

We believe in consciously maintaining and fulfilling the interests of all our stakeholders – shareholders, consumers, associates, employees, Government, and the society at large – while growing responsibly and in a sustainable manner. A compelling sense of purpose creates an extraordinary degree of engagement among all stakeholders to truly make a difference. Over the years, we have aligned our sustainability efforts to the United Nations Sustainable Development Goals (SDGs) and taken measures to meet these parameters through our business operations. We have identified five focus areas wherein we aim to effect positive changes: Responsible Resource Consumption, Climate Change, Sustainable Supply Chain, Product Responsibility and Community Development.

We strongly believe in sustainable and inclusive growth of all our stakeholders, alongside business progress. Embedded within our purpose statement, we put to practise this ethos every day, identifying innovative ways to transform the lives of our stakeholders at scale.

## Education

One of the most significant indicators of social progress in education. We play a decisive role in promoting education, and two of our highly innovative programmes - Mobile Pathshala and Educate Girls, continue to support the underprivileged children for their education needs.

**Mobile Pathshala:** For the past two decades, Nihar Shanti Amla has consistently been true to its purpose of championing progress that enables itself to bring to life a movement that resonates emotionally with the consumers while delivering on its functionality. The brand believes that an Indian woman not only wants to look good but also good for the larger progress of society. Hence, Nihar Shanti Amla helps them contribute to the cause every time they buy the product. We contribute five per cent of our profit for the cause of children's education directly in line with our brand promise of "Dikho Khubsurat, Karo Khubsurat".

In 2015, an innovative mobile-based education platform - Angrezi Mobile Pathshala - was launched to teach good values in English to the kids. In a

“Our successful initiative has cascaded into various teams throughout India and has inspired them to engage with various schools and students. Through this initiative, we hope to inspire children and mould them to become responsible citizens.”

simple exercise, the child had to give a missed call on a toll-free number and would receive a call back from 'Shanti Did!' who would teach the carefully curated English speaking modules in a fun sing-song manner that the kids could listen to repeatedly.

Elevating this property in 2017, the second phase - Nihar Shanti Amla Pathshala Funwala, was introduced to enable children to learn spoken English. To accelerate the spread of

