

# BUSINESS RESPONSIBILITY REPORT, 2013-14

## MESSAGE FROM THE DIRECTOR'S DESK

It takes a strong framework of values inside, to be perceived as valuable outside. The values we have maintained and fostered over time have enabled us to become India's most valuable pharmaceutical company by market capitalization. Prime amongst these is the value of responsibility – not just towards our shareholders but also towards other stakeholders like customers, employees, regulatory bodies, suppliers, the society and the planet.

Responsibility is also intrinsic to our 'business of wellness'. Throughout the 31 years of our existence and flourish, our vision has remained the same – To enhance accessibility and affordability of medicines, so that maximum people in the society lead healthier lives with affordable cost.

Last year, we initiated a new journey of integrating our 'business of wellness', social welfare measures, environmental initiatives and all other sustainability executions into a structured model so as to make it more efficient and effective.

In National Voluntary Guidelines (NVG), we found an ideal instrument that provides a cohesive framework for us to organize our sustainability activities. We have drafted our employee, environment and social policies keeping in mind the tenets mentioned in the NVG and we are determined to follow them not just in letter, but also in spirit.

### Employee Wellness

We continue to strengthen our engagement with the employees throughout their journey at Sun Pharma. We inspire the best in them and help them grow along with the Company. We go beyond the Governmental norms pertaining to human rights, and celebrate the diversity and dignity of our employees. As leaders in the industry, we feel that it is also our responsibility to inject these values right across our supply chains and spread it wider into circles, where we can influence.

### Environment Wellness

A detailed EHS (Environment, Health and Safety) policy is in place to govern our operations. Listed by Forbes at 38th amongst the world's 50 most innovative companies, we use these innovations to increase the efficiency and effectiveness of our processes and save energy. We continue to invest in technology that makes us more sustainable. Many of our facilities are 'Zero Liquid Discharge' and we are in process of emulating the same for the rest of our units. In FY 13-14, 4 million kWh of energy was generated through wind power.

### Community Wellness

In addition to producing high quality pharmaceutical products that add health and well-being to the society, we are enhancing our initiatives to make these medicines more affordable and accessible. In certain cases, where critical life-saving medicines are involved, we provision them at zero-cost as well.

Other than health, our focus is on education. With our strategically designed pre-employment training modules, we continue to make opportunities more accessible to the local community.

All of our endeavours, which encompass our approach to sustainability, are detailed in this Business Responsibility Report (BRR). We are determined to continue them for a better tomorrow. Your constructive feedback will be vital and welcome.

Regards,

**Sudhir V. Valia**  
Whole-time Director

While the world is developing fast, it is also depleting its resources at a faster rate. In such a scenario, it becomes imperative for the business community to exercise its influence and leverage its expertise to make the growth more sustainable and to make the development more long-lasting.

It is also necessary for the corporate world to look beyond the realms of its own operations and understand the bigger picture. Businesses must still strive to enhance value for its shareholders, but must not lose sight of the other stakeholders.

At Sun Pharma, we believe in 'creating lasting value' - a value that is sustainable for the investors and yet responsible towards our other partners. This is achieved

by a synergy of 'business' and 'responsibility'. As one of the leaders in healthcare industry, with over 14,000+ employees, 20+ manufacturing sites, 50+ markets served and a portfolio of 1,000+ marketed products - we feel responsible for striking a balance between the triple bottom lines of economic, environmental and social.

As a responsible pharmaceutical major, it is also our prerogative to be fair, transparent and forthcoming. This includes timely disclosure of all details that may hold relevance to stakeholders and in line with the laws of the land. This Business Responsibility Report, in line with SEBI's proposed index and the nine principles of the Government of India's 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business', is one such disclosure.

## SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1	Corporate Identity Number (CIN) of the Company	L24230GJ1993PLC019050
2	Name of the Company	Sun Pharmaceutical Industries Limited
3	Registered Address	SPARC, Tandalja, Vadodara - 390 020, Gujarat
4	Website	<a href="http://www.sunpharma.com/">http://www.sunpharma.com/</a>
5	E-mail id	<a href="mailto:secretarial@sunpharma.com">secretarial@sunpharma.com</a>
6	Financial Year reported	01-April-2013 to 31-March-2014
7	Sector(s) that the Company is engaged in (industrial activity code-wise)	"Pharmaceuticals" is the primary reportable segment
8	List three key products/services that the Company manufactures/provides (as in balance sheet)	Liposomal Doxorubicin   Duloxetine   Diltiazem
9	Total number of locations where business activity is undertaken by the Company	
	1. Number of International Locations (Provide details of major 5)	US, Russia, Mexico, Myanmar, Bangladesh
	2. Number of National Locations	Facilities - Halol, Panoli, Karkhadi, Ankleshwar (all in Gujarat), Ahmednagar (Maharashtra), Maduranthakam (Tamil Nadu), Dadra, Silvassa, Jammu, Sikkim. R&D Centres - Vadodara (Gujarat) and Mumbai (Maharashtra). Registered and corporate offices - Vadodara (Gujarat) and Mumbai (Maharashtra) respectively. Pan-India Distribution Network.
10	Markets served by the Company - Local/State/National/International	58 markets served across 4 continents - Asia, Americas, Europe and Africa

**SECTION B: FINANCIAL DETAILS OF THE COMPANY**

1	Paid up Capital (INR)	₹ 2,071 million
2	Total Turnover (INR)	₹ 28,882 million (Stand-alone)
3	Total profit after taxes (INR)	₹ (28,285) million (Stand-alone)
4	Total Spending on Corporate Social Responsibility (CSR)	₹ 50.4 million
5	List of activities in which the above expenditure has been incurred	Refer Principle 8 'Equitable Development'

**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)	There is no direct participation
3	Do any other entity/entities (e.g. suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%]	In due course of time, Sun Pharma intends to take its sustainability policies and initiatives beyond the boundaries of its manufacturing facilities and spread awareness amongst the relevant stakeholders.

**SECTION D: BR INFORMATION****1 a. Details of the Director/Directors responsible for implementation of the BR (Business Responsibility) policy/policies**

# DIN Number	00005561
# Name	Mr. Sudhir V. Valia
# Designation	Whole-time Director

**b. Details of the BR head**

# DIN Number (if applicable)	Mr. Sudhir V. Valia, Whole-time Director of Sun Pharma oversees the BR implementation, however the Company does not have a BR head as of now
# Name	
# Designation	
# Telephone number	
# e-mail id	

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

	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	Do you have a policy/policies for....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2	Has the policy being formulated in consultation with the relevant stakeholders?	All the policies have been formulated in consultation with the Management of the Company and are approved by the Board								
3	Does the policy conform to any national / international standards? If yes, specify? (50 words)	All the policies are compliant with respective principles of NVG guidelines								
4	Has the policy being approved by the Board? If yes, has it been signed by MD/owner/CEO/ appropriate Board Director?	All the policies have been approved by the Board and have been signed by the Managing Director								
5	Does the company have a specified committee of the Board/ Director/Official to oversee the implementation of the policy?	The Board has appointed Mr. Sudhir Valia, Whole-time Director - Sun Pharma, to oversee policy implementation								
6	Indicate the link for the policy to be viewed online?	Copies will be made available on receipt of written request from Shareholders								
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	The policies have been formally communicated to internal stakeholders. The external stakeholders will be communicated in due course								
8	Does the company have in-house structure to implement the policy/policies.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
9	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
10	Has the company carried out independent audit/ evaluation of the working of this policy by an internal or external agency?	It will be done in due course								

## 3 Governance related to BR

1	Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year	Annual								
2	Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?	The BR report for 2013-14 can be accessed through the link: <a href="http://www.sunpharma.com/pdflist/all-documents">http://www.sunpharma.com/pdflist/all-documents</a> . It is published annually								

## PRINCIPLE 1 - ETHICS, TRANSPARENCY AND ACCOUNTABILITY

At Sun Pharma, we strongly believe that a strong governance structure enables growth. We also understand that for growth to be truly sustainable, it has to be equitable. All our mechanisms and processes are geared to achieve such a balanced growth. Toward ensuring the longevity of this balanced growth, we have adopted the highest standards of corporate governance. Our corporate governance philosophy values the following principles:

- ⦿ High levels of transparency
- ⦿ Accountability
- ⦿ Consistent value systems
- ⦿ Delegation of responsibility across all facets of its operations

Delegation coupled with accountability breeds responsibility and efficiency, while value systems and transparency make governance ethical and effective. Motivating us on this journey are our three enablers:

### Leadership

Piloting the organization in the direction of ethics, transparency and accountability is our leadership team, comprising of our Board of Directors. The Board members bring extensive experience, entrepreneurial spirit and global perspective to the management of Sun Pharma.

### Board Committees

To increase the efficiency and effectiveness of governance, specific functions are supervised by dedicated board committees, and are headed by the top management team. These Board Committees include Audit Committee, Remuneration Committee, Shareholders'/Grievance Committee and Committee of Directors.

### Code of Conduct & Policy

Our Code of Conduct helps our employees steer clear of any malpractices or misconducts and fully comply with the benchmarks of corporate governance. The Code of Conduct is further supported by the various policies on all relevant functions covering the entire gamut of business responsibility.

Our commitment towards the highest standards of governance remains firm. As a step ahead, we are in the

process of forming a Committee for Nomination and Remuneration.

We actively solicit stakeholder feedback on our business conduct. In this reporting year 2013-14, we received 8 stakeholder concerns. All have been resolved.

## PRINCIPLE 2 - PRODUCT LIFE CYCLE SUSTAINABILITY

We aim to heal the society without hurting the environment. Thus, in addition to manufacturing and formulating innovative medicines, we also strive to make our operations, environment-friendly, our processes, people-friendly and our costs, patient-friendly.

### More Power to Patients

With faltering economies and spiralling healthcare expenses, government medical funding has dwindled in many countries across the world. The cost of medicines has thus become a critical parameter.

As a leading pharmaceutical company, our endeavour is to make these medicines more affordable and accessible. Our product responsibility mantra is 'more the affordability of our products, more is our reachability to the patients'. Going a step further, we also distribute some of our critical life-saving products at no cost, to those in need.

Three Sun Pharma products that have broken the affordability and accessibility barrier are:

#### Rilutor (Riluzole)

Used for treating Amyotrophic Lateral Sclerosis (a life threatening disease), this product is distributed free of cost to all patients.

#### Decitabine

An enabler to oncology therapy, it is available at a significant discount, compared to innovator's price.

#### Istavel

A diabetes care drug, it is available at a significant discount, compared to global price.

### More Power to People

Our products spread wellness, but we would like our production to spread well-being as well. We encourage

local sourcing of raw materials and labour wherever possible. This not only keeps our carbon footprint in check by restricting the need for transportation, it also gives a shot in the arm for the local economy and talents.

But we have to walk a tight rope. The nature of our business is such that there cannot be any compromises in quality. So while we give opportunities to local suppliers, we also work towards enhancing their quality and manufacturing know-how by providing advances or short term credits to build their capacity and capability. Our facilities at Ahmednagar, Panoli and Sikkim have identified and encouraged various local vendors.

### More Power to The Planet

Our aim is to produce more sustainably. We accomplish this by adopting and following environment-friendly manufacturing processes. For more details regarding this, please refer Principle 6 of this report.

With 1000+ products in our portfolio and the nature of our production, it is a challenge to calculate our environmental performance per product. Our total annual water and energy performance with regards to our total annual production is as below:

Production: 7,672 tonnes

Water usage: 1,112,902 KL

### Energy:

Electricity (kWh)	LDO (L)	FO (L)	HSD (L)	Briquette (MT)
117,461,945	1,465,987	37,906	634,463	31,448

## PRINCIPLE 3 – EMPLOYEE WELL-BEING

Our employees are the change agents of our organisation. Their talent and passion are fuels to our operations and help us deliver exceptional products.

At Sun Pharma, we nurture our employees by providing them with a healthy and safe environment, plenty of growth opportunities, freedom of communication, fair and transparent modes of rewards, and engaging means of recreation.

Talent management for us is a holistic approach which considers and addresses every facet, right from recruitment to retirement. We have formed strategic policies for 360° development of our employees.

### Continuous Learning

Knowledge and continuous learning makes our world go round. We, at Sun Pharma hone the talent in our employees by exposing them to diverse competency enhancement platforms. Apart from the in-house training programs, a strong self-development policy extends grants to our employees towards training in acclaimed educational institutions. Those employees who show an insatiable thirst for learning, and have been with us for at least three consecutive years, are given growth opportunities under this policy.

### Equality of Opportunity

We firmly believe in giving equal opportunity and place talent above all, irrespective of age, gender, caste and cadre. From the top management to shop floor, we value every individual's opinion and provide them with ample opportunities to work, create and grow.

We nurture the diversity of our workforce, which brings varied talents to the table and is instrumental in charting success.

### Workforce Snapshot in India

Total number of employees	16,023
Total number of permanent employees	11,238
Total number of employees hired on temporary/contractual/casual basis	4,785
Number of permanent women employees	572
Number of permanent employees with disabilities	21

### Freedom of Association

At Sun Pharma, employee associations/unions are given due importance and employees are encouraged to communicate their grievances and needs under a code of discipline. At present, there is a management-recognized employee association at one location, which covers approximately 0.55% of our employee membership.

### Health and Safety

The well-being and safety of our employees never takes a back seat. Our robust Environment, Health and Safety (EHS) policy emphasizes our commitment to protect those who build our Company.

Strict compliance to ISO/OHSAS 18001 standards and other applicable laws and regulations, is a norm at Sun Pharma. We practice the 'Workplace Wellness' formula, which serves to improve the safety of our employees in every possible way. Periodic safety training programs are held across the organization. The reporting year saw the safety and skill up-gradation training of approximately 69.15% of our employees. These include permanent, casual/temporary/contractual as well as employees with disabilities.

We promote safe work practices, encourage reporting of accidents, injuries and near-misses, and discourage the usage of unsafe equipment. Our approach towards keeping the work environment safe, healthy and ideal for our employees includes incorporation of:

Safe Working Systems | Use of Personal Protective Equipment (PPE) | Safety Inspections & Audits | Emergency Preparedness | Safety Risk Management

#### Recognition & Recreation

Appreciation and relaxation avenues give rise to motivation. We have numerous modules for awarding our employees as well as thoughtful breaks, to express our gratitude and rejuvenate them. Here are some of the employee recognition and recreation paths:

- ◎ Special celebration to accord due recognition to the retiring employee
- ◎ Long-Service Award to recognize the loyalty and commitment of employees
- ◎ Family picnics to foster camaraderie

#### PRINCIPLE 4 – STAKEHOLDER ENGAGEMENT

We at Sun Pharma measure our performance based on the value we bring to our stakeholders. The opinions and insights of our internal as well as external stakeholders is a rich source of feedback for us.

Hence, we engage with all of our stakeholders by keeping 'inclusivity', 'accountability' and 'responsibility' at the core of our interactions. This helps build trust and forge long-lasting, mutually beneficial business relationships.

#### Inclusivity

The first step to inclusivity is identifying the varied concern of diverse stakeholders. So, it is crucial to interact with all of them. Here are our key stakeholders:

1. Employees
2. Neighbouring Communities
3. Patients
4. Healthcare Professionals
5. Investors & Shareholders
6. Vendors, Suppliers & Distributors
7. Government & Regulators

#### Accountability

We understand the importance of accountability in our relations with our stakeholders. Hence, we place utmost importance in putting out credible communication. Our corporate website serves as the primary platform, towards this. Also, the annual and quarterly reports, investor presentations, and official press releases are effective mediums that keep us and our stakeholders on the same page. Dedicated portals for employees, vendors and field staff are also put up to help initiate meaningful dialogues.

#### Responsibility

The well-being of the society that sustains us is one of our prime responsibilities. We are sensitive to the needs of all our stakeholders, especially those who form the lower sections. Accordingly, we build impactful interventions which bring out the best from us, for them.

For details on initiatives, please refer Principle 8.

#### PRINCIPLE 5 – HUMAN RIGHTS

Human Rights at Sun Pharma are complied with in an honest spirit that goes beyond the words on paper and actions beyond our premises. Our encompassing and uncompromising Human Rights Policy is a testimony to our philosophy on this front. The policy covers various principles ranging from freedom of association, to freedom from harassment, and has been cascaded across our operations.

Our intent and actions are both compliant with all the laws of the land, on this subject. In the financial year, there were no Human Rights violation complaints relating to child, forced or involuntary labour, and sexual harassment or discriminatory employment, against the Company.

## PRINCIPLE 6 – ENVIRONMENT

At Sun Pharma, we see every challenge in the path of environment conservation as an opportunity in disguise. We support and sustain a culture of awareness and sensitivity towards conserving and preserving the environment.

We have a robust Environment, Health & Safety (EHS) policy that guides our intentions and turns them into fruitful interventions. Our employees identify potential environmental risks and devise relevant steps to alleviate those risks. We constantly direct our efforts to:

- Ensure statutory compliance
- Optimize natural resources
- Effect continuous improvement in environment management
- Innovate greener technologies and processes
- Spread green awareness across internal and external stakeholders

### Waste Management

Responsible waste management is effectively instituted across all our operations. We operate in a way so as to reduce the production of waste, reuse recovered solvents and recycle numerous waste materials. The recycled materials include solvents, wastewater, glass, plastic liners, fibre drums, metal drum sheets, HDPE sheets and waste oil.

We have well-equipped solvent recovery and effluent treatment plants at our facility premises for recycling. Some of the materials are recycled through registered recyclers and materials like paper, plastic and HDPE are sent to scrap vendors.

Most of our facilities in India, sport in-house effluent treatment units while a majority of them dispose waste safely and responsibly at Government approved sites. Many of our facilities are certified as 'Zero Liquid Discharge' (ZLD) facility, while some are in the process of obtaining ZLD status.

### Energy Conservation

At Sun Pharma, we have implemented varied interventions to conserve every joule we can. Be it reinventing technology to generate green energy or optimising our manufacturing processes, every big and small opportunity is tapped into.

#### Green Investments

Our green investments have created a strong energy base for us. Prime amongst them is the investment in generation of clean energy. Two of our facilities are dedicated towards harnessing the power of wind to generate energy. In FY 2013-14, we generated around 4 million kWh of clean energy.

#### Greener Operations

We continue our efforts to reduce our energy consumption, towards which we have numerous on-going initiatives incorporated across the length and breadth of our operations:

- Installation of boiler economizers and air pre-heaters
- Using condensate recovery pumps
- Hot water Generation from Jacket Heat Exchanger
- Use of fuel-efficient packaged boilers that use heat from waste gases of engine exhaust
- Steam generation from exhaust gas and hot water generation from jacket heat
- All AHUs are installed with VFD to save energy
- Use of energy efficient screw chillers and Rotary Air Compressor with VFD
- Replacing reciprocating type air compressors with two screw type air compressors
- Replacing reciprocating type chillers with two screw type chillers
- Recovery of gas super heater to make hot water
- Generating steam from the waste heat of the captive power plant
- Installation of motion sensors to reduce electricity wastage
- Collection of steam condensate and transferring it to Boiler feed water collection tank

**Carbon Emission**

As a progressive and environmentally-concerned organization, we are switching from 'conventional' Furnace Oil/Light Diesel Oil boilers to 'eco-efficient' biomass briquette based boilers.

This Clean Development Mechanism (CDM) project to curtail the emissions of our operations, will fulfil two objectives:

- ⦿ Social well-being: It will generate employment opportunities and a source of income for the local population
- ⦿ Environmental well-being: It will replace fossil fuels by a carbon neutral fuel - biomass briquettes

As of now, we have six functional facilities equipped with the biomass fuelled boilers, with a total steam generation capacity of 53 tph.

As of 31st March, 2014, there were two pending notices from pollution control boards.

**PRINCIPLE 7 – POLICY ADVOCACY**

In-depth insights and strategic inputs form the core of our approach towards policy formations. Along with the policy makers, we create public policies which help us deliver more effectively and create common good for all our patients.

We collaborate with numerous trade and industry associations and organisations, as a member. These are listed below:

- ⦿ Indian Drug Manufacturing Association
- ⦿ Indian Pharmaceutical Alliance
- ⦿ Bombay Chamber of Commerce
- ⦿ Confederation of Indian Industry
- ⦿ Pharmaceuticals Export Promotion Council of India

**PRINCIPLE 8 – EQUITABLE DEVELOPMENT**

Economic progress coupled with equitable development is the best way to boost a country's development. While the former undertakes prosperity, the later accounts for factors which enhance quality of life for the citizens.

At Sun Pharma, we contribute to not only India's GDP but also improve the socio-economic fabric of the nation. The objective is to even out societal odds such as inequality, gender disparity, lack of good healthcare facilities, etc. We design our social responsibility programs to amplify their influence, at the same time multiplying their reach.

**To make our CSR efforts more structured and expand our sphere of activities, we are in process of formulating a comprehensive CSR policy which will provide direction to these efforts.**

The activities are also dovetailed to benefit specifically the financially challenged, vulnerable and marginalized spectrums of our society. For this, we plan and employ varied interventions, mentioned below:

- ⦿ We continue to provide three of our products -
  - ⦿ Lipodox, Rivastigmine 1.5/3 mg and Prasugrel (Platelet Inhibitor) at affordable rates to the patients in need. These are made available at a significant discount, compared to innovator's price.
  - ⦿ Lipodox helps in treating ovarian cancer, Rivastigmine 1.5/3 mg is used for Alzheimer's patients, and Prasugrel is used as a long-term therapy tablet for acute coronary syndromes.
- ⦿ Financially challenged patients continue to gain our assistance in the form of free-of-cost medicines. In the reporting period, we continued to give out free Riluzole to all patients. It is used in the treatment of Amyotrophic Lateral Sclerosis (a life threatening disease). We have also been regularly distributing medicines to a monastery in Sikkim. FY 2013-14 saw approximately 100 beneficiaries.
- ⦿ We held blood donation camps at our Jammu and Samba facilities, in which 90 employees participated.

### Beyond Healthcare:

We believe in pushing the envelope of our CSR activities and are determined to help uplift the underprivileged, through awareness programs, infrastructure, etc.

- Facilitated a Sonography machine for the Jayabeni Modi Hospital, Ankleshwar. This will benefit more than 1,000 patients every month.
- Organized awareness campaign for road safety, during the Road Safety Week celebration.
- Sponsored sports events to encourage players as part of our regular CSR activities.
- The Press Club of Sikkim organizes many CSR activities. We contributed by sponsoring the promotional material for their initiatives.
- Contributed funds towards the construction of the much needed boundary wall and gate around a school in Sikkim.
- Facilitated a Health Club at Superintendent of Police's office, with fitness equipment for gymnasium.
- Donation was provided to TNA Alumni Association which undertakes various CSR activities in the areas of child education, sports, public welfare etc.
- Contributed financially for constructing a water tank at Karkhadi village of Vadodara which will provide drinking water to more than 1,100 families.

The second layer to our community care module is enabling livelihood opportunities. Our recruitment project which comprises pre-employment training is strengthened to reach out to more people. During the reporting year, 288 candidates were trained, as compared to the 76 trained in the last year. After a competitive test, 245 candidates were successfully recruited as factory workers. The remaining

applicants, who were unable to secure employment, have our intensive training as an advantage in their portfolio.

Type of Training	No. of people trained	No. of locals employed	No. of non-locals employed
Pre-employment	288	110	135

Apart from deploying powerful programs, we periodically measure their impact through feedback collected via varied mediums. However, no formal impact assessment framework is in place for the same. We are working to implement a formal system towards gaining more accurate response.

We participated in the Standard Chartered Marathon – a charity drive, to contribute to the Shrimad Rajchandra Love and Care (SRLC), a global movement to improve lives with spirituality. The marathon encouraged many corporates and individuals from all sections of the society, to aid various NGOs in their mission.

For information on the Company's direct contribution to various Community Development Projects, refer Section- B, point 4.

### PRINCIPLE 9 – CUSTOMER VALUE

We value our patients the most. Hence, we leave no stone unturned in safeguarding their health. From delivering affordable medicines to increasing accessibility, from practising the utmost stringent quality standards so that our products are safe, effective and easy to use, to ferreting for customers feedback, insights and timely addressing of their issues. We undertake a holistic approach towards generating more value for our customers across the globe.

**Active Engagement**

We engage with our customers through a healthy 'give' and 'take' relationship as detailed below:

<b>Give</b>	<b>Take</b>
<p>Explicit information for all our products, which complies with the applicable labelling codes and specifications.</p> <p>We have a Code of Conduct in place to guide our employees while dealing with customers. It helps them undertake transactions in a transparent, ethical and fair way. All the dealings with customers are carried in a way so as to eliminate every possible miscommunication.</p>	<p>A strong 'Customer Centricity Policy' is instituted which encapsulates our approach towards customer's needs and grievances. We collect periodic feedback, suggestions, insights and timely address customer's issues. No formal consumer surveys were conducted in the reporting year, but our medical representatives continued our practice of seeking feedback in person, with doctors and pharmacists.</p>

There is no case filed by any stakeholder against Sun Pharma, regarding dishonest trade practices, irresponsible advertising and/or anti-competitive behaviour, during the last five years.

**Product Safety**

We realize that the nature of our products demands that we remain extra cautious towards its quality. Hence, we have incorporated Pharmacovigilance SOPs to methodically detect, examine and gauge any adverse effects which may arise in the products. This proactive approach helps us eliminate them at the design stage itself. Besides, our scientists put in uncompromising efforts and are constantly vigilant when it comes to adhering to global standards in product safety, throughout the value chain.

We have a 360° quality management system. It entails keeping an updated and exhaustive database which holds a record of unfortunate events. The adverse impact reporting form for the same is made accessible to both, healthcare and non-healthcare stakeholders, through the Company's website. The complainant's identity is kept confidential and is protected by strict measures. The information thus generated is filtered and is utilized for regular assessment of the benefit-risk ration of the medicines.

**Specialty Healthcare**

Sun Pharma continues to bring more value to its customers, by amplifying availability and affordability of quality Specialty medicines. Our extending geographical footprint helps us reach out to maximum possible patients. We cater to niche therapy areas of psychiatry, neurology, cardiology, nephrology, gastroenterology, orthopaedics and ophthalmology.