There is no sustainable economic performance without social responsibility. Pernod Ricard India is committed to promote responsible drinking, protect the planet, develop communities, engage partners and empower employees with an entrepreneurial spirit.
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I am happy to present the second edition of Pernod Ricard India’s (PRI) Sustainability & Responsibility (S&R) handbook.

Pernod Ricard India is committed to conduct business Responsibly and Sustainably and this commitment is fully embedded in Pernod Ricard India’s culture and involves all employees. We strongly believe that as an organization, we need to make a positive change in our communities by taking benefit of our S&R programmes to the last individual in the chain.

The CSR initiatives at PRI encompass a wide range of programmes in the environmental sustainability, community involvement and health & sanitation space. Our CSR campaigns are designed based on research undertaken to assess needs of the stakeholders keeping in mind the core philosophy of the company.

I take pride in sharing that all our initiatives have been well acknowledged by the stakeholders in the states we work in, with the state governments supporting the programmes.

We have expanded footprint of our initiatives on water conservation within and outside the fence. While initiating water efficient processes in our manufacturing facilities, we have adopted water interventions to increase water availability among communities.

I hope you will enjoy reading through the handbook and we would love to hear your feedback, you can reach out to us at csr.india@pernod-ricard.com

**Sunil Duggal**
Vice President - Corporate Affairs
PRI’s Sustainability & Responsibility Vision

Pernod Ricard India aims to give back to society and address social, economic and environment sustainability by delivering on corporate social commitments while partnering in India’s development initiatives.

Mission

Pernod Ricard India aims to act and be recognised as the leader of responsibility in the Alcohol Industry through the Company’s commitment to promote responsible drinking, protecting the planet, developing communities, engaging partners and empowering employees, all with an entrepreneurial spirit.
Our Commitment

**Our Commitment**

**OUR COMMITMENT**

**SPREADING RESPONSIBILITY**

**PROTECT OUR PLANET**

Inspired from the start by Paul Ricard, environmental protection is deeply rooted in the history of Pernod Ricard, which has made it a priority in its corporate social responsibility policy.

**PROMOTE RESPONSIBLE DRINKING**

Promoting responsible drinking is the centerpiece of PRI’s CSR engagement. Pernod Ricard promotes a responsible drinking culture and combat alcohol misuse through education and enforcement campaigns across India.

**EMPOWER OUR EMPLOYEES**

Employees are at the heart of the group’s CSR platform as Pernod Ricard’s best ambassadors. The engagement of each employee is cultivated and promoted through a collaborative and convivial work environment where talents can grow and where employees are empowered to make a difference.

**DEVELOP OUR COMMUNITIES AND ENGAGE OUR PARTNERS**

Alongside the development of its business, Pernod Ricard is committed to sharing values with local communities and its business partners, building sustainable win-win relationships.
The Initiative

- Pernod Ricard India has been supporting a Charitable Trust – ‘Seagram One Rupee Fund’ since 1994.

- It started out by contributing to education of blind persons through distribution of Daisy readers. It thereafter focused on setting up Primary Health Centre (PHC) at varied locations in India. Further the trust carried out relief work during natural calamities like Gujarat Earthquake, Tsunami in Chennai, floods in Uttarakhand and J&K, etc.

- In 2004, the Trust set up its first PHC at Nasik and started mobile clinic services in the remote villages of Maharashtra.

- In 2006, it partnered with Haryana State Government and started a PHC in Gurugram including service to the community through Mobile Clinics.

- In 2007, a PHC was started in Behror with two doctors including an Eye Specialist.

- The PHCs undertook large scale prevention and sanitation drives through Eye and Health check-up camps.

- In 2015, fourth PHC was started in Kadarpur village, near Gurgaon to provide health care benefits to the village benefitting three other neighboring villages Ullahwas, Behrampur and Medawas.
Sustainability at Pernod Ricard India

Sustainable Development meets the needs of the present without compromising the ability of future generations to meet their own needs.

The activities of the trust:

• takes into account the expectations of stakeholders.
• is in compliance with applicable laws.
• is integrated throughout the organization and practiced in its relationships within its sphere of influence.
Medical Facilities

Free facilities at Primary Health Centres

- Consultations by highly qualified doctors assisted by qualified Paramedical staff.
- Free medicines to the extent possible for economically weaker section of the society.
- Diagnostics.
- Ambulance facility at all dispensaries.

Specialized doctors available in some of the dispensaries

- Ophthalmologist.
- Physicians.
- Dentist.
- Gynaecologist.

Free healthcare facilities include primary healthcare and preventive awareness.

The mobile units equipped with a doctor and a paramedical staff each, visits target villages regularly to diagnose patients and dispense free medicine.

Each registered individual also gets a Health Card which helps in knowing case history for effective treatment, up-to-date reporting, data collection and analysis.

All medical facilities are free of cost
Preventive Healthcare

Special Health Camps: These camps are aimed at creating health awareness and screening for common but critical diseases such as eye ailments, lifestyle disorders, women & child diseases and disability.

There are insufficient medical amenities in and around the regions.

Easy diagnostic facilities available to underprivileged in the remote areas of Rajasthan, Haryana and Maharashtra.

Minimum 4 Health Camps annually

Target
People

Need-based community initiatives

Specific Health Check Camps.

Immunization.

Fogging for preventing mosquito breeding.

Chlorinating water.
Overview of the Dispensaries

Pernod Ricard India supports healthcare facilities of Seagram One Rupee Fund through four fully equipped Primary Health Centres (PHCs) at Gurugram (Haryana), Nasik (Maharashtra) and Behror (Rajasthan) along with mobile ambulances.

PHCs operate on a self sustained model and support in consultation, medicines, diagnostics and providing ambulance service in the local area. Collectively, the PHCs attended to ~9 lakh patients till date.
Supporting underprivileged through healthcare

Patients benefitted

<table>
<thead>
<tr>
<th>Location</th>
<th>Patients benefitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gurugram Sector 45 up till December 31, 2016</td>
<td>4,19,750</td>
</tr>
<tr>
<td>Gurugram Kadarpur December 31, 2016</td>
<td>18,119</td>
</tr>
<tr>
<td>Nasik December 31, 2016</td>
<td>8,82,372</td>
</tr>
<tr>
<td>Behror up till December 31, 2016</td>
<td>3,19,268</td>
</tr>
<tr>
<td>TOTAL</td>
<td>15</td>
</tr>
</tbody>
</table>

Camps

Eye & Health Camp

- Patients benefitted: 12,357
- Eye glasses distributed: 5,407

Seagram One Rupee Fund has been at the forefront of helping communities, working relentlessly to deliver preventive healthcare to the underprivileged.

*Data as on December 31, 2016*
Gurugram Dispensary

- In 2006, in partnership and under an MOU with the State Government, the Trust established its first Primary Health Centre [PHC] at Kanhai Village, Sector-45, Gurugram.

- The Trust employed qualified doctors in various specialities.

- The Trust further undertook to dispense medicines free of cost to the underprivileged patients.

- There has been a strong positive feedback of the State Government so much so that in the State Legislative Assembly, the Partnership was referred to as the ‘Seagram Model.’

- Gurugram PHC has provided medical facilities to ~4 lakh patients till date.
Behror and Nasik Dispensaries

Nasik Dispensary

- Opened in November 2004, the dispensary has provided medical facilities to ~1.25 lakh patients till date.
- Located near the Pernod Ricard Distillery in Nasik district and caters to the needy residents of nearby villages.
- One doctor attends the patients at the dispensary and also visits the nearby villages in an ambulance daily, facilitating medical consultation and free medicines.

Behror Dispensary

- Opened in April 2007, the dispensary has provided medical facilities to ~3 lakh patients till date.
- Located near our distillery at Behror in Rajasthan, catering to the locals and the nearby villagers.
- There is no alternate medical facility available for miles.
Kadarpur Dispensary

Realizing the growing importance of health care in India, PRI inaugurated fourth PHC in 2015 at a village ‘Kadarpur’ in Gurugram which has a population of ~6,500, mostly migrant workers. This dispensary caters to 3 other neighboring villages Ullahwas, Behrampur and Medawas providing health care benefits to over 18k people in the region. The new PHC started receiving response from day one of its launch since there was no other health care centre nearby to cater to the needs of the local residents.
Eye and Healthcare

**Eye & Health Camps for Truckers** - Free consultations by Eye Specialists and Physicians for overall health check

- Engaging truck drivers - business partners
- Conducted 15 Eye & Health Check-up Camps across various parts of our country
- Facilitated examination through qualified doctors over 12k truck drivers and distributed over 5k spectacles free
- Awareness on don’t drink and drive

Over 43% drivers needed spectacles after check-up
PRI provided free spectacles to drivers
Unique initiatives for Truck Drivers

Road accidents result in ~100,000* fatalities annually, the country has the worst road traffic accident rate worldwide.

- Most of the truck drivers don’t get an eye-check due to lack of awareness, money and medical facilities.
- PR India uses around 400 trucks a day (incoming and outgoing) across 30 locations and therefore wanted to create a viable platform for truck drivers as there is no existing model for them.

The overall objective of the UN road safety goals, for the Decade of Action for Road Safety is a 50 per cent reduction in fatalities and serious injuries on the roads of Asia and the Pacific in 2011-2020.

*Source: Ministry of Road Transport & Highways
Eye & Health check-up camps for truck drivers across the regions | SPREADING RESPONSIBILITY
Glimpse of Eye Check-up Camps for truck drivers at various locations in India
Other Contributions

- Donated Portable Cabin to school for kids of migrant workers
- Provided Library Facility in school
- Donated Benches to school in Kadwa Village
Girls School gets new toilets and sanitation facility under Pernod Ricard India’s CSR programme

Clean hygienic toilets are basic necessities in every school and educational institution. However, there are a vast number of schools in rural areas in the country that do not have toilet facilities. Due to this, children are irregular in attending school and may pick up diseases related to health and sanitation. One of the top priorities of the Government of India has also been to provide clean toilets under the “Swachh Bharat” campaign.

Pernod Ricard India took up the project in various schools in Rajasthan & Maharashtra to construct new toilet blocks and create clean drinking water structures in order to provide better health and sanitation facilities in the Schools.
Relief during natural calamity

Jammu & Kashmir

State of Jammu & Kashmir was impacted by torrential rainfall in 2014. Constant rain and landslides have wreaked havoc in the state and has brought life to a standstill, claiming over 150 lives, inundating hundreds of villages and leaving millions stranded. The State Government was in dire need of support for basic necessities to help and support millions of homeless people. Responding to the need of the hour Pernod Ricard India dispatched a consignment of essential and emergency medicines to aid the relief operations in flood-hit Jammu and Kashmir.

Nepal

The 7.9 magnitude earthquake which struck Nepal on April 25, 2015, resulted in the death of over 7,000 people, injured more than 14,000 and caused severe destruction and damage across Nepal. The damage and destruction rendered thousands homeless. Pernod Ricard India responded by seeking to find means to deliver immediate medical and humanitarian assistance.

As part of ‘Operation Maitri’ which is the largest ever support operation by India in response to a natural calamity abroad, Pernod Ricard India arranged for a dispatch of relief material carrying 2 tonnes of essential medicines and 2.3 tonnes of blankets and tents through Indian Army.
Chennai

Tamil Nadu was pounded by the heaviest rainfall in over a century during December 2015, where the capital city, Chennai, received more than 300 mm in 24 hours. Rainfall broke several records and caused widespread damage and destruction in Chennai and parts of Tamil Nadu.

Normal life came to a standstill due to submersion in water and all modes of transport were severely affected. According to the news reports the loss to the state and the people from the rain and flash floods this northeast monsoon season apparently is estimated to have crossed a staggering INR 150000 million approx.

Pernod Ricard India rose to the occasion immediately in line with its CSR philosophy to extend assistance by providing food products worth INR 150,00,00 to the Indian Army who worked round the clock to provide aid to those affected by this calamity.
Sustainable Water Management

Background

The importance of income for a living and groundwater for the existence of human society cannot be overemphasized. Groundwater is the major source of irrigation and drinking in the rural areas of India. Being an important and integral part of the hydrological cycle, its availability depends on the rainfall and recharge conditions. Water recharge structures were created in Maharashtra and Rajasthan. Water user groups are being formed which shall be responsible for long term maintenance of the structure for sustainability.
A total of approx 32,000 cu m of water storage capacity created with 4 structures in its first phase at Phagi block in Rajasthan.

Pernod Ricard India created water harvesting structures in Maharashtra. A total of approx 80,000 cu m of water storage capacity is created with 3 structures in its first phase at Nasik in Maharashtra.

Construction of four water harvesting structures that would recharge ground water and facilitate water availability for –

- **Drinking**
- **Agriculture**
- **Sanitation**
- **Livestock**
Case Study

Unique Initiative - Employees joined hands with Company for restoration of PHC in Uttarakhand in 2013

March 27, 2014

During the devastating floods in several parts of Uttarakhand in June 2013, many areas were severely affected with many civic amenities getting damaged in the catastrophe. Narayan Bagar a small town in Chamoli District of Uttarakhand was amongst the areas that suffered the most.

- Pipeline bringing water to the PHC (about 1.5 km long) was completely broken and water supply had stopped. This needed to be restored.
- Facility roof was damaged and water had leaked in every room damaging the equipment and records. The entire roof had to be replaced.
- The retaining wall at the back of the PHC was broken. This wall acted as a barrier and prevented debris from falling on the PHC.
Mud and debris had accumulated in the hospital premises. This had to be removed before any restoration work could begin.

As a CSR initiative, Pernod Ricard India undertook the above mentioned tasks along with the construction of the following new facilities:

- Construction of multipurpose hall (50 ft x 20 ft) on open ground for activities such as rest rooms for visitors, emergency, etc.
- A new labour room adjacent to ladies ward.
- Construction of new toilet in existing labour room and repair of ladies/gents toilets.

Works under taken by PRIPL were completed and on March 27, 2014, the same were inaugurated and handed over to the District Administration by the District CMO and Chief Guest for the event, Dr. Ajeet Gairola. The local administration was represented by the CMO, Dr. Gairola, Dy. CMO, Dr. Pankaj Jain, Dr. Manoj Kr. Singh, in-charge of the PHC and staff.
“My sincere thanks to the trustees of ‘Seagram One Rupee Fund Trust’ for holding a free Eye and Health Check-up for truck and auto drivers. We are grateful to the trustees to make such Health Camps a successful reality.”

Hansraj, Inspector, Gurugram Traffic Police

“The setting up of PHC for slum dwellers and rural poor people is a laudable cause. I wish you all the success.”

Bhupinder Singh Hooda, Chief Minister, Haryana
PRIPL manufacturing unit at Behror conferred the prestigious 'Bhamashah' award by the Government of Rajasthan.

National Award for Excellence in Water Management 2016.
To ensure that the consumption of our products is an enjoyable and safe experience, Pernod Ricard promotes a moderate drinking culture and combats alcohol misuse through educational campaigns run by PRI employees. The group has also defined strict internal ethical marketing standards through its Code for Commercial Communications.
Promote Responsible Drinking

Pernod Ricard promotes a responsible drinking culture and combat alcohol misuse through education and enforcement campaigns across India.

A SINGLE PLEDGE CAN MAKE MILLIONS WALK THE LINE

- Educating young adults on Responsible Drinking
- Advertising in magazines
- Don’t Drink & Drive messaging in Pubs & Bars

The drinking culture in India has evolved over the last few years. With an increase in disposable income, drinking alcohol has gained social acceptability. As the trend changes, binge drinking, or drinking large amounts of alcohol in a short span of time, especially by youngsters have become a widespread phenomenon.

However, it is observed that the youth engage in irresponsible drinking due to sheer lack of awareness.

Keeping the objective of inculcating a culture of responsible drinking in mind, Pernod Ricard India initiated a programme to hold a short interactive session conducted by employees of PRI with young employees in corporate across India – which helped them in getting a better perspective on the correct way of consuming alcohol. The do’s and don’ts and a few scientific facts on how the alcohol works on the body.

PRI is the first and the only alcohol beverage company to sustain ‘Responsible Drinking’ campaigns on TV and print for more than 14 years in India with extensive support at points of consumption.
Responsible Drinking Campaigns

A landmark CSR project of 2014, the Crushed Car Installation was handed over to Haryana Traffic Police HQ where it is prominently displayed at the entrance. The strategically located installation has been receiving positive response from the visitors at Traffic Police Headquarters every day.

Installation at the most popular restaurant area near the Head Office in Gurugram

Crushed Car Installation at various locations in Delhi and Gurugram
In an innovative & unique manner CSR team developed a 2½ minute orientation programme on responsible drinking reaching out to individuals to participate and learn to be responsible.

Pernod Ricard India employee taking ‘Responsible Drinking’ session with the corporates.
CSR initiatives with State Government

- Government of Mizoram lifted ban on civil liquor after 18 years due to concern on issues like drinking and driving.
- State Government wanted to reach out to people to make them aware of the ill effects of drinking and driving.
- Government trusted Pernod Ricard India as the Company shares the same concerns and have been relentlessly working on Responsible Drinking.

- Pernod Ricard India created an audio visual clip of 17 minutes on responsible drinking. In the AV, local residents from North East were also included. The AV is dubbed in local language with messages from Excise Minister and Commissioner of State for Excise and Narcotics.
• Mizoram lifts ban on sale & consumption of alcohol after 18 years.
• PRI comes forward with a strong CSR initiative.
• PRI creates an audio visual called “Youth Trumpet” to educate responsible consumption of alcohol.
• The AV becomes the first to be used by State Government in six different languages.
Empower Our Employees

Employees have always been at the heart of our CSR engagement programmes.

We cultivate employee engagement and promote a safe collaborative and convivial work environment where talents can grow and where employees are empowered to make a difference.

1. **TURN EMPLOYEES INTO AMBASSADORS OF RESPONSIBLE DRINKING**
   Raise awareness among employees about the group’s commitment.

2. **ENSURE RESPONSIBLE DRINKING PRACTICES**
   a. Adopt a responsible behaviour.
   b. Spread responsible drinking messages around.

3. **ENCOURAGING EMPLOYEES TO ENGAGE WITH COMMUNITIES BY EMPLOYEE VOLUNTEERING PROGRAMME**

4. **ONE DAY FOR GOODNESS**
   Every employee is committed to dedicate one day towards community welfare activities to spread happiness.
The secrets of nature give soul to our spirits...

...we revere the environment
Environment Projects
Sustaining the Ecosystem

- Tree Plantation
- Investing in Solar Energy
- Environment Sustainability through re-engineering of packaging

Spreading awareness about environment
Tree Plantation Drives are organized each year
Projects on Rain Water Harvesting
Water Conservation
Effluent Management Systems

Sowing seeds at our factories across India
Environment celebration
Greater Focus on Solar Energy

- 600 W of Solar Energy to be generated at Nasik and Behror.
- Roads and infrastructure development.
- Road safety drives.
- Value addition of waste-bricks from Boiler Ash.

Skill Development

Under the three Pillars of CSR, In “Develop our Communities & Engage our Partners” Pernod Ricard India has taken up a project on Social Skill Development which aims to improve employability of youth in India. An initiative was taken the project named “Ek Sunehra Kal” (A Golden Tomorrow), this programme is designed to train underprivileged youngsters to develop special skills to help them get a job and become financially independent. Having successfully trained over 600 youth, The company has scaled up the activity in other regions such as Maharashtra and Telangana.
Protecting Our Environment

- Saving Paper by removing partitions
- Water foot printing
- Reduction in Energy Conservation
- Reduction in Weight of Glass Bottles
- Use of Waste Husk in Boilers
Pernod Ricard India created water harvesting structures in Maharashtra and Rajasthan.
Pernod Ricard India

in News

General health and eye check-up camp organised for truck drivers

Chowmschools get better water facility

Netra raksha, suraksha

Bhanwar Singh Award to Pernod Ricard

CSR initiatives
CORPORATE ADDRESS

PERNOD RICARD INDIA (P) LTD.
Building No. 8A, 4th Floor, DLF Cyber City,
Phase II, Gurugram – 122 002, Haryana, India
Telephone: +91 (0124) 2358001-8 | Fax: +91 (0124) 2357624

REGISTERED OFFICE

104, Ashoka Estate, Barakhambha Road, New Delhi – 11 0001
Telephone: +91 (0124)235 8001-8 / 406 5001-8 | Fax: +91 (0124)235 7624
CIN: U74899DL1993PTC055062 | Email: info.india@pernod-ricard.com
Website: www.pernod-ricard-india.com