

Business Responsibility Report 2020-21

Preface:

Coromandel International Limited presents its 'Business Responsibility Report' (BRR), as mandated by Securities and Exchange Board of India (SEBI), and in line with the National Guidelines on Responsible Business Conduct (NGRBC), as released by the Ministry of Corporate Affairs in March 2019. The report has been prepared as prescribed and in accordance with Regulation 34 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

About Coromandel International Limited

Coromandel International Limited is amongst India's pioneers and leading agri solutions provider, offering diverse products and services across the farming value chain. It operates in two major segments: Nutrient and other allied businesses and Crop Protection. These include Fertiliser, Crop Protection, Specialty Nutrients and Organic compost businesses. The Company is 2nd largest manufacturer and

marketer of Phosphatic fertiliser in India. The Company's Crop Protection products are marketed in India as well as in international geographies, offering wide range of technical and formulation products. The Specialty Nutrients business of the Company focuses on water soluble fertiliser and secondary & micro nutrients segments. The Company is a leading marketer of Organic fertiliser in India and has recently added bio pesticide solutions to its portfolio. It also operates a network of around 800 rural retail outlets across Andhra Pradesh, Telangana, Karnataka and Maharashtra. Through these Retail outlets, the Company offers farming services including crop advisory, soil testing and farm mechanization to around 3 million farmers. The Company has a strong R&D and Regulatory setup, supporting the businesses in process development and new product introduction. The Company has 16 manufacturing facilities, producing wide range of Nutrient and Crop Protection products, which are marketed through an extensive network of dealers and its own retail centers.

For more details, visit www.coromandel.biz

Business Responsibility Report: 2020-21

Section A: General Information about the Company

1	Corporate Identity Number	L24120TG1961PLC000892
2	Name of the Company	Coromandel International Limited
3	Registered address	Coromandel House, 1-2-10, Sardar Patel Road, Secunderabad - 500 003, Telangana
4	Website	www.coromandel.biz
5	E-mail id	mail@coromandel.murugappa.com
6	Financial Year reported	2020-21
7	Sector(s) that the Company is engaged in (industrial activity code-wise)	Fertilisers & Chemicals Fertiliser – 20122 Pesticides – 20211
8	List three key products/services that the Company manufactures/provides	Fertilisers, Crop Protection Products and Speciality Nutrients
9	Total number of locations where business activity is undertaken by the Company	16 Manufacturing Locations in India AP - Vizag, Kakinada TN: Ennore, Ranipet, Thyagavalli JK: Jammu GJ: Ankleshwar, Dahej, Sarigam, Nandesari RJ: Udaipur, Kota MP: Nimrani KA-Hospet UP – Raebareli MH – Pali
10	Markets served by the Company	India, Latin America, APAC, Africa, Europe, Australia, New Zealand and USA

Section B: Financial Details of the Company

1	Paid up capital	₹29.34 crores
2	Total turnover	₹14,205 crores
3	Total profit after tax	₹1,312 crores
4	Total spending on CSR as percentage of PAT (%)	2%
5	List of the activities in which expenditure in 4 above has been incurred	CSR Activities of Coromandel are focused on Health, Education and Community Development. For details refer Annual Report – Annexure F on CSR activities.

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)	The subsidiaries of Coromandel are primarily either investment companies or companies holding product registration in foreign countries for export of the Company's products. Hence, this is not applicable. Number of subsidiary companies: 14
3	Do any other entity/entities (e.g., suppliers, distributors) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate % of such entity/entities?	No

Section D: BR information

1	Details of Director(s) responsible for BR	Mr. Sameer Goel, Managing Director DIN: 07298938 BR Head: Mr. Sameer Goel, Managing Director DIN: 07298938 Phone: 040 - 27841368 Email: GoelS@coromandel.murugappa.com
---	---	---

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

S.No.	Questions	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
1	Do you have a policy/policies for....	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)	Y	Y	Y	Y	Y	Y	Y	Y	Y
4	Has the policy being approved by the Board? Is yes, has it been signed by MD/owner/CEO/ appropriate Board of Director?	Y	Y	Y	Y	Y	Y	Y	Y	Y
5	Does the company have a specified committee of the Board/ Director/Official to 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?	Polices & Codes: http://coromandel.biz/inv_financial.html CSR Policy: https://coromandel.biz/pdf/CSRPoly/CSRPoly_June2021.pdf EQOHS Policy: http://coromandel.biz/pdf/2016-2017/she/Policy/EQSH_policy.pdf								
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 in-house structure to implement the policy/policies.	Y	Y	Y	Y	Y	Y	Y	Y	Y
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

All the policies in Coromandel are governed by its guiding principles and core values. These polices are mapped to each principle hereunder:

Coromandel Policies Mapping to BR Principles

S. No.	Principle	Applicable Policies
1	Businesses should conduct and govern themselves with Ethics, Transparency and Accountability	<ul style="list-style-type: none"> Values and Beliefs, called the 'Five Lights' Whistle Blower policy Code of Conduct Coromandel Guide to Business Conduct (CGBC)
2	Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle	<ul style="list-style-type: none"> Environment, Quality, Occupational Health and Safety Policy (EQOHS Policy)
3	Businesses should promote the wellbeing of all employees	<ul style="list-style-type: none"> HR Policy Communication policy Prevention of Sexual Harassment Policy Training Policy 5S policy
4	Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.	<ul style="list-style-type: none"> CSR Policy Values and Beliefs, called the 'Five Lights'
5	Businesses should respect and promote human rights	<ul style="list-style-type: none"> Values and Beliefs, called the 'Five Lights' Whistle Blower policy Code of Conduct
6	Business should respect, protect, and make efforts to restore the environment	<ul style="list-style-type: none"> Environment, Quality, Occupational Health and Safety Policy (EQOHS Policy)
7	Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner	<ul style="list-style-type: none"> Values and Beliefs, called the 'Five Lights'. Coromandel Guide to Business Conduct (CGBC)
8	Businesses should support inclusive growth and equitable development	<ul style="list-style-type: none"> CSR Policy
9	Businesses should engage with and provide value to their customers and consumers in a responsible manner	<ul style="list-style-type: none"> Values and Beliefs, called the 'Five Lights' Environment, Quality, Occupational Health and Safety Policy (EQOHS Policy)

2a. If answer to the compliance status of any of the Principles listed above is 'No', please explain why

S.No.	Questions	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
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)									

Not Applicable

3. Governance related to BR

- Frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company:

The BR Performance revolves around a number of policies which is assessed by the BR Head monthly, quarterly and annually based upon its importance and impact on the environment and Company's operations & activities.

- Publication of BR or a Sustainability Report and its frequency:

This is the fifth Business Responsibility Report of the Company for the Financial Year 2020-21 which forms part of the Company's Annual Report for FY 2020-21. The same can be accessed at https://coromandel.biz/inv_report.html. Previous reports were made for the financial year 2016-17, 2017-18, 2018-19 and 2019-20.

Section E: Principle-wise performance

Principle 1: Businesses should conduct and govern themselves with Ethics, Transparency and Accountability

Coromandel fosters a work culture with high ethical principles and standards and encourages its employees to perform with total integrity, commitment and ownership. Commitment to ethical and lawful business conduct is a cornerstone of Coromandel's business practices. It is a fundamental shared value among the Board of Directors, the senior management and all the employees in the company. Coromandel has adopted the 'Code of Conduct' (Code), to ensure ethics, transparency and accountability in all aspects of the business, and create value for its stakeholders in a sustainable manner. The code embodies the belief that being aware of the Company's responsibility towards its stakeholders and acting with the Company's legitimate interest in mind, is essential for the Company's long-term excellence. All Directors and senior management personnel shall affirm compliance with this Code on an annual basis.

In line with the Murugappa Group's values and beliefs (The Five Lights), Coromandel has also adopted the 'Coromandel Guide to Business Conduct (CGBC)' to set forth the principles which guide business transactions with customers, outside businesses, governments, communities and shareholders. All policies are communicated to Coromandel's employees upon joining as well as reinforced through annual refresher sessions.

Coromandel has well established policies in accordance with the statutory guidelines and the relevant SEBI Regulations.

- Whistle Blower Policy/Vigil Mechanism
- The Dividend Distribution Policy
- Code of practices for fair disclosure of unpublished price sensitive information

- Remuneration Policy
- Policy on preservation and archival of documents
- Policy for Determination of Materiality for Disclosure of Information/Events to the Stock Exchanges
- Policy on Related Party Transactions
- Policy for determining Material Subsidiaries

The above company policies can be accessed by anyone from the Company's website https://coromandel.biz/inv_financialresults.html

Key elements of Coromandel's corporate governance are transparency, disclosure, internal controls, risk management, internal and external communications, and adherence to high standards of safety, health, environment, accounting fidelity, products and service quality. The Board has empowered responsible persons to implement its broad policies and guidelines and has also set up adequate review processes. The Company ensures selection of vendors and contractors, who maintain and follow ethical standards. The Company endeavours to impart periodical training on Ethics to its employees and relevant stakeholders are also made aware of the same, on a regular basis.

During the year 2020-21, 2 complaints were received by the Ombudsman under Whistle Blower Policy which were enquired into and suitable actions were taken there on and nil complaints were pending as on March 31, 2021. Quarterly report on such complaints and action taken thereon are reported to the Audit Committee.

Principle 2: Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle

The core operating principles of Coromandel are Knows, Cares and Fulfils, in which, 'CARE' emphasizes on environment, community, partners, employees and shareholders. Coromandel has its own Fertiliser Technology Centre, FTC, at Vizag, recognized by Department of Scientific & Industrial Research (DSIR) of Ministry of Science & Technology and a R&D center at Hyderabad for Crop Protection Products. The FTC at Vizag is responsible for developing the manufacturing process for new Fertiliser and improving the processes for existing products. Extensive trials are carried out in the pilot plants to improve the efficiency of processes, quality of products, delivery of nutrients to crops etc. Coromandel also has a lab space at IIT-Bombay – Monash Academy for development of innovative, patented and scientifically differentiated products. The lab is working on development of Next Generation Fertilisers which offer higher Nutrient Use Efficiency. These products will lead to enhanced uptake of nutrients by crops and consequently lower losses to the environment. Coromandel also has an exclusive R&D facility at Thyagavalli, Tamil Nadu, and continuously invests in R&D activities to develop new neem based / Bio - pesticides products.

Coromandel has established the Centre of Excellence (CoE) for New Product Development. The Stage Gate process for NPD covers all aspects – Idea Generation, Concept Testing, Product Development, Commercialisation and Launch. The NPD process involves all major stakeholders – Marketing, Technology, Manufacturing and Finance. New ideas are short-listed by the cross-function team after evaluating all the suggestions from various angles – business need, alignment with company's mission and vision, benefit to farmers and Indian agriculture etc.

Coromandel produces a range of phosphatic fertilisers. The utilization efficiency of phosphorus nutrient supplied through fertiliser in the season of application is 15-20% and total efficiency over all seasons of the life of the nutrient is 55-60%. Hence, nearly 40% of the P nutrient is lost through leaching and ends up in water bodies. This nutrient loss causes environmental pollution and at the same time increases the demand for mined phosphate minerals. Coromandel is working towards increasing the availability of P nutrient through two approaches. It is developing new fertilisers with higher P utilization efficiency so that more P is taken up by the crops and leaching losses are minimized. Also, Coromandel is looking at ways of recycling P nutrient which is available in organic waste streams such as municipal waste, crop residues, liquid effluent etc. so that the need for mined phosphate is reduced. This is in line with the concept of circular economy.

Coromandel's fertiliser products strictly comply with the Fertiliser Control Order (FCO) specifications that are prescribed by the Ministry of Agriculture. These specifications describe the nutrient values and physical properties of each fertiliser product that has been approved for sale to farmers. In addition, Coromandel provides the farmers with the information of 4Rs – Right Source, Right Dose, Right Place and Right Time – with respect to fertiliser application. The 4Rs help the farmers to maximise their Return on Investment in fertiliser inputs. Coromandel is also developing liquid fertilisers which can be supplied to farms in bulk form with the help of applicators. This will reduce the need for plastic packaging which is needed for solid fertilisers.

Coromandel works closely with farmers who are a storehouse of traditional knowledge. The practices followed by farmers are documented and form the baseline for comparing the performance of any new fertiliser or package of practice developed by Coromandel. It is the company's endeavor that any solution that is offered to the farmers should be any improvement over their current practice. The farmer always remains the owner of the traditional knowledge and has the option to accept the new knowledge if he sees benefit in it.

Coromandel is promoting the concept of circular economy in nutrients through the recycling of nutrients of waste streams such as municipal waste, crop residues, effluent water. Coromandel has been a leader in promoting Organic fertilisers (City & Press mud Compost, Organic Potash - Potash derived from molasses, Organic Phosphorus-

Phosphorus Rich Organic Manure, De-oiled cakes mixtures) to farmers for sustaining the soil health and improving productivity, by sustaining nutrient availability to crops and enriching organic carbon content of soil. Coromandel has developed enriched municipal city compost. Coromandel also has developed a new potash fertiliser which is derived from the effluent from sugar distillery. Coromandel is working with Punjab Agriculture University to develop the technology for conversion of paddy straw into biochar which can be used for soil amendment. This will reduce environmental pollution and sequester carbon in soil while at the same time help in improving crop productivity. In the year 2020-21, the company has sold 27,613 MTs of City Compost which is made after composting city waste. The company has also sold 12,846 MTs of PM compost which is made from sugarcane filter cake which is generated as by-product in sugar mill.

The social and environmental concerns have been incorporated in the development of the following products at Coromandel:

- 16-20-0-13 with Magnesium - Fertiliser fortified with Magnesium sludge from MgSO₄ plants
- Phosphogypsum for Flyash Bricks using FALGY technology
- Sulphur enhanced fertiliser grades, 24-24-0-8S & 20-20-0-13S are manufactured with unique technology such that it maximizes the availability of Sulphur to the crop and minimizing leaching losses of Sulphur
- GroPlus – Enhanced SSP for improving the P efficiency of SSP
- Kash – Potash fertilizer from sugarcane waste
- Sulphmax – Sulphur fertilizer with high S efficiency
- Zinc Fortified Fertilisers – improving crop productivity and human health
- Bio-Pesticides: Coromandel acquired Bio-Pesticides unit towards producing and delivering sustainable and environment friendly products

To further support its customers and provide balanced nutrition for crops, Coromandel has launched new products in 2020-21.

The Organic Business has launched:

- Gromor Fitsol Sugarcane : Crop specific Fertigation product for Sugarcane crop launched
- Godavari Bhubhagya: Started marketing of new Press mud Compost variant enriched with NPK fixing/mobilizer microbes
- Gromor Power 16-8-24: Introduced extensive research based inhouse Fertigation product for Flower grades.

The Crop Protection division has launched:

- Lottery: Broad spectrum post emergence herbicide recommended for use along with surfactant for control of broadleaf and grassy weeds in corn

To ensure sustainable sourcing for manufacturing process, SSP business has entered into an annual supply agreement for Sulphuric Acid with Hindustan Zinc and inter transfer from existing fertilizer unit Kakinada. For other raw material i.e., Rock Phosphate the company has a sustainable source from local mines i.e., Rajasthan States Mines & Minerals Ltd., Udaipur. Imported Rock is being sourced from Egypt which is also a sustainable source. Almost 100% of sulphuric acid is sourced on basis of annual agreement. More than 50% Rock is sourced from local mines. For inbound logistics, the business is finalizing contracts on annual basis with RFQ – Negotiation – Finalization.

There was a continuous focus at the manufacturing units for improved operational efficiencies and sustainable practices through effective conservation of water, energy and raw material resources.

During the year 2020-21, the Company has:

- Reduced the specific power consumption by 3.9 kWh/ MT at Ennore Unit
- Reduced the specific power consumption by 1.31 kWh/ MT at Kakinada Unit
- Reduced the specific power consumption in the GSSP unit from 12 to 11 units through production and power factor improvement
- Achieved about 370097 KWH of energy saving achieved by installation of energy efficient motors, cooling tower pumps, E-Glass Proxy FRP Fans, BLDC ceiling fan, steam operated pressure powered pump unit (PPPU) in Malathion & MEE at Ankleshwar Plant



Coromandel consistently has been receiving the awards for its various environment friendly and sustainable manufacturing practices. In 2020-21, Coromandel Vizag Unit was awarded CII National Excellence Energy Efficient Unit award, 4th time. Since 2013-14 the company has been consecutively winning the Energy efficient unit award from CII.

Coromandel has consistently ensured that the manufacturing processes and technologies employed are resource efficient and sustainable. In 2020-21, production from its new phosphoric acid plant was stabilized, making the Vizag operations self sufficient for its acid needs. Also, additional 10 Acres of HDPE lining for Gypsum handling has been provided at the Vizag Unit. Special grade gypsum manufacturing has been streamlined and business achieved highest ever production/dispatch of special grade gypsum.

Coromandel encourages the local and small vendors for supply of consumables, engineering stores and carrying out job contracts in order to develop sustainable capabilities. In SSP, few of the Annual maintenance contracts, packing contract and other services like fabrication, non-critical project procurement etc. are done from local & small vendors.

Coromandel strives towards sustainable way of utilizing and recycling of resources. Coromandel fully reprocesses off spec material generated during granulation of fertilizers, which constituted 7-9 % of production volume during 2020-21.

Waste Utilization during the year:

- Wastewater – Vizag Plant is a zero-discharge facility, all wastewater generated in the process is recovered, treated and reused in process.
- P2O5 sludge - contained in Phosphoric acid is totally reprocessed in production process.
- Sulfur sludge – contained in raw Sulphur is totally reprocessed in production process
- Spent Catalyst, waste oil – recycled through authorized re-processors
- Scrap material – like torn HDPE bags & Metal scrap, recycled through licensed vendors
- Production of Single Super Phosphate produces waste in the form of Silica and oversize/undersize granule which are recycled further:
- Precipitated silica is recycled in the production operation and generation is below 5 %
- Off spec. material if generated, is recycled back to the process, percentage of recycle in the process 5-10%.
- Crape material like torn HDPE bags and MS scrap are recycled by licensed vendor as applicable. Scarp material is < 5%
- Sarigam unit achieved a quantitative savings of 252929 Kwh of power, 82722 Standard Cubic Meter (SCM) of gas and 3267 KL of water compared to 2019-20, which in turn gave savings of ₹40.8 Lakhs. Sarigam unit also worked on Hazardous waste reduction and reduced waste reduction by 920 tons which is equivalent to ₹38.5 Lakhs.

- Dahej unit recycle more than 50 % of condensate in process and saving energy as well as fresh water

Coromandel fully complies with the Indian laws relating to Intellectual Property Rights (IPR) and takes the help of renowned Patent Attorneys for guidance in IPR matters.

Principle 3: Businesses should promote the wellbeing of all employees

Coromandel continues to emphasize employee training and capability building by placing employee well-being at the forefront, as a key enabler in the organizational strategy.

As on March 31, 2021 there were 5,031 Permanent employees (3,754 Management staff, 1,218 Non-Management staff (NMS) and 59 Trainees) with 184 female employees and 5 differently abled employees. Also, there are around 8,619 off-roll/contract employees.

During the year 2020-21, industrial relations across all plants of Coromandel continued to remain cordial. There are 1,236 workmen on roll across all the manufacturing units of Coromandel. There are 8 workmen unions recognized across Coromandel. 912 workmen (74%) are the members of the unions and 324 workmen are non-unionized. There are significant number of inter-state migrant workmen in SSP & CPC businesses as contract workmen. Adequate control measures have been deployed for engagement of contractual staff across the Company. Statutory compliances were monitored and tracked for closure of any significant observations. Education and training of shop floor employees as per unit requirements have been well deployed across the Company. Family meetups, annual communications meetings and other structured social gatherings as part of Employee Engagement and Work life balance across Coromandel have received good support and applause from all employees. As part of fulfilment and support of the Trade union social responsibility, management extended its cooperation at various places to sustain the initiative. Safety surveillance has been improved at vulnerable areas at various plants across Coromandel by installing CCTVs. There were change initiatives in behavioral competencies with a special focus on contract workmen at Kakinada, which has won awards and accolades form the group level.

Coromandel has a policy on prevention of sexual harassment (POSH) to ensure a harassment free workspace for the employees. Sexual harassment cases are dealt as per the Company policy on prevention of sexual harassment. In 2020-21, POSH committee is reorganized. All the employees are communicated on regular basis on the various aspects of prevention of sexual harassment at work through e-articles and other means of communication. For 2020-21, POSH awareness training was completed for 80% of the employees across Coromandel.

- As per the requirement of the Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act, Coromandel has constituted Internal

Complaints Committees (ICC) with a designated independent Chairperson.

S.No	Category	No. of complaints filed during 2020-21	No. of complaints as on end of 2020-21
1	Child labor/forced /involuntary labour	Nil	Nil
2	Sexual Harassment	Nil	Nil
3	Discriminatory employment	Nil	Nil

Coromandel believes, a holistic Well-being Framework places equal importance equal importance on the connectedness of Physical, Emotional and Financial Wellness on individuals' understanding on their sense of purpose. Coromandel aims to promote a positive physical and emotional health environment in the workplace, to enable and empower employees to be the best version of themselves. Employee wellbeing is intended to help them 'thrive', rather than just 'survive' – and it becomes more important all the time, as the pace of change and transformation means employees need energy and resilience to maintain high performance. Considering COVID-19 pandemic situation, people's health and well-being given more thrust and focus. Every business took this concern at top priority. Some of the initiatives initiated by Coromandel are as follows.

Physical Wellness:

- 10K Challenge:** A Fitness, Health & Happiness (FHH) initiative inspiring all employees targeting physical fitness through various activities.

Challenges / activities

- Walking 10000 steps a Day and tracking it using a Pedometer
 - Healthy eating habits challenge
 - Marathon Challenge
 - Zumba Challenge
- Ekin Care -** Coromandel has partnered with ekincare **wellness portal**, for 24/7 Teleconsultation with Doctors and diagnosis support.
 - Health Nuggets -** Weekly health nuggets communicated online with all employees on safety precautions required to combat COVID-19.
 - Employee **health and wellbeing awareness sessions** were conducted virtually by external medical experts. Dr. Sashikala and Padmashree Dr. V Mohan were amongst the few speakers for these sessions.

Emotional Wellness For an employee to be healthy & productive s/he needs to be emotionally strong & stable. The imbalance may be due to work life / personal life stress. Coromandel supports them through **Employee Assistance Program**.

1. Coromandel has developed, leave guidelines specific to Pandemic/Covid-19. Employees and their family member if tested positive will be granted a Special Leave (Pandemic Leave).
2. being conducted for workmen on COVID & safety precautions to be followed at workplace.
3. **24x7 helpline** was setup for employees to easily reach HR and seek help & timely support boosting confidence always. **HR in regular touch** with the parents of the young workforce.
4. Front Line **Corona Warriors (employees who contributed in field and manufacturing units)** rewarded for their contribution

Financial Wellness

1. The Base **Mediclaime Policy** was enhanced, which also covered COVID Hospitalization COVID Home Care.
2. Coromandel tied up with Chola insurance and provided **COVID KAVACH** Health insurance to address the needs of employees for the treatment related to Coronavirus (Covid-19).
3. To help employees to plan their life after the career (retired life) and new careers we conduct Financial Wellness sessions.

These sessions cover the below aspects:

- 5 Secrets of Financially Happy Life
- Various avenues to generate wealth
- How to be FIRE (Financially Independent & Retire Early) – to follow passion.

Coromandel leveraged technology to enhance the wellbeing of its employees. Some of the key areas are as follows:

1. Geo tagging for mapping employees' zone as well as C – Safe for online self-declaration which is linked to Aarogya Setu App which enables to trace risk level of contracting COVID infection.
2. Coromandel undertook Automation & Digitization projects to improve ergonomics and safety of employees. Some of the projects done for fy2020-21 are Online density meter and moisture analyzer, Automation for thread cutting & Auto start mechanism for stitching machines, at Vizag and Ennore, Automatic bin change over and Bag counting automation at Kakinada and Semi Auto bagging machine for granular packing at Udaipur.

Coromandel ensures continuous skill and competence upgrading of all its employees by providing access to

necessary learning opportunities on an equal and non-discriminatory basis. The learning & development process of Coromandel aims to build employee capabilities in line with the current and future core competency requirements of the organization. The company has deployed various key developmental initiatives in 2020-21.

Succession Planning and Leadership Development: A High Potentials (HiPos) development program has been launched to strengthen the Leadership pipeline in CPC business. The program is designed at 2 levels – Emerging Leaders (MG3-MG4A) and Seasoned Leaders (MG5 to MG7). The program includes assessment centers, Individual development plans, Competency based training interventions, Feedback and Coaching. The program is designed with involvement of Management Development Center, L&D team, Academia and External consultants.

Coromandel Finance Academy (CFA) – The program aims at nurturing and developing capabilities of Hi-po executives across middle and senior management in the Finance function. The Executive Development program offers blended training modules across critical areas in Finance designed in partnership with KPMG.

Finance Teach Back Sessions (FTBS) – This initiative aims to leverage internal subject knowledge expertise, foster employee engagement and improve knowledge in the functional domain. FTBS offers blended modules designed and delivered by leaders in Finance function on a monthly basis.

Retail Business Unit designed and delivered various interventions to build people capabilities in line with the competency requirements as below:

- **SPEED (Sales Performance Thru Energy, Execution and Discipline):** The program was designed and rolled out for Area Manager Retail Operations (AMROs) to enhance their capabilities in delivering their current responsibilities while preparing them for next level. The program is designed and delivered with external facilitator; 3 Modules delivered for 63 AMROs in 2 batches across the Retail Business Unit.
- **KRISHI KAUSHAL:** To Inculcate in depth knowledge on crops and various agri related aspects to RSMs and FSAs, Krishi Kaushal was initiated in association with Agri institutions at zone level with geography specific and crop specific inputs. The program is associated with Agri institutions like Research Stations and KVKs. Total 56 Programs were organized across the zones in FY 20-21.
- **Technical Training** - Crops and Products: To strengthen Agri and technical skills of the field team, various technical, crop and Products training programs were delivered – 1125 sessions delivered with 8671 Man-days.

Manpower Excellence: The manpower excellence for the retail stores aims to look at the different categories of stores based on the market potential and the actual sales

performance of the store to ensure optimal manpower in terms of quantity (no of people) and quality (in terms of competence)

All permanent employees (including women employees) and the casual/contractual employees have undergone training in the areas of safety, health, behavioral and skill upgradation. Also, Coromandel encourages and provides training and counseling to employee family members in various areas viz., home safety, home 5S, child education and family health.

Principle 4: Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized

"The fundamental principle of economic activity is that no man you transact with will lose; then you shall not" (an excerpt from Arthashastra). This was the principle adopted out by the founder of Murugappa Group over a century ago and the tradition has endured. Today, this belief continues to guide company's decisions and define its work ethics.

Our Mission is *"To enhance prosperity of farmers through quality farm solutions with sustainable value for all stakeholders"*. Coromandel strongly believes in inclusive growth. In line with the philosophy and mission, Coromandel has mapped all its stakeholders that include farmers/customers, employees, shareholders, Government, society, suppliers and business alliances, society. The Company understands the short term and long-term needs & expectations of its stakeholders through established communication mechanisms and delivers to achieve sustainable relationships.

Company's primary stakeholder is the farmer, who is economically disadvantaged, followed by economically backward communities in the vicinity of its manufacturing plants.

As a responsible corporate, Coromandel believes that it can help make a difference to the environment and change lives for the better. Coromandel makes conscious efforts for community development and to enable the prosperity of farmers. Few of the initiatives with inclusive growth approach of Coromandel that enables farmers' prosperity and community development in the vicinity of manufacturing units are mentioned below.

Coromandel Girl Child Education Scheme

The Coromandel Girl Child Education Scheme was launched in 2005 in recognition of the strong support received from the farmers of Andhra Pradesh and to help the girl child in its quest for education in rural areas. 1102 girls have been provided assistance through the scheme in the 2020-21.

The scheme has been providing financial assistance to the meritorious girl students of rural areas studying in classes IX & X. The Coromandel Girl Child Education Scheme also reached out to girl students in class-XI and class-XII to ensure continuity of support and continuation of further education. The scholarship beneficiaries underwent career counselling programs, to provide guidance to 285 girls.

Improving health conditions for communities through the provision of basic medical services in Ennore, Vizag, Kakinada and Sarigam

The Coromandel Medical Centres in the vicinity of manufacturing locations, offer Out-Patient facilities for attending to any general medical ailment. A subsidized Admission Fee is charged from the patients and medicines are dispensed on a cost to cost basis. Diagnostic services were also added to the CMCs to address the issue of expensive diagnostic services. The CMCs provided 12,423 tele-counselling services on Covid 19 aiming to provide psychological support to CMC patients especially people with comorbidities, elderly people and others from local communities. The patients were classified into Covid positive, High risk and Low risk patients. Counselling support and essential items were provided to the patients and their family members. Further, detailed case study report for each patient and counselling was provided on diet and guidance was extended on the importance of Covid safety measures including the usage of face masks, social distancing, hand washing etc. Also, a regular follow-up was undertaken by the CMC doctors. A total of 4194 patients were benefitted through the program at 4 CMCs and 1874 patients availed the services through Mobile Medical Van.

Building skills of people in rural India thereby creating employment opportunities

The project seeks to provide vocational skill training to underprivileged from economically disadvantaged backgrounds in rural areas for employment or self-employment, thereby helping them to build confidence and contribute to improving their socio-economic conditions. The training is provided on retail Banking, Finance and Insurance, agri based skills which helps them to be economically engaged in their respective areas and not migrate to urban areas in the search of employment opportunities. 175 youth have been trained in twelve batches of the program.

Employability Skills development with TATA strive

Coromandel is undertaking employability skills training with TATA strives on Banking Insurance Finance Services to impart the necessary skills required for Banking sector to youth from surrounding communities of Vizag and Ennore plant. The following set of skills is imparted to the trainees through this skill development initiative through well experienced and qualified trainers. (i) Technical skills, (ii) Self transforming skills, (iii) Operational and Marketing skills and (iv) soft skills. 40 candidates have enrolled in two batches of training.

Principle 5: Businesses should respect and promote human rights

Coromandel ensures compliance with all applicable laws of the land pertaining to human rights, in order to preserve the rights of all its internal and external stakeholders. Coromandel follows a procedure of getting an undertaking from all its suppliers/contractors that they will abide by all

the local laws as applicable to the workmen engaged by them for the Company. A special focus was given on prohibition of engagement of child labour.



Based on The Five Lights (Value System) of the Murugappa Group, Coromandel Guide to Business Conduct (CGBC) provides guidelines to set forth the principles which will guide business transaction with all stakeholders. The CGBC enables to embed the value system and respect for human rights in every aspect of business transactions including respect for employee fundamental rights, prevention of sexual harassment, any kind of discrimination and adherence to SHE (Safety, Health & Environment) policies.

Coromandel measures the progress on Human rights protection through metrics like

- Training Man-days and employee coverage for awareness on Policies and CGBC
- Number of grievances received and addressed
- Internal HR and Management audit points and closures
- 5S audit score for work environment

Coromandel has deployed various management systems towards ensuring the Human Rights and environment protection which is guided by various policies like HR policy, EHSQ (Environment, Occupational Health & Safety, Quality) Policy, 5S policy, Training and Communication policy.

There were no complaints on violation of human rights in 2020-21.

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

Coromandel gives highest priority to employee's health, Safety and Environment and has adopted the Zero harm policy. The Company has put in robust processes and established safety performance indicators to track its SHE performance. Employees are consistently encouraged to raise safety concerns and these inputs are periodically monitored and closed out. The company has introduced the 12 Life Saving Rules and promoted "Stop Work Authority" to further strengthen its safety practices. Also, the Company has carried out Safety Culture Survey for the third consecutive year and overall improvement in performance

has been observed. Subsequently, it has adopted Behavior Based Safety program "Safe start" to enhance the level of Safety culture.

The environmental impact is accessed from time to time and continuous improvement is observed through sustainable practices and responsible use of natural resources through effective implementation of Integrated Environment, Occupational health & Safety, Quality (EHSQ) Policy. The policy covers the entire operations of Coromandel and applies to its Employees, Contractors, Vendors, Visitors, and other stakeholders. All Fert & SSP business and three of CPC manufacturing facilities (Sarigam, Dahej, and Ankleshwar) successfully migrated to the new standard "ISO 45001 - OH&S Management Systems" and got certified in 2020-21.

A fundamental part of the Company's annual business planning process is environmental management, wherein each business has to frame the strategy and improvement projects for continual improvement of environment Management system through the "LTS". The company is also actively involved in sustainable development through various environmental activities at a large scale like development of green belt, continual improvement in consumption of Raw materials along with efficient energy saving practices and water conservation by recycling the wastewater, rainwater harvesting etc.

Company has adopted "Enterprise Risk Management" Approach (ERM) model to address the environmental and operations risks which challenge business continuity. As a part of this, the environmental and safety risks are thoroughly evaluated and addressed across the organization. Manufacturing sites undergo environmental impact assessment studies, as required to understand, and mitigate the long-term impacts. Also, life cycle studies are carried out for environmental concerns like plastic waste management.

Fertilizer manufacturing operations at Vizag and Ennore units use 50 % of its energy from the waste heat recovered from its captive Sulphuric acid plants, further reducing carbon footprint of the organization. At Coromandel, all Major manufacturing process have installed continuous Emission Monitoring Systems (CEMS) in all process stacks and online (CAAQMS) Continuous Ambient Air Quality monitoring system through which real time data is uploaded to respective Pollution Control Board Websites which are open to public viewing. Additional investment of ₹535 Lakhs is being done to for the upgradation of the Online Stack Monitoring systems. The regular maintenance of the OCEMS systems is ensured through the AMC through the OEMS.

As a part of ISO 14001:2015, the Company has deployed various Environmental management Programs (EMPs) like installation of gypsum neutralization process, installation of LED electrical lamps instead of high energy consuming lamps, replacement of old wound motors by new motors to conserve energy, installation of energy savers in all air conditioner units implemented across units, etc. to prevent and reduce environmental impacts due to the manufacturing

process and related activities. At Ankleshwar plant external green belt development is under progress for 15597 Sqm.

All the Fertilizer units are completely recycling and utilizing the waste waters in the process itself and Zero Liquid discharge (ZLD) is always maintained. In SSP plants, zero liquid discharge is ensured across all operations, including handling of raw materials to finish goods. All the Raw Materials are stored in the closed Go-downs to minimize the fugitive emissions.

The Company implemented the additional five elements which are enablers under advanced risk-based Process Safety Management Systems (PSMS), expanding management's commitment and involvement towards Plant safety. The company carried out Quantitative Risk Assessment (QRA) at all Fertilizer sites to enhance the contingency plans & emergency procedures to deal with societal risk. All key manufacturing sites have taken-up structural integrity upgrading program to mitigate risks related to asset integrity.

In its endeavor to continuously improve the environmental performance, various initiatives have been adopted in its manufacturing processes, to promote use of energy efficient and environment friendly technologies. Some of the environment improvement initiatives across Coromandel Include:

- o Plantation through TERI using mychorihiza bio-remediation technology has been done on the unused gypsum in an area of 11.0 acres and 9020 trees are planted.
- o Gypsum is stored only in lined area at Vizag unit
- o Continued use of Molten Sulphur at Visakhapatnam which has reduced the overall fugitive emission and reduction in greenhouse gases and regular use of the Road Sweeping machine for the reduction of the fugitive emissions.
- o At Ennore, Impervious Layer of 2 Acre developed in the Year 2020-21, to prevent the ground water and soil contamination. Separate Leachate collection pond constructed and collected water being reused in the Phosphoric Acid Plant.
- o Production of Demineralized Water at Ennore through Multi Effect Desalination system, which is operated through Sea Water System has started after Sea Water Intake Line provision made in the Sea.
- o Installation of MED plants at Ennore unit got commissioned using sea water and thus saving of natural water and the process also saves energy.
- o Ennore Unit has started transport of Gypsum via rail for the 1st time ever, moving from the earlier road movement. In 2020-21, Ennore unit has handled around 5 rakes of

gypsum which was successfully transported. Ranipet unit has also initiated PSSP dispatch through Rake in 2020-21.

- o Plant Trip interlock system incorporated at Kakinada for Ammonia release through stacks by 3 level Engineering controls to ensure no abnormal release of Ammonia into the atmosphere.
- o Kakinada unit Replaced B Train Tail Gas scrubber stack top portion, Bagging plant screen house system stack and connected scrubbers & ducts for better emission monitoring and condition monitoring of the process stacks.
- o Hospet unit has provided PVC curtains and separated the Rock godown.
- o Successfully continued the IMS certification surveillance audit of the SSP units including Corporate Office for 2nd consecutive year from the certification body M/s bsi.
- o Online Continuous Emission Monitoring System (OCEMS) upgradation at Ranipet & Kota unit including new SO2 analyzer at SAP stack.
- o STP commissioned at Udaipur for usage of recycled water in gardening purposes.
- o Dahej unit has reduced the land filling waste through various environmental initiatives and achieved cost saving of more than twenty-five lakh rupees
- o Dahej unit has initiated several new SHE projects, which are in pipeline: a) Upgradation of fire hydrant network b) Deep Sea discharge line 3. Upgradation of ETP plant with latest technology
- o Ankleshwar unit Installed Bio-compost for composting canteen food waste and using for gardening.

Coromandel has continued its support to improve the green cover through various initiatives:

- Around 53000 samplings completed during the year 2020-21 and till date total of 145000 saplings planted in Visakhapatnam city under Green Visakha with the help of District Forest Officer & VUDA
- Ankleshwar Unit has developed 40% Green Belt Area in GIDC Ankleshwar to comply with CCA Condition.
- Over-all in SSP, 2029 nos. saplings have been added with 8983Sqm area additional green belt in the year 2020-21
- Around 300 acres of Kakinada Plant is covered till date by Green Belt. Coromandel has mutually associated with EGREE Foundation for identification, development, and protection of Birds habitat in green belt area and development of bund method in waterlogged areas for protection of wet land eco

system. As on date 4000 birds were recorded within Coromandel Kakinada.

Coromandel has also received recognition for its various environmental initiatives during 2020-21:



- Hospet unit achieved CII EHS Excellence award from Southern Region and has been rated 3 stars.
- Ankleshwar unit received two-gold medals and two Distinguish awards from QCFI Gujarat Chapter for "Safe Bromine handling" & "Hazardous waste management & Handling" projects.
- Dahej Unit Participated in QUALITY CIRCLE FORUM OF INDIA (QCFI), Ankleshwar Chapter, to present the best safety practices/initiatives. Dahej Unit Secured 5 gold and 2 Silver category awards. Out of 7 nominated projects all projects/initiatives won the awards.

Various environmental studies were conducted based on requirement for continuous improvement. Some of the key initiatives in 2020-21 include:

1. Scrubber adequacy studies at Nandesari unit from Gujarat Cleaner Production Centre (GCPC)
2. EMS audit and assessment of adequacy of Pollution Control System at Hospet unit by NEERI, Nagpur
3. Occupational Health & Hygienic Studies for Hospet unit from Regional Occupational Health Centre Southern Region Bengaluru
4. Scrubber efficiency studies from MoEFCC accredited agency M/s Knowledge Lens at Vizag unit
5. Annual Safety Culture Survey 2019-20 (Visakhapatnam, Kakinada and Ennore) from UK-HSL.

To enhance knowledge on environmental advancements and new technologies, Coromandel has provided internal and external trainings on environmental aspects. Some of the Key trainings in 2020-21 that plants EHS teams attended are "Developments in Environment Management in Fertilizer

Plants", "Awareness on Proposed OCEMS, Port Holes rectification, Spare Parts pooling, network issues & AMC / CMC of Pollution Monitoring equipment" and "Master Class Training Environment by M/s Chola".

During 2020-21, there is one Environmental court case which is sub-judicious presently and there are no open show causes from CPCB / SPCB.

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

Coromandel engages in policy advocacy in a responsible manner through its membership in various industry forums & associations. Coromandel continues to share its rich experience to provide incisive insights and detailed inputs to key decision makers in planning better policies in the setting of new industry standards and regulatory development pertaining to areas such as fertilizer policies, subsidy policies, industry economic reforms, improving industry standards, development of new and unique grades of products for enhanced crop yields, inclusive development policies.

The Company works with apex industry institutions that are engaged in policy advocacy, like the Fertiliser Association of India, International Fertiliser Industry Association, Crop Care Federation of India, Pesticide Manufacturers and Formulators Association of India, Southern Indian Chamber of Commerce and Industry, Confederation of Indian Industry, Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry, National Safety Council, Environmental/Pollution Control Boards, Bureau of Indian Standards, Central Insecticides Board, State Fertiliser Marketing Federation, Petroleum and Natural Gas Regulatory Board and Gas Authority of India Limited.

Coromandel Leadership team plays an active role in industry federations. For example, Mr. Sameer Goel, Managing Director, is a Board member of IFA & FAI and Chairman of CII Telangana state, Mr. Rajavelu, EVP & Business Head (Crop Protection) is Additional Director of CCFI, Dr. Kuppusamy, Sr.GM & Head-Regulatory Affairs (Crop Protection), is a Technical and Regulatory committee member of CCFI and Dr. Rajul Edoliva, VP & Head-Business Development & Regulatory Affairs (Crop Protection), is Technical Committee member of CCFI. Mr. B. Prasannatha Rao, Executive VP and Head of HR, is a member of National Human Resource Development (NHRD) and Mr. Arun Leslie George, Executive VP and Head of Retail Business, is a member of Board of Apprenticeship training. Also, Mr. Sankara Subramanian, President (Fertilisers) is a member of FAI, Dr. Amit Rastogi, EVP-Technology is a member of Agriculture committee in IFA, member of Agricultural Sciences Advisory Committee in FAI, member of Micronutrient Fortification advisory committee at IZA and member of study advisory committee on Controlled Release Fertilisers at TIFAC, Mr. Amir Alvi, EVP & Head – Manufacturing (Fertilisers) is a member of technical committees in FAI & IFA while Mr. Kalidas P, EVP & Head – Sales & Marketing (Fert. & Org.) is a member of FAI

and Mr. Pradeep Kumar, VP & Head of HR (Fert., Org. & SND) is Co- Chairperson of NHRD and ER & IR panel member of CII.

Coromandel's engagement with the relevant authorities for responsible advocacy is guided by the values of integrity, respect and responsibility and with sustainable value for all stakeholders. Few of the key areas that Coromandel has advocated in last few years through industry associations for the advancement and benefits of farmers, as well as production augmentation and employment generation are mentioned below.

1. Direct Benefit transfer
2. Environmental Clearance for new manufacturing projects
3. GST rate on Fertiliser
4. Quality testing of SSP
5. Priority of 'Make in India' concept for Fertiliser industry
6. Balanced use of Fertiliser Nutrients
7. Neem oil coating of Urea
8. Micro Nutrient Fortification
9. Use of Sulphur enhanced Fertiliser
10. Promoting organic manure
11. Usage of Gypsum; and
12. Indigenous sourcing of Potash
13. Covid 19 related Agri recommendations
14. Strategic Sourcing for Fertilisers
15. Crop Protection Policy Measures
16. Technology interventions in Agriculture

Coromandel, for the social development initiatives and plant capacity enhancement projects, organizes meetings with the local administration and state governments to seek their participation and expertise support.

Principle 8: Businesses should support inclusive growth and equitable development

Coromandel International Limited has put in place 'Policy on Corporate Social Responsibility' to guide its efforts on CSR initiatives that contribute to inclusive growth and equitable development. Coromandel primarily seeks to impact the lives of the disadvantaged by supporting and engaging in activities that aim to improve their wellbeing. Coromandel is dedicated to the cause of empowering people, educating them and in improving their quality of life. While the company undertakes program based on the identified needs of the community, education, healthcare and community development initiatives shall remain the priority and major domain areas to make a meaningful impact on their lives in respective geographical locations.

The two most important stakeholders of Coromandel are farmers and surrounding communities.

- Businesses have forged long and enduring partnerships through crop development and procurement activities; and
- Communities residing near our manufacturing units, situated in urban and semi-rural locations.

Coromandel engages with several stakeholders such as suppliers, distributors, local communities, government and other entities in the value chain. The company collaborates with all relevant stakeholders as part of its BR initiatives.

Coromandel has developed various monitoring and evaluation tools to understand and assess the social and economic impact of various CSR initiatives. As part of this, Coromandel with support from Sigma Research & consulting private limited is undertaking an impact and perception study among its social stakeholders.

Coromandel always tries to innovate and invest in research and development initiatives which gives significant results and directly or indirectly promotes the wellbeing of society and help in mitigating the adverse impact on the stakeholders socially and economically.

Coromandel complements the government initiatives at the local and national level and engages with respective departments for smooth implementation of the programs.

Coromandel undertakes CSR initiatives/projects directly or through AMM Foundation of Murugappa group or through other NGO, Trust or agencies and entities as it deems suitable. Coromandel is creating a meaningful and measurable positive impact on the lives of economically, physically and socially challenged communities by supporting initiatives aimed at creating conditions suitable for sustainable livelihood in these communities living close to Coromandel's area of operation.

Performance 2020-21

CSR Interventions:

Coromandel CSR approach towards Health Initiatives during Pandemic

Coromandel has risen to the needs of the stakeholders during the pandemic, including communities around the Plants, and the people working to combat the disease including health personnel, police department, frontline workers including ASHA, anganwadi workers, etc. Many initiatives and supportive measures have been implemented for the benefit of communities, some of which include -

- Spreading awareness on the necessity of social distancing, hand-sanitization, conducting thermal screening and distributing masks and hygiene kits to villagers. Coromandel used pre-recorded messages, displays of posters, banners and distribution of pamphlets and portray of Yama dharmaraj skits in

the villages and communities of Vizag, Kakinada and Ankleshwar for the awareness campaigns.

- Distribution of 2,00,045 masks, 21,934 hand sanitizers to the people in the communities, frontline workers including health workers, sanitary workers, ASHA workers, Anganwadi workers across the locations. Distribution of 5,500 Hygiene kits to the villagers at Thyagavalli.
- Distribution of 12,600 rice bags and 17,120 essential kits to the below poverty line families in Villages and communities Kakinada, Ennore, Sarigam, Ankleshwar, Dahej, Udaipur, Nimrani and Thyagavalli
- Supported the Public health center with the medical equipment of Infrared Thermometer (LASER JET GUN) at Thiruchopuram, Thyagavalli. Supported the District Health officer with the medical equipment set including 500nos VTM Kit, 25nos Thermal Gun, 25nos Oximeter at Ankleshwar and Dahej. Supported 500 Covid-19 PPE sets including disposable face mask, face shield, disposable nitrile gloves and rubber boot to Government RSRM Hospital and Government Stanley Hospital, Ennore.
- Supported Medical Infra to GVMC Hospital like PPE, 3 seater chairs, 5 Litters sanitizer and hypochlorite solution, 1000 surgical masks, Infrared thermometers, pulse oximeters, face shields and established bore for RO plant at Vizag. Supported Medical Infra like oxygen concentrators to Government Head Quarters Hospital, walahah to enhance the support towards the COVID treatment facilities for the patients in speedy recovery. Supported Medical Infra like 30 GI beds, 1 Digital radiography machines, 8 HFNC machines, 5 Multipara monitors and 2 Air conditioners to the Covid ward at GGH Kakinada. 358 critical patients admitted of which 173 cured and discharged. Supported 140 Covid-19 PPE kits to Government General Hospital, Kakinada
- Supported 296 Covid positive families in the villages of Vizag, Kakinada and Ennore with the essential food and hygiene kit and have provided the counselling services

Apart from the above mentioned pandemic activities, Coromandel took pro-active and continued CSR initiatives in the field of education, health care and community development

Contribution to Udbhav School

Coromandel has partnered with the IIM Ahmedabad Alumni Association-Hyderabad Chapter to provide quality education in Rasoolpura slum. Udbhav School has classes from standard I to X, with a total student strength of 584 and staff strength of 26. Due to the pandemic, the state government has declared the closure of schools. Coromandel have supported for the provision of 3 laptops to the teachers and 60 tablets to the students. Initiated e-learning classes from 1st July for classes 2 to 10.

Improving government health facilities in Kakinada

Coromandel has refurbished the Pediatric Ward in the Government General Hospital in Kakinada in 2014. To further

improve the quality of the treatment lifesaving medical equipment was provided, at power with any pediatric ward in a private hospital. Due to the number of cases increasing rapidly in Kakinada, Coromandel has provided a Covid ward in GGH and supported with the medical equipment like 300 Covid PPE kits, 30 GI Beds, A Digital Radiography Machine, 8HFNC machine, 5 Multipara monitors and 2 Air conditioners in maintaining the Covid ward to ensure that the quality of service is maintained. 2,313 children treated through Government general hospital and the mortality rate has come down to 6.6% at GGH PICU.

Supporting the cause of congenital heart diseases among the marginalised

Hrudaya Foundation has been providing yeomen services to humanity by carrying out surgeries on children affected with Congenital Heart Diseases. In the current scenario, the surgeries and the detection camps were postponed, due to the pandemic impact. However, there are requests for undertaking surgeries. Coromandel has supported surgeries for 191 children over period of 7 years with 30 children benefited in 2020-21.

Coromandel has spent around 2% of its average net profit for the preceding financial years on its CSR activities across locations in the domain of education, health care and community development. Year wise CSR expenditure given below:

	₹ in Lakhs					
Year	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Amount	1,075	1,097	1,271	1,328	2,111	2,301

Awards:

In 2020-21, Coromandel won 4 prestigious National level awards, the details as follows:

1. Coromandel won the CSR Times award for Best Corporate in Women Empowerment on December 10, 2020 at National CSR Summit at New Delhi. The award was received for the Coromandel Girl Child Scholarship project.



2. Coromandel won the Mahatma Award for Social Good on January 30, 2021.
3. Coromandel won CSR Leadership Awards for Best Covid 19 Solutions for Community care held on February 18, 2021 at Taj Lands, Mumbai.



4. Coromandel International Limited has received the Public Relations Society of India (PRSI) National Awards under the category of 'Best Private Organization Implementing CSR' which was held on the February 21, 2021.



Coromandel works towards ensuring sustainability of its CSR programs beyond project period by creating an enabling environment for community adoption of such programs. Through its partner NGOs, Coromandel facilitates in empowering community members through structures such as Women Federations through capacity building measures so that the CSR interventions become self-sustaining programs beyond the project period. These impact the household on a larger scale and also help in improving the socio-economic condition of the family.

Appreciations

- Coromandel has received an appreciation letter from Additional Commissioner, Greater Vishaka Municipal Corporation for timely support and the contribution of 40,000 face masks to protect the sanitary and health workers involved in combating Covid19.
- Coromandel has received an appreciation letter from District Health Officer, Valsad for the contribution of 25,000 surgical face masks, 500 Sanitizer bottles and 200 pair gloves.
- Coromandel received an appreciation letter from V. Vinay Chand, IAS., District Collector, Visakhapatnam for the support towards prevention and control of Covid 19 in providing medical infra.

Impacted lives of 3,56,357 lakh community members through CSR initiatives.

Impact: 3,56,357 Beneficiaries (2020 -21)



Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner

Coromandel believes that customer-centricity is the key to long-term business sustainability. The Company has made successful engagement and provides value to the customers and consumers in a responsible manner. “To enhance prosperity of farmers through quality farm solutions with sustainable value for all stakeholders”, the Company continuously strives to enhance the value addition to the farmers through its various products and services which enable farmers to take informed decisions towards enhancing productivity. During the year 2020-21, around 4,32,000 farmers were covered through various outreach programs organized by Coromandel Retail division and Fertiliser division.

Coromandel enables overall well-being of customers and the society through its various best practices and value added services at no additional cost to customers/farmers with various aspects:

1. Nutri-clinics: Integrated Nutrient Clinics which act as one stop solution for every agri-input related need (soil tests, crop advisory, etc.) of the farmers.
2. Scientist - Farmer teleconference: As an alternate activity to scientist at store program due to Covid19, teleconferencing with crop specialists were being organized with customized content connecting the MGCs.
3. Technical advisory based on satellite aerial maps: To promote precision farming, satellite based Agro advisory program has been started across Andhra Pradesh, Telangana, Karnataka and Maharashtra. Under the program, stress maps of fields are provided to farmers and advisory is provided by Gromor staff after ground truthing.
4. Technical advisory was sent to farmers through WhatsApp groups at stores. Corporate WhatsApp messaging has been activated and opt-ins received from target farmers.
5. FPO Collaboration: Coromandel has initiated collaboration with various FPOs to support the farmer community in supplying quality inputs, agronomic support, technical training etc.
6. Soil testing services: To support farmers in application of right nutrients to soil to ensure higher crop yields and also to reduce the cost of nutrient application.
7. Agronomists: Coromandel's team of Agronomists works closely with the farmers to educate them about the usage of various farm inputs and overall solutions to the customer needs.

In view of the Pandemic, business divisions have undertaken various initiatives for the welfare of farmers, retailers, dealers and other stakeholders. Fertiliser division has distributed more than 2.5 Lakhs of face masks & 7000 liters of sanitizers amongst the farming community. Similar initiatives have been taken up by other divisions as well. Crop Protection business has organized COVID-19 related safety sessions through prestigious doctors for dealers and their family members. Masks, sanitisers, PPE kits & sanitizing machines were provided to channel partners as a safety measure.

The products of Coromandel are in adherence with and governed by respective Government rules and regulations like Fertiliser Control Order (FCO) and Central Insecticides Board & Registration Committee (CIB&RC). Hence, there is no restriction or barrier of entry for other market players and customers are having the full freedom to select the products of their choice.

Coromandel discloses all the relevant information on safe and judicious usage of its product through various channels like packaging, labeling, leaflets and website. Crop protection chemicals/specialty nutrients products are provided with the info on safe handling, dosage to crop, time and method of application, thus encouraging consumers to use products in a responsible manner. The Toll-free (Hello Gromor center) phone number are provided in all packs for enabling customers to register their queries and complaints.

Coromandel ensures that all the claims made in advertising are backed by the results established through pilot experiments, field studies and demonstrations carried out in fields and with proper registration of products as per all legal requirements.

Coromandel continuously educates and creates awareness to farmers on optimal usage of fertilisers and effects of usage of higher dosage of fertilisers and crop protection chemicals through its extensive soil testing, farm advisory, Store Advisory Board Meeting, Farmer panel Feedback and farmer education sessions.

- Soil tests : To educate the farmer on importance of soil health, soil tests were conducted by Mana Gromor Center through Mobile soil test kits. The Retail team visits the villages with the Mobile soil testing kits and do the soil tests in front of the farmers and gives the prescriptions to the farmers and educate the farmers on soil health. In the year 2020-21, around 40,000 soil Tests were conducted by Retail & Fertiliser divisions throughout the country and farmers were given nutrient recommendation.
- Crop Seminars : A total of 276 Crop seminars were conducted by Retail during the year 2020-21. 208 Crop seminars organized by Fertilisers division in collaboration with influencers like KVK scientists etc.

- OC tests were conducted across all divisions to promote balanced use of fertilisers and to promote the importance of Organic Carbon in agriculture. A total of 33915 OC tests were conducted in the year 2020-21.
- A total of 35758 field visits and 1023 field days have been organized by Fertiliser division in 2020-21

The key customer-friendly initiatives in 2020-21 include:

- **HNI Loyalty program:** Separate loyalty programs were run for HNI customers for the period June'20 to March'21 by Retail.
- **New customer acquisition scheme:** The scheme was launched to acquire new customers for the period June'20 to March'21 by Retail. A toll-free number was published to give missed call on. Customers giving missed call on the published number were given discount coupons redeemable on MGC products. New customers were given higher value discount coupon.
- **Churn retention scheme:** The scheme was launched to regain new customers for the period September'20 to March'21.
- **Focus product scheme:** The scheme was introduced to motivate the customers who bought select focus products last year to use in the current year also. The scheme was launched for the period September'20 to December'20 by Retail.
- **Category schemes:** To encourage joint usage of products, different category bundle schemes were launched by Retail like Bio Trishakthi Joint usage with fertilizer scheme. Coupon scheme was launched for Paddy and Maize seed customers to encourage them to buy non-Fert and to increase repeat purchase of seed customers
- **Gromor Paramfos Sambhrama Scheme:** In order to increase the reach under Gromor brand and increase the awareness of unique grade product Paramfos, the “Gromor Paramfos Sambhrama” scheme was launched from Jan' 2021 to March'20 by Fertiliser. Under the scheme, farmers received useful gift items through lucky draw conducted online.
- **Superia scheme:** Organic business has initiated Farmer level scheme extended to Superia product along with dealer push notifications through QR code app.
- **Gromor Festival:** First ever Facebook Dealers Scheme was launched with brand name – Gromor Festival.

Coromandel promotes increased usage of Organic compost to rejuvenate the soil condition and enhance crop yield, thereby reduce the excessive application/consumption of

Chemical fertilisers. Coromandel continually develops unique grades of products that enable slow release of nutrient to soil for enhanced retention/availability of nutrient to crops and thereby reducing seepage of nutrients

Coromandel tracks grievances from the farmer, related to products and services and creates necessary improvement for farm productivity. The number of calls by Hello Gromor for the year 2020-21 on farm advisory to farmers is as below:

- o In-bound calls – **4,593**
- o Outbound calls – **30,957**

Fertiliser Business also receives customer feedback directly from its Sales and agronomy teams during customer outreach activities or through retailer. Sales team attends to these complaints and they rope in Agronomy if the complaint is related to technical knowledge and product quality. The complaint is addressed by Agronomy team or escalated further for resolution of complaint. The company has also developed an online grievance tracking and redressal tool, TIME, to address product and packing related complaints from farmers and dealers. Speciality Nutrients has launched a customer complaint app for the internal team. The same to be used by the field team to raise any complaints in markets with a proper escalation mechanism.

Customer feedback is taken with utmost seriousness and attempts are made to satisfactorily close all customer feedback or complaints expeditiously. Around 22 complaints were received and addressed through CRM calls of 'Hello Gromor' for the year 2020-21.

There were no customer/consumer legal cases/appeals filed in 2020-21 and 17 consumer cases were pending against the Company as on 31 March 2021, involving an amount of ₹109.84 Lakhs. These complaints are contested claims and pending before consumer forum. Also, there are no cases filed and pending against the Company with respect to unfair trade practices, irresponsible advertising and/or anti-competitive behavior during the last five years.

Coromandel conducted various market research studies through external agencies and internal teams during the year 2020-21, to understand the customer's perception and satisfaction level across SBUs. Some of the important surveys done include:

- **Cotton seed preference study:** Retail division has conducted the study with an external agency. The objective of the study is to determine the most preferred cotton seed brands by the farmers and the most stocked brands by retailers and also to establish the acreage under cotton crop cultivation during the last season and estimation for the upcoming season.

- **Diagnostic study for Groplus:** Undertaken by Fertiliser division to evaluate Post launch satisfaction & Concept evaluation of Crop specific Groplus concepts in terms of likeability, believability, uniqueness, relevance, etc.,
- **SND purchase behavior study:** Study of consumer behaviors done in buying Specialty Nutrients products in selected states to help identify key factors for business planning.
- **CPC BU Survey:** Market Research Survey undertaken by CPC on Dealer Satisfaction by IPSOS for Channel partners in AP, TG, KR, MH, MP, HR, RJ and WB with the

objective to measure Dealer Satisfaction and benchmark with Industry best practices. The Business intends to leverage the survey outcomes to streamline its branding activities for better reach of the channel partners and strengthen network.

On behalf of the Board of Directors

Place: Chennai
Date: April 29, 2021

A Vellayan
Chairman