

## STAKEHOLDER ENGAGEMENT

# ENGAGING ACROSS THE VALUE CHAIN

Stakeholder identification and communication are essential for building trust and promoting a positive relationship with stakeholders. A transparent, two-way communication helps us identify issues that are material to us and better frame our business strategy and risk management policies.

Who are our stakeholders	Our stakeholders provide us with	We provide them with	Channel and frequency of communication		
			Channels	Frequency	
<p>Regular interaction with the top management and internal teams helps us identify our stakeholders. Through transparent, two-way communication, we identify issues that could have a significant impact on our ability to create long-term value. The feedback received from this engagement also helps us effectively formulate our business strategy and risk management policies.</p> <p>If any grievances are raised by any of our stakeholders, they are addressed through proper channels by the respective functions depending on the nature of the issue. For example, community grievances will be taken care of by the site-level CSR team or employee grievances will be addressed by the HR function.</p>	<b>Industry associations, CEO-led organisation and international partners</b>	<ul style="list-style-type: none"> <li>Industry insights, collaborative opportunities and global perspectives</li> </ul>	<ul style="list-style-type: none"> <li>Industry expertise, collective leadership and potential for growth in return</li> </ul>	<ul style="list-style-type: none"> <li>Industry conferences, networking events, collaboration platforms, joint projects</li> </ul>	<ul style="list-style-type: none"> <li>Periodic engagement based on industry events and partnership initiatives</li> </ul>
	<b>Shareholders, lenders and investors</b>	<ul style="list-style-type: none"> <li>Shareholders, financial analysts and portfolio managers</li> </ul>	<ul style="list-style-type: none"> <li>Returns through investments, financial transparency and strategic growth</li> </ul>	<ul style="list-style-type: none"> <li>Annual General Meeting (AGM), Annual Reports, Quarterly Media Releases, and Quarterly Investor Presentations</li> </ul>	<ul style="list-style-type: none"> <li>Regular business interaction</li> </ul>
	<b>Employees</b>	<ul style="list-style-type: none"> <li>Time, resource, skill and knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Salaries and benefits, training, career development, performance-based rewards and incentives</li> </ul>	<ul style="list-style-type: none"> <li>Internal communication platforms (intranet), e-mails, team meetings, company newsletters, and employee surveys</li> </ul>	<ul style="list-style-type: none"> <li>Annual or semi-annual reviews and feedback sessions</li> </ul>
	<b>Customers and dealers</b>	<ul style="list-style-type: none"> <li>Market demand and distribution channels</li> </ul>	<ul style="list-style-type: none"> <li>Quality products, reliable supply and business partnership opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Direct sales interactions, customer service platforms, online portals</li> </ul>	<ul style="list-style-type: none"> <li>Periodic meetings and get-togethers on product availability, promotions and new offerings</li> </ul>
	<b>Media and NGOs</b>	<ul style="list-style-type: none"> <li>Shaping public perception and community insights</li> </ul>	<ul style="list-style-type: none"> <li>Transparency, responsible practices, and sometimes support, e.g., support to Kalinganagar press forum</li> </ul>	<ul style="list-style-type: none"> <li>Press releases, media briefings, official social media accounts, NGO partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Periodic communication for news, updates, events and collaborations</li> </ul>
	<b>Suppliers and contractors</b>	<ul style="list-style-type: none"> <li>Distribution, goods and services and reinsurance</li> </ul>	<ul style="list-style-type: none"> <li>Financial support, medical aid, special incentives and rewards for motivation</li> </ul>	<ul style="list-style-type: none"> <li>E-mail communication, meeting and dedicated procurement contacts</li> </ul>	<ul style="list-style-type: none"> <li>Regular updates</li> </ul>
	<b>Government and regulatory bodies</b>	<ul style="list-style-type: none"> <li>Compliance framework and operational guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Economic growth, job creation, and adherence to regulations and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Regulatory submissions, official reports, meetings with regulatory officials</li> </ul>	<ul style="list-style-type: none"> <li>Regular reporting as per regulations, ad-hoc updates on compliance matters</li> </ul>
	<b>Local communities</b>	<ul style="list-style-type: none"> <li>Workforce and social context</li> </ul>	<ul style="list-style-type: none"> <li>Employment opportunities and community development through education and skill development; women empowerment; and infrastructure and village's infrastructure development</li> </ul>	<ul style="list-style-type: none"> <li>Community meetings, local events, community outreach programmes</li> </ul>	<ul style="list-style-type: none"> <li>Regular engagement to address concerns and updates on local initiatives</li> </ul>