





## MESSAGE FROM THE CEO



**K.B.S Anand**  
Managing Director  
& CEO

The term sustainability may be relatively new to us at Asian Paints, however its principles are deep rooted in our ethos.

As an organisation, we are committed to continuously improve our environmental footprint as well as our social conduct. We are aware that we need to use sustainability as a strategic tool that would play a major role in,

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Doing more with less

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Effective utilisation of natural resources to achieve scalable ambitions

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Keeping us ahead of regulatory curve

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We continue our MOVEMENT towards IMPROVEMENT by achieving milestones through constant action and innovation. As a major milestone this year, I present to you our Sustainability Report 2015, in sync with our core values and philosophy.

To continue being an industry leader, it is essential to reach our goals in a way that promote longevity and resilience. In future, we would continue to raise the bar for ourselves. I invite each and everyone of you to be an active partner in our journey towards Sustainable Development.

Do read our Sustainability Report at [www.asianpaints.com](http://www.asianpaints.com)

# Sustainability

An integrated approach of managing Environmental, Social and Economic aspects, such that the business is sustainable and profit making in the long term.

## Sustainability- Key Focus Areas

Stakeholder engagements were held at Head Office and Plant locations to identify sustainability challenges. Functional heads shared their sustainability drivers and concerns. Collective inputs were reviewed & prioritised as key focus areas.

### Environment

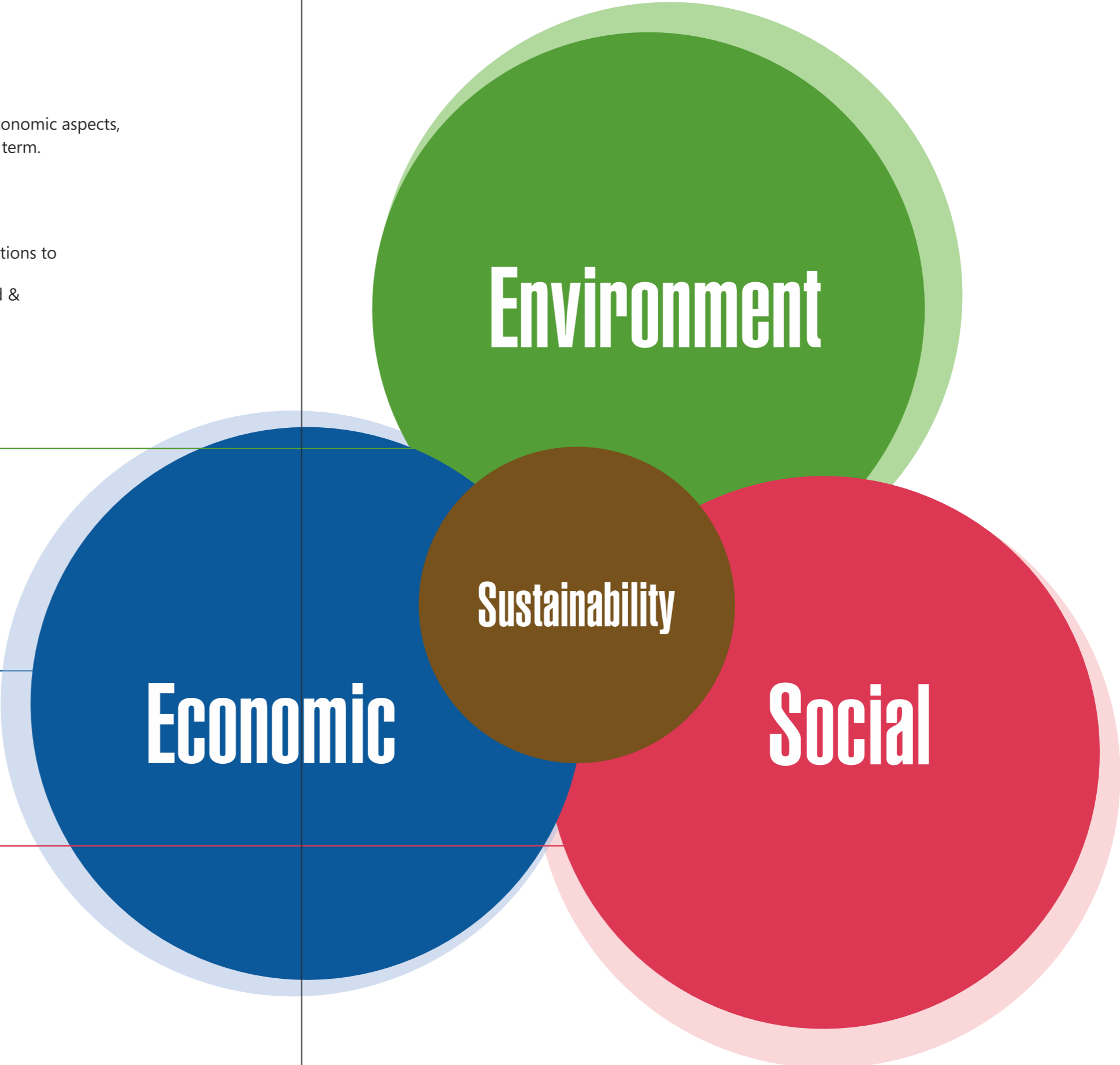
- Water Management
- Energy Management
- Waste Management

### Economic

- Economic Performance
- Corporate Governance

### Social

- Product Stewardship
- Customer Focus
- Employee Diversity Development and Retention
- Occupational Health and Safety
- Corporate Social Responsibility

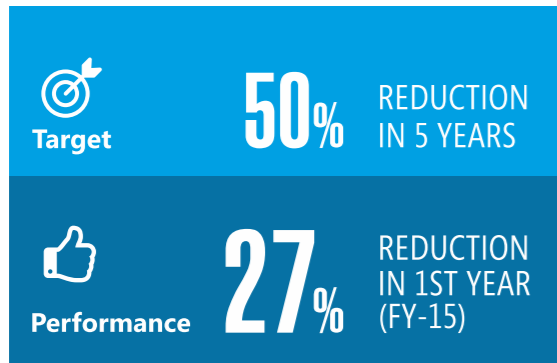


# WATER MANAGEMENT



## Specific Non-Process Fresh Water Usage

Total fresh water consumed minus the fresh water that goes into products as a raw material per KL of paint produced.

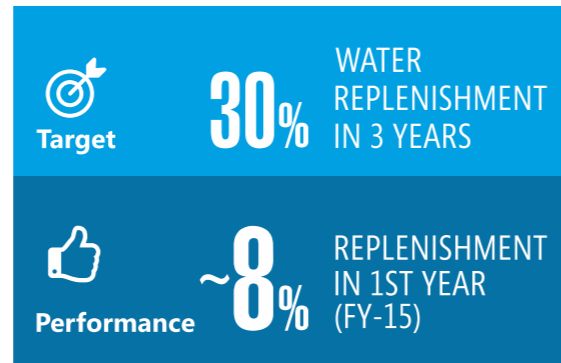


### Initiatives taken

- Reuse & Recycle of Wash Water
- Reuse & Recycle of treated water through installation of RO & MEE (Reverse Osmosis & Multi Effect Evaporator)
- Process improvement in cooling tower operations
- Reduction in domestic water consumption

## Water Replenishment

Quantum of water replenished per KL of total fresh water consumed.



### Initiatives taken

- Rain water harvesting structures
- De-silting of lakes
- Check dam construction
- Integrated watershed management through:
  - Construction of water harvesting structures
  - Training on modern agricultural practices
  - Supplementing fodder with waste malt for increased dairy productivity.

**LONG-TERM TARGET: 100% in 10 years**

## ENVIRONMENT

Base year for targets is FY-14

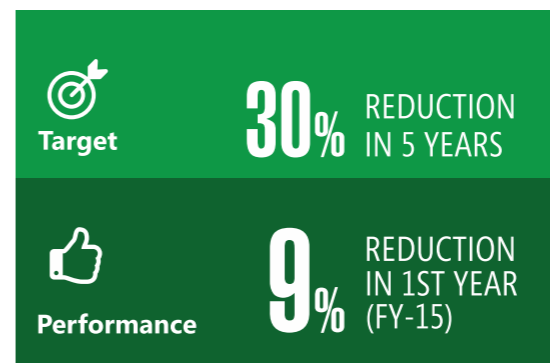
Scope: Decorative Plants

# ENERGY MANAGEMENT



## Specific Electricity Consumption

Total electricity consumed per KL of paint produced.

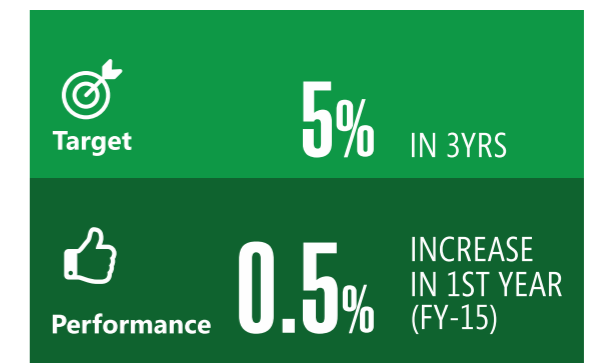


### Initiatives taken

- Consumption optimisation in production processes & utilities
- Modification of electrical equipments
- Reduction in electricity consumption (~100% replacement of conventional lighting with LED lamps at Rohtak, Ankleshwar & Kasna)

## Renewable Energy

Electricity from renewable sources as a proportion of total electricity consumption.



### Initiatives taken

- Installation of 800 kWp Rooftop Solar completed in Sriperumbudur
- Installation of Rooftop Solar projects taken at:

Khandala 2MWp	Rohtak 1.25 MWp	Kasna 0.4 MWp
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*(These projects will contribute to 6.6% of electricity consumption from renewable resources across decorative plants by end of FY-16)*

**LONG-TERM TARGET: 36% in 6 years**

## ENVIRONMENT

Base year for targets is FY-14

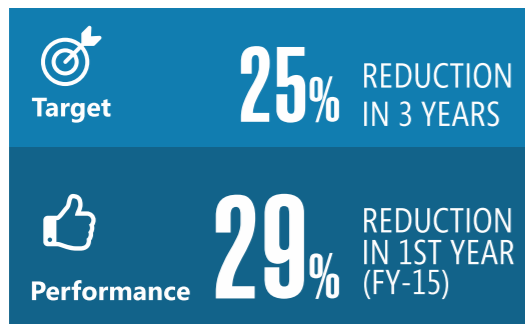
Scope: Decorative Plants

# WASTE MANAGEMENT



## Specific Trade Effluent Generation

Trade effluent generated per KL of paint produced.

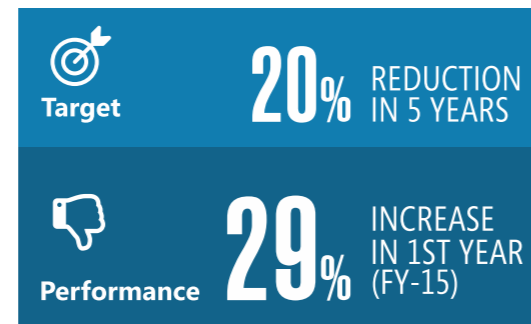


### Initiatives taken

- Reuse of wash water in manufacturing process
- Reduction at source (e.g. pressurised jet cleaning system)
- Reuse of other waste streams (e.g. steam condensate)

## Specific Hazardous Waste Disposal

Hazardous waste disposed per KL of paint produced.



### Initiatives taken

- Disposal of Hazardous Waste through co-processing\*
- Sludge reduction by alternate treatment
- Reuse of emulsion skin & barrel residues

\*Co-processing is the use of waste as raw material. A part of our Hazardous waste is used as alternate fuel and raw material in cement kilns.

## Migration to 100% recycled paper

Printing papers (A4 sheets)	Computer Stationery	Letter Heads	Notebooks
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# ENVIRONMENT

Base year for targets is FY-14

Scope: Decorative Plants

# ECONOMIC & CORPORATE GOVERNANCE



## NET REVENUE

₹. 11,649 Cr.



2009-10 to 2014-15  
INR 5,134 crores to INR 11,649 crores

Over the past five years, revenues have more than doubled.

## PROFIT AFTER TAX

₹. 1,327 Cr.



2009-10 to 2014-15  
INR 775 crores to INR 1,327 crores

## CONSTITUTION OF RISK MANAGEMENT COMMITTEE



- Conducted **23 Risk Management Workshops**
- **Covered over 450 employees** through Risk Management Workshops

## Launched Ethics Hotline



A toll free number, available in 8 vernacular languages to encourage protected disclosures

# ECONOMIC

Scope: APL Standalone

# PRODUCT STEWARDSHIP



All architectural paints are formulated with  
**No Added Lead & Heavy Metals**



All major premium waterborne architectural paints

are green as per Asian Paints internal standard

**Green Assure\***

*\*An internal framework for premium range of products, benchmarked against GS-11.*



**Royale Aspira**

only green product in India which is

**GS-11\* compliant**

*\*GS-11(Green Seal) is an international green standard for product certification*

*\*Received GS-11 certification in Sep. 2015*



**Royale Aspira** contains

**20% recycled plastic** in its packaging

**8600 MT.**

**VOC\* emission reduction** in last two financial years

*\*VOC: Volatile Organic Compound*

# EMPLOYEES



## Sambandh, a five pronged Employee Relations agenda at manufacturing facilities

- Samvaad-Communication
- Sangam-Inclusive Participation
- Shikhar-Inclusive Growth
- Saamarthya-Development
- Samriddhi-Welfare

- Took a structured approach to recognise, develop and promote operators and technicians to supervisory roles.
- Promotion of **22 operators/technicians** to supervisory roles.

### Learning & Development

- Increased focus on My Development Aim, Learnscape, People Review Process for Succession Planning & people movement within the organisation
- Function specific interventions to drive pillar culture (Innovation / Agility / People / Customer Centricity / Integration)

### Diversity & Inclusion

- Benchmarked with industries for the best practices
- Creation of 'Swara', a forum for women employees
- Gender Diversity ratio improvement agenda across APL



# OCCUPATIONAL HEALTH, SAFETY & WELLNESS



## OFFICE SAFETY



### Increased Focus on Office Safety

which includes Head Office, Transhipment Locations(TLs) and Sales Offices

## MANUFACTURING LOCATIONS



### Behavior Based Safety(BBS)

Reinforcement of safe behaviour to minimise unsafe acts through workshops at Ankleshwar.

## HEALTH & WELLNESS



Location specific interventions under health and wellness like

Lifestyle | Stress | Yoga | Meditation

# CORPORATE SOCIAL RESPONSIBILITY (CSR)



## EDUCATION

15000+ STUDENTS benefited through Magic Bus



## HEALTHCARE & HYGIENE

Touched lives of 25000+ PEOPLE through Mobile Medicare Units (MMUs)



## WATER MANAGEMENT

Created 32% of water conservation potential\*

*\*Initiatives taken across 6 decorative paint plants*



## VOCATIONAL TRAINING

Trained 8000+ painters under Asian Paints Color Academy

Spent over 19.01 Cr. in our CSR interventions



**Asian Paints Limited**

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All figures in the report are current as on 31st March, 2015.

For more information, please read our 2014-15 Sustainability Report at [www.asianpaints.com](http://www.asianpaints.com)

Please e-mail your suggestions/views/opinions to [sustainability@asianpaints.com](mailto:sustainability@asianpaints.com)