. Similarly, other parts such as tyres, body components, etc. are recycled in an unstructured manner through licensed scrap dealers who either recover the material used or cannibalize/ refurbish the parts for reuse. So far we have been doing a simplified Life Cycle Assessment (LCA) in the form of compliance with End of Life of vehicle (ELV) directive for European M1 & N1 products. The vehicles are exported and certified as per European Emission Compliance (EEC) directive 2005/64/ EC. We have now conducted an experimental project to evaluate full LCA. For this study one UV pickup model Bolero Maxi Truck (BMT) and one XUV 5OO assessment has been completed. The outcomes will be incorporated in the future development phases.

The CO2 emissions are evaluated during the type approval test at the government approved test agencies and this data is used to assess the CO2 impact of products as Company weighted average fuel consumption (CAFE) to align with future Fuel Economy emission regulation in India.

Principle 3: Businesses should promote the wellbeing of all employees-

1. **Please indicate the Total number of employees:** 39,792
2. **Please indicate the Total number of employees hired on temporary/contractual/ casual basis:** 19,154
3. **Please indicate the Number of permanent women employees:** 751
4. **Please indicate the Number of permanent employees with disabilities:** 30
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? (Total Unionized Permanent Workmen/Total Permanent Workmen):** 78%
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.**

Sr. No.	Category	No. of complaints filed during the financial year	No. of complaints pending as on end of the financial year
1.	Child labour/forced labour/ involuntary labour	NIL	NIL
2.	Sexual harassment	2	NIL
3.	Discriminatory employment	NIL	NIL

8. **What percentage of your under mentioned employees were given safety & skill up-gradation training in the last year?**
   (a) Permanent Employees: 75%
   (b) Permanent Women Employees: 68%
   (c) Casual/Temporary/Contractual Employees: 60%
   (d) Employees with Disabilities: 87%

Principle 4: Businesses should 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.**

   The Company has made conscious efforts to design products and offerings, specifically to improve the earning potential and encourage entrepreneurship amongst rural and semi-urban stakeholders through offering accessible and affordable technology. Moreover, in the Farm equipment business vertical, there is a conscious focus to deliver 'Farm Prosperity' through various products and services that are designed to improve farm productivity especially amongst small farmers. Trringo is a revolutionary tractor and farm equipment rental business that harnesses the power of technology through a strong franchisee network to make farm mechanisation easily accessible, affordable and reachable to every Indian farmer. Trringo operates 54 Custom Hiring service centres under Krishi Yantra Dhare program of the Karnataka state government providing subsidised rental services to small and marginal farmers. It also provides rental services to small and marginal farmers through 31 custom hiring centres in Rajasthan state. Trringo's aim is to aggregate the existing market operators and bringing in a new advanced equipment by setting up Implement bank. Trringology tech platform will assist in aggregating orders and passing them on to the nearest tractors owners, through location based mapping. Farmers on demand can book their orders using the Trringo app and experience transparency in pricing, delivery and rental amount calculation. In FY 2019-20, Trringo provided 1,13,867 hours of subsidised rental work to 20,214 farmers in Karnataka. In Rajasthan, Trringo provided 44,512 hours rental services to 2,757 farmers.

   At Mahindra EPC, we strive to provide solutions to farmers in modern scientific water management through customised micro-irrigation systems, protected cultivation solutions and related products and agronomical support in order to achieve superior product quality and higher crop yields.

   Under its Corporate Social Responsibility, M&M has been driving various projects across the country to uplift the marginalised and vulnerable community. The Integrated Watershed Management Project (IWMP) is one such project that was initiated in 2011 in a Public Private Partnership (PPP) mode with the Government of Madhya Pradesh at Damoh. The project being scalable and sustainable has resulted in replication at Bhopal and Hatta in Madhya Pradesh. This project was implemented in 32 villages over 9,660 hectares of land covering 4,219 households thereby benefiting 17547 people. There were three main interventions of the project 1) Soil & Water Conservation, 2) Productivity Enhancement and 3) Alternative Livelihood Generation. This project resulted in 1) Ground Water availability 6.2 metres against the baseline of 8 metres. 2) An average percentage increase of income from agriculture by 339% over the baseline 3) An average percentage increase of household income by 363% over the baseline. The Damoh project has now been completed and handed over to government post which M&M has partnered with NABARD for similar watershed project in Hatta block of Damoh. It covers a total of 13 villages and is spread over 4,816 hectares, benefitting 1,613 households and 6,884 individuals.

   This project at Bhopal follows the similar PPP model with the Government of Madhya Pradesh. Being implemented in 35 villages it is spread over 10,760 hectares of land covering 6,673 households benefitting 34,228 people. The project has been completed on 31st March 2020 and is in the process of handover to Government and Gram panchayat. Multiple soil and water conservation activities along with seed replacement and irrigation techniques have resulted in increased crop production from the same hectare of cultivable land. This coupled with micro enterprise and skill development through provision of revolving funds to SHGs (Self Help Groups) has translated into outcomes such as increased income and saving levels and reduction in the cost of agriculture inputs. The project resulted in 1) An average percentage increase of income

by 262% over the baseline. 2) An average percentage increase of income from agriculture by 150% over the baseline and increase in crop productivity of major crops by 30%. 3) Average increase of ground water table by 1.8 m.

All three programs follow the 'Ridge to Valley' watershed treatment model. A Watershed plan is created for each village based on a thorough examination of the village geography. Factors considered in the situational analysis include topography, existing watershed structures, rain water drainage routes, existing storage tanks, irrigation channels, etc. Each village gets a combination of watershed structures that work in unison to achieve the final overall output. Along with increasing water availability, simultaneous work on implementing 'best in class farming package of practices' is also done. Handholding of farmers during the entire crop cycle results in sustainable benefits of increased crop production and enhanced income. Self Help Groups (SHGs) for livelihood generation are also formed in close co-ordination with the village councils resulting in generation of additional income avenues.

The Company has entered into a 'Agroforestry Livelihood Generation Programme' at Araku Valley, Andhra Pradesh. The Agroforestry project is aimed at regenerating the lost green cover through plantation of indigenous species and at the same time also generating livelihood opportunities for the Adivasi tribal population by planting fruit and coffee saplings in the valley. The programme is being implemented in partnership with the NGO partner, Naandi Foundation.

Since the inception of the project in 2010 at Araku Valley, 10.78 million trees have been planted, reaching out to nearly 25000 families in the region, resulting in considerable ecological, environmental and livelihood benefits for the community. The project has both transformed the landscape and transitioned the lifestyle of the tribal farmers at Araku.

The external audits of the plantations were conducted in 2019 by UNIQUE Forestry and Land Use GmbH and the survival rate of the plantations stood at 96%.

Further details of community development initiatives are given in Principle 8.

Principle 5: Businesses should respect and 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 Business Responsibility Policy covers the aspects on Human Rights for the Company. Human Rights issues are a part of the supplier selection process and are also included in the contracts drawn up with them. The Company has put in place a Whistleblower Helpline managed by an external agency to ensure that any violations to its Code of Conduct (including violation of Human rights) are addressed objectively. Besides this, through various awareness sessions, various stake holders like contractors, security personnel, Associates are sensitised and this helps to promote adherence on Human Rights aspects.

2. **How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?**

   17 complaints have been received through the Whistleblower Helpline out of which 10 complaints has been investigated and resolved and 7 complaints are pending. 3 complaints were received by the Chairman of the Audit Committee out of which 2 complaints have been investigated and resolved and 1 complaint is pending.

   There is an active and a well-defined four step Grievance Redressal Machinery available at each plant for workmen through which all types of grievances are redressed. Additionally, Employee Satisfaction Survey for workmen is periodically carried out and all low scoring responses are discussed in Focused Group Meetings and duly resolved. Although there is no process to separately maintain records for grievances related to Human Rights, the above stated mechanism adequately addresses this issue. There is a mechanism for all employees of Automotive and Farm Sectors to voice their concerns to the Sector President through a 'Reach-out' mailbox which is addressed with confidentiality. Besides, in order to address the Human Rights violation in specific for blue collared workmen (Permanent & Flexible workforce), a Grievance Register has been kept at Time Office to raise concerns. However, no complaints have been received or reported for the reporting year.

Principle 6: Business should respect, protect, and make efforts to restore the environment

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

   The Company has various policies related to environmental protection. The Green Supply Chain Management Policy includes environment protection and covers suppliers. The subsidiaries/Joint Ventures have their own policies which are in sync with the Company's environmental policies.

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

   Mahindra senior leadership represented at UNFCCC conference COP25 in Madrid by participating in 25 events. The Company participated in a program to inspire corporations in Japan and Mauritius to adopt Sustainability practices. It is committed to Science Based Target (SBT) to restrict average global temperature rise in alignment with the Paris Climate Change Agreement. The target has been approved by the global review committee in the current year. The Company is committed to EP-100, a program by The Climate Group and became the 1st company globally to do so. It has also announced its carbon price of US $ 10 per ton of carbon emitted. The Company is also a signatory for India Business Biodiversity Initiative (IBBI). The entire group is committed to become Carbon Neutral by 2040 with use of energy efficiency, renewable energy and sequestration by tree plantation. The Company has revised its Sustainability Roadmap and targets have been taken to reduce carbon emissions, water consumption, increase in the use of renewable energy and enhance recycling of waste.

   The strategies and initiatives will be elaborated in the Company's Sustainability Report 2019-20 and will be available on https://www.mahindra.com/resources/pdf/sustainability/Mahindra-Sustainability-Report-2019-20.pdf.

   Please note the indicative list of various projects implemented in this regard. The complete details will be available in the Sustainability Report for the year 2019-20.

   Energy Savings:

   - Energy efficient air conditioning system
   - Intelligent flow controller system to reduced compressed air consumption
   - Installed Energy Efficient motors replacing conventional motors

   Water Savings:

   - Use ETP/STP/RO treated water for gardening, cleaning and process application
   - Rainwater harvesting for ground water recharge
   - Water aerators for optimum water flow

   Waste Reduction:

   - Total 4 locations certified for Zero Waste to Landfill in the year
   - Reusing paint sludge as an input material to cement industry
   - Reduction in packaging waste, replacing corrugated boxes with plastic bins

3. **Does the company identify and assess potential environmental risks? Y/N**

   Yes, the Company has a mechanism to identify and assess potential environmental risks across all locations.

4. **Does the company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?**

   Yes. The name of the CDM – PoA 9731: Energy Efficiency through Micro irrigation system – India. The Registered Program of Activities (PoA) aims at encouraging energy efficiency through installation of efficient irrigation system such as drip and sprinkler irrigation replacing the conventional flood method of irrigation resulting in GHG (Green House Gas) Emission reduction & Water Conservation. It was registered in September 2013.

   For more details refer https://cdm.unfccc.int/ProgrammeOfActivities/poa_db/4Z28CN6S0DEB5F1PLIXAY9W3GMRUOQ/view.

5. **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.**

   Yes, the Company has undertaken following other initiatives:

   - Replacement of old conventional lights with LED

- Installation of energy efficient centrifugal air compressor
- Replacement of old motors with premium efficiency IE3 motors
- Installation of Energy efficient inverter split AC's
- Installation of energy efficient BLDC ceiling fans.
- Installation of high velocity low speed (HVLS) fans on shop floor
- Adoption of cold box process in Foundry
- Waste heat recovery from air compressors
- Adoption of innovative Nano-technology at pre-treatment to reduce process temperature
- Installation of roof top & Ground mounted Solar PV project in manufacturing plants Installation of wind mills and access renewable power through open access.

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

Yes

7. 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.

NIL

Principle 7: Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

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:

Yes. The Company is a member of the following trade and chamber or association in alphabetical order:

a) The Associated Chambers of Commerce and Industry of India (ASSOCHAM),

b) Bombay Chamber of Commerce and Industry (BCCI),

c) Confederation of Indian Industry (CII)

d) Employers' Federation of India (EFI),

e) FICCI

f) Indian Merchants Chambers,

g) National Human Resource Development Network (NHRDN),

h) Society of Indian Automobile Manufacturers (SIAM),

i) The Energy and Resource Institute (TERI)

j) Tractor Manufacturer's Association (TMA)

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).

The Company participates as a stakeholder of SIAM and TMA on policies related to Automotive and Tractor Industry, Sustainable Mobility and Farm Tech Prosperity, Economic Reforms, Sustainable Business Principles (Sustainable Supply Chain Management) and Vehicle Recall policy. The Company also contributes through Confederation of Indian Industry/ Bombay Chamber of Commerce and Industry, when views are solicited on matters such as Securities Law, Corporate Laws, etc.

Principle 8: Businesses should support inclusive growth and equitable development

1. Does the company have specified programmes/ initiatives/projects in pursuit of the policy related to Principle 8? If yes details thereof.

Yes, since its inception Mahindra & Mahindra Ltd. has been a socially responsible corporate making investments in the community which go beyond any mandatory legal & statutory requirements. The CSR vision of the Company is to focus its efforts within the constituencies of girls, youth & farmers, by innovatively supporting them through programs designed in the domains of education, health and environment, while harnessing the power of technology. By investing our CSR efforts in these critical constituencies who contribute to nation building and the economy, we will enable our stakeholders and communities to RISE. In accordance with the Companies Act, 2013 the Company has committed to spend 2% (PBT), towards CSR initiatives. Further, the unique ESOPs (Employee Social Options) platform provides employees a menu of volunteering opportunities enabling them to participate actively in the Company's CSR initiatives

and giving back to society. Some of the major initiatives the Company has invested in the financial year (F-20) are as follows:

a) **Project Nanhi Kali** – Provision of educational support to underprivileged girls from poor urban, remote rural and tribal communities across India to enable them to complete their schooling.

b) **Mahindra Pride School & Mahindra Pride Classrooms** – Livelihood training programme for youth from socially and economically disadvantaged communities to enable them to get jobs based on the skills learnt.

c) **Mahindra scholarships at Mahindra United World College of India (MUWCI)** – to enable deserving and meritorious students to study at MUWCI.

d) **Promoting Health & Preventive Healthcare** – Providing palliative care for people with chronic illnesses such as cancer, Alzheimer's, kidney failure, lung conditions and stroke & support for setting up 'The Head and Neck Cancer Institute of India'.

e) **Mahindra Hariyali** – Afforestation initiative to improve green cover & protect biodiversity in the country and also contribute to the livelihood of farmers.

f) **Integrated Watershed Management Project (IWMP)** – A public private partnership with the Government of Madhya Pradesh at Bhopal and National Bank for Agriculture and Rural Development (NABARD) at Hatta, for Soil & Water Conservation, Productivity Enhancement and Livelihood Generation interventions.

g) **Wardha Farmer Family Project (WFFP)** – The project aims to create a comprehensive agrarian solution that will deliver sustainable local nutritional security and assured prosperity to the farmer families in three blocks of Wardha district, Maharashtra.

h) **BAJA**: Training undergraduate engineering students in automotive engineering thereby enabling them to get jobs in the automobile industry.

i) **A World In Motion (AWIM)**: Training Class V & VI students in mechanical automobile concepts for building vehicles for road and water.

j) **Environment, Health & Safety Plus Centre (EHS+)**: The EHS+ Center aims to expand the pool of EHS and sustainability professionals working in factories, by providing affordable, state of art, training designed to improve workers and organisations health and safety conditions along with saving energy. These trainings focus on increasing resource efficiency, enhancing gender equity and empowerment, and reducing greenhouse gas emissions.

k) **Rise for Safe Roads**: Mahindra & Mahindra Ltd, SaveLIFE Foundation and MSRDC signed an MOU to implement the 'Road Safety' project with the objective to make the Mumbai Pune Expressway a near 'Zero Fatality Corridor' by 2021. Interventions under 4E's are conducted i.e. Engineering, Enforcement, Education and Emergency Response. In addition, efforts are made to train long haul truck drivers through the Anticipatory Driving and Action Prevention Training (ADAPT™) program and police personnel in life saving skills.

l) **Village Social Transformation Mission**: A path breaking public- private partnership, between the Government of Maharashtra and India's leading corporates and philanthropic organisations, to plug developmental gaps in 1000 least developed villages in Maharashtra.

m) **Employee Social Options (ESOPs)**: The Company's ESOPs programme supports employees in creating volunteering projects based on the needs of underprivileged communities in and around their places of work.

2. Are the programmes/projects undertaken through in-house team/own foundation/external NGO/ government structures/any other organization?

CSR projects are implemented either directly by the Company through its ESOPs structure where the Mahindra employees directly implement the CSR programmes or through implementing partners which include NGOs having an established track record of at least 3 years in carrying on the specific activity. The main implementation partners the Company works with are the Mahindra Foundation, The K C Mahindra Education Trust, Tech Mahindra Foundation and Naandi Foundation.

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

   Impact assessment studies were conducted by Deloitte Touche Tohmatsu Limited to measure the impact of the following 4 CSR projects.:

   - Water Management project, Anand Ghana implemented in partnership with Dilasa Janvikas Prathisthan
   - Zero Fatality Corridor (Mumbai-Pune Expressway) implemented in partnership with MSRDC and SaveLife Foundation
   - Project Samriddh Kisan by Samriddhi - in partnership with Self-Reliant Initiatives through Joint Action (SRIJAN) Madhya Pradesh
   - Project Samriddh Kisan by Samriddhi – in partnership with Rajasthan Rural Institute of Development Management – (RRIDMA)

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

   The Company's contribution to community development projects amounts to approximately Rs. 126.59 crores during the Financial Year 2019-20. Details of some of the major initiatives the Company has invested in the financial year (F-20) are given in Point 1 above.

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

   Where we implement CSR projects, we ensure that the initiative is successfully adopted and owned by the community. Below are four examples of the same:

   a) **PROJECT NANHI KALI** provides educational support to underprivileged girls in India. The intervention provides 2 hours of daily academic support beyond school hours and an annual school supplies kit including feminine hygiene material, thereby allowing every girl in the project to attend school with dignity. In F20, the project supported the education of 1,74,681 girls. Of these 67,337 girls were supported by the Mahindra Group of which 14,462 girls were supported by M&M Ltd. The balance girls in the project were supported by individual donors and other corporates. When the project is set up in a new area, the Nanhi Kali team gets permissions from local education authorities at the district, block and village levels. This includes interactions with the District and Block Education Officers, school administration, village elders etc. who sensitise the parents and community on the importance of girls' education in particular, and other gender related issues. Moreover, regular community engagement is ensured in every project location, through monthly meetings with the families of the girls and other awareness building activities involving community stakeholders, with the aim of building conducive, girl-friendly ecosystems. Further, Nanhi Kali afterschool academic support classes are conducted by 'Community Associates' who are locally hired women, trained by the program's National Resource Group. Since the 'Community Associates' are local recruits, they play a major role in the community's acceptance of the project.

   b) **INTEGRATED WATERSHED MANAGEMENT PROJECT (IWMP)** – The project is a Public Private Partnership (PPP) with Government of Madhya Pradesh at Bhopal and with National Bank for Agriculture and Rural Development (NABARD) at Hatta for increasing the ground water table resulting in increased agricultural productivity and improved living standards. These projects have benefitted 38,447 people in 48 villages. The project has resulted in an increase in ground water table through various 'watershed' measures. All the Soil & Water Conservation, Productivity Enhancement and Livelihood Enhancement interventions are conducted in complete cohesion with the community i.e. the Village Level Water Committees (WCs) and Self Help Groups (SHGs). The IWMP Projects at Bhopal and Damoh have received 2 Awards in F20, including the prestigious National CSR Award by the Ministry of Corporate Affairs for exemplary work in watershed management and rural development. These projects have proved to be a sustainable and replicable model for the development sector which was also recognised by Indian Institute of Corporate Affairs.

   c) **MAHINDRA PRIDE SCHOOLS (MPS)** – provide livelihood training to youth from socially & economically disadvantaged backgrounds. In

F20, the Mahindra Group supported 9 MPSs in Pune, Patna, Chandigarh, Srinagar, Hyderabad, Varanasi and 3 in Chennai through which 6,045 students were trained. From inception till date, 39,280 students have been trained and 100% have been placed. The Company supported the schools in Chandigarh, Srinagar, Hyderabad, Varanasi & two in Chennai which skilled 3,641 students in F20. The MPS schools have had a record 100% placement of the students in lucrative jobs. This has been possible through a network of 200+ corporates, many of these have been repeat recruiters. This is a validation of the quality of training provided at MPS. The alumni of MPS who are employed with different companies serve as role models in their community. Active alumni clubs regularly send referrals to MPS and at least 30-40% of a batch comprises of referrals. The alumni also act as peer leaders and mentors to students undergoing training at MPS, motivating them to overcome their challenging circumstances. Further, in F20, 101,391 youth from 856 ITIs, Polytechnics, Arts & Science Colleges across 16 states of India, received training through 2,374 Mahindra Pride Classrooms. Of this, 71248 students were supported by M&M. The Mahindra Pride Classrooms provided 40-120 hours modules of training to final year students covering English Speaking, Life Skills, Aptitude, Interview, Group Discussion and Digital Literacy.

d) **MAHINDRA HARIYALI** – The Mahindra Group is committed to planting one million trees every year. Apart from the obvious environmental benefits there are additional livelihood benefits for the local tribal communities. For. e.g. in Araku Valley in Andhra Pradesh, the trees planted include fruit bearing trees and coffee saplings, which also yielded high returns to the Adivasi tribal population in this region. Apart from the Araku valley, plantations undertaken by communities across the country have focused on planting fruit bearing trees. Since the economic value of such plants is high, communities are eager to adopt these projects. Awareness related to benefits of trees in arresting soil erosion and climate change too has increased in the recent past. The testimony of the community adopting the project is evident through the survival rates of the plantations, which is 96% for Araku Valley (external audit by UNIQUE Forestry and Land Use GmbH in 2019) and "above 80%" for other locations (external audit by Bombay Natural History Society in 2019).

Principle 9: Businesses should 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.**

Customer complaints are treated very seriously in the organisation. We hear our customers through various mediums such as emails to customercare@mahindra.com, With You Hamesha 24X7 Call Centre toll free no, websites, tweet handle, telephone, letter, fax etc. The status of pending complaints/cases as on March 31, 2019 is as follows:

2019-20	Automotive Division	Farm Division (Including Swaraj)	Total
Percentage of Consumer Cases Pending against M&M as on 31st March 2020 of cumulative cases pending or filed since 1st April 2009.	**32.30%**	34.36%	32.81%

Auto Division – Customer Complaints

Receiving Period	Total Complaints registered in this period	Open	Closed	Open %	Close %
F20	**40,849**	190	40,659	0.5%	99.5%
F12-F20	**2,92,485**	190	2,92,295	0.1%	99.9%

Farm Division – Customer Complaints

Receiving Period	Total Complaints registered in this period	Open	Closed	Open %	Close %
F20	**14,765**	21	14,744	0.14%	99.86%
F11-F20	**1,49,018**	25	1,48,965	0.02%	99.96%
F20 Swaraj Division	**1,336**	19	1,317	1.4%	98.6%
F11-F20 Swaraj Division	**3,702**	19	3,683	0.9%	99.1%

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. In addition to mandatory requirements, Company also provides service and safety labels as deemed appropriate. e.g.: Product fuel economy data displayed for each variant at selling points (Dealership).

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.**

   Yes. The Company has been impleaded in the below listed proceedings that allege unfair competition/ trade practices. The Company believes that the allegations are untrue and without merit and is vigorously defending itself in these proceedings.

   Description of the matters pending under the Competition Act, 2002:

   Case No. 3/2011:

   Based on the information given by the Informant 'Shamsher Kataria' against 3 car manufacturers about non-availability of spare parts in the open market, the Competition Commission of India (CCI) commenced investigation of 17 car manufacturers. On August 25, 2014 CCI passed an order ("Order") against fourteen companies including Mahindra & Mahindra (M&M) Limited. By this Order, the CCI imposed a penalty of Rs. 292.25 crores amounting to 2% of the average annual turnover for the years 2007-08, 2008-09 and 2009-10. M&M vide a Writ Petition W.P.(C) 6610/2014 ("W.P") filed before the Delhi High Court challenged the constitutional validity of certain sections of the Competition Act, 2002 based on which the order and penalty was decided by the CCI. On 10th April, 2019, the Delhi High Court pronounced its order (HC order) and held certain sections of the Competition Act as unconstitutional. The HC order requires that in views of its directions, new guidelines be framed by CCI, in regard to the manner in which the CCI conduct its proceedings. M&M challenged the aforesaid Order of Delhi HC by filing a SLP before the Supreme Court. The Hon'ble Supreme Court was pleased to issue notice to Respondents and further granted stay on Impugned CCI Order till the next date of hearing to be held in August 2019. The matter is not yet listed for hearing in the Supreme Court.

   Matters pending before the ITC, USA

   In August of 2018, a complaint was filed by Fiat Chrysler Automobile US, LLC ("Fiat") with the United States International Trade Commission (ITC) against Mahindra & Mahindra Ltd. ("M&M") and Mahindra Automotive North America ("MANA") alleging that certain design features of the Mahindra ROXOR infringe the intellectual property rights of Fiat's Jeep design. Fiat has sought an order for permanently restraining M&M from exporting to the United States, and MANA from importing into US, any part or component which infringes Fiat's intellectual property rights. If they succeed in getting permanent injunction, sale of certain parts or components by M&M to MANA will be affected. M&M continues to assert that the complaint is without merit.

   In response, M&M/MANA brought action in Federal District Court in Michigan on the issue of the applicability and enforcement of M&M's 2009 agreement with Fiat and to assert a claim for compensation arising out of the harm caused by Fiat using the ITC case to injure the ROXOR business, M&M and MANA by creating negative publicity, damaging our reputation and our stature in the marketplace. After the hearing the court indicated that both the Federal District Court action and the ITC investigation would continue. The parties agreed to delay trial at the Federal District Court until the final outcome at the ITC.

   Trial at the ITC was held in August, 2019. The administrative law judge overseeing the case issued an initial determination and recommendation wherein it was suggested that although the Mahindra ROXOR did not infringe on any of FCA's registered trademarks, FCA did establish new rights in certain new trade dress elements and the ITC should issue an order prohibiting import of infringing parts. The full commission reviewed the initial determination and issued a final determination on June 11, 2020. The International Trade Commission has upheld the Administrative Law Judge's determination which held that the ROXOR does not violate any of FCA's registered trademarks, but it violated FCA's trade dress and had recommended an exclusion order prohibiting the importation of Roxor parts and a cease-and desist order prohibiting sale of any already imported Roxor parts.

   The Company and Mahindra Automotive North America, a Subsidiary of the Company remain resolute in its position that the ROXOR does not dilute or violate Jeep's trade dress.

MANA is therefore considering its options with respect to a further review and appeal of the ITC Determination both during the Presidential review phase of the ITC decision and at the Federal Circuit Court of Appeals.

The vehicle that was subject of the action was produced in 2018 and 2019 and is no longer in production. The ROXOR design was refreshed for the 2020 model year and further design changes are in the works as part of the normal design cycle.

MANA remains committed to the ROXOR brand, its employees, and its dealers.

4. Did your company carry out any consumer survey/ consumer satisfaction trends?

Yes, through

- James David Power Syndicate Study - Applicable for Personal Model)
- CaPS (Customer as Promoter Score) Study (Done by Central Team at Corporate Office Worli) - Applicable for Personal & Commercial Model)
- Brand Track Study