

Corporate Social Responsibility (CSR) Policy

1. Policy Statement:

At CEAT, the Corporate Social Responsibility is an integral part of our Company's ethos and is one of its core business tenets.

As a responsible business corporation, the Company takes pride in taking effective CSR initiatives which are vital towards fulfilling critical societal needs and gaps not only in the communities it operates in, but also society at large on sustainable basis. Therefore, some CSR initiatives have also been aligned with the Millennium Development Goals (MDGs)* established by the United Nations. CEAT also encourages Employee Volunteering so that our employees can give back to the communities they live in and become responsible citizens.

2. CSR Vision:

Our Vision is to drive ***“holistic empowerment”*** of the community, through implementation of sustainable initiatives which will have maximum societal impact by identifying the critical needs and gaps.

3. CSR Philosophy and Approach:

The Company proposes to create social impact through 'hands on' execution of the social initiatives, directly and / or through partnerships with individuals, institutions, NGOs and local Government bodies in a PPP model for the purposes of accessing expertise/enhancing resources and for support in project implementation. We will also strive towards the MDGs established by the UN, and play our part as a responsible Indian & Global corporation.

*The Millennium Development Goals (MDGs) are eight critical social goals for developing countries like India. They are **guidelines** for all the social initiatives by **UNDP** (United Nations Development Program) and **Govt of India**. India's progress on the MDGs is evaluated annually by UNDP.

For more info : <http://www.un.org/millenniumgoals/>

4. CSR Objectives:

The Company may carry out any one or more of the CSR activities, notified under the Section 135 of the Companies Act, 2013 from time to time, inter-alia the following:

- a. To fight hunger, poverty and malnutrition
- b. To promote health care
- c. To promote education and enhance vocational skills especially among children, women and differently-abled persons.
- d. To promote gender equality
- e. To facilitate Rural development

5. CSR strategy & Initiatives:

The Company commissioned Tata Institute of Social Sciences (TISS) to identify social needs and gaps in and around the geographies it operates. As recommended by TISS in its report, The Company, for achieving its CSR objectives, will operate at three tiers of the ecosystem, which it believes encircles its philosophy & values:

Tier 1 (Plant's Local Community)

Development of the local vicinity around the Company's plants in the areas of Primary Education, Skill development and Community Development via Health, Nutrition & Water based interventions.

- **Pehlay Akshar** program is a large scale program for Primary Education with special focus on practical English speaking & reading skills to enhance employability. Pehlay Akshar operates at all our locations across India.
- **Saksham**, a skill development program will focus on alternate livelihoods training for women & technical training for youth.
- **Jeevan is an integrated community project** which will focus on improving all round quality of life in the areas of clean drinking water, overall health and nutrition based interventions amongst others. These have been identified as critical local need gaps from the baseline study done by Tata Institute of Social Sciences (TISS), CSR Hub.

Tier 2 (Company Level)

Promotion of Gender Equality & Women's Empowerment by driving powerful social change in the motor driving/transport industry through **Swayam** program which aims to empower women by training them in driving skills to enhance their livelihood across various sectors...cab transportation, home care, patient care, school care etc.

Tier 3 (Society at large)

India has the world's largest blind population (18Mn) and nearly 80% of the cases are preventable with suitable & timely eye care interventions. Our flagship **Netranjali** project is a Vision/ Eye care initiative which will focus on eye care interventions ranging from children to senior citizens thus reducing the incidence of preventable blindness.

The pictorial presentation of and goals set under the above 3 tier CSR strategy are given in Appendix 1 and 2 for better understanding the impact thereof.

6. CSR Governance & Implementation:

The Board of Directors of the Company has constituted a 3 member CSR Committee, consisting of one executive director, one non-executive director and one independent director. This Committee will be responsible for the following:

- a. To give strategic direction to the CSR initiatives,
- b. To formulate and review annual plans and programmes
- c. To formulate annual budget for the CSR programmes
- d. To monitor and report to the Board the progress on various chosen projects

CEAT's CSR initiatives can be implemented directly and / or through the RPG Foundation or any other foundations, trusts, not for profit organizations with an appropriate track record, NGOs and local Government bodies in a PPP model for the purposes of accessing expertise/enhancing resources and for support in project implementation. We will also strive towards the MDGs established by the UN, and play our part as a responsible Indian & Global corporation. Such NGOs will be registered organizations under the relevant laws eg Income Tax Act.

Any surplus arising out of the CSR projects or programs shall not form the part of the business profits of the Company.

7. Monitoring of CSR Initiatives:

CSR Committee will be responsible to monitor the CSR implementation of the CSR initiatives inter-alia through:

- a. Programme Planning
- b. Implementation plans and schedules
- c. Situational and other assessment tools
- d. Any other tools

8. Miscellaneous:

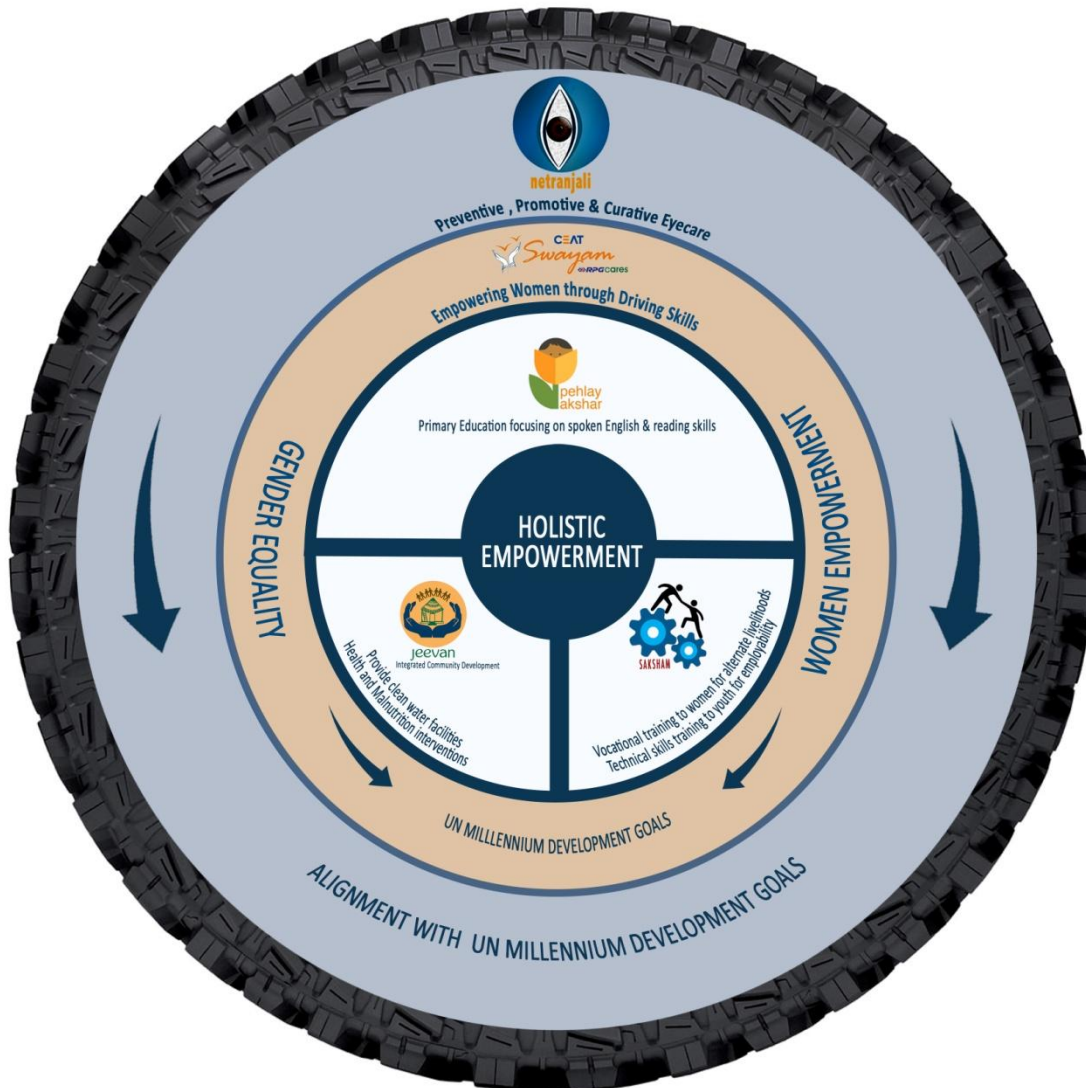
- a. The Committee may spend more than 2% of its average profit determined in accordance with the provisions of Section 135 of the Companies Act, 2013 and Rules made thereunder, through the CSR initiative described herein, which may either be revenue or Capex. The Committee may, at its discretion, also recommend contribution to the Prime Minister Relief Fund.
- b. Any project or programme benefiting only the employees of the Company or their families shall not be considered a CSR activity.
- c. The contribution, if any, made by the Company to RPG Foundation or other entities mentioned herein, the Committee shall ensure that such contribution are used for specified projects or programmes. The Committee shall also specify the monitoring and reporting mechanism for such projects or programmes.

9. Reporting and Communications:

- a. The CSR Policy shall be displayed at the Company's web site for information of all the stakeholders.
- b. A report on details of CSR activities such as CSR projects and activities, programme locations, progress, budget and actual spends of the CSR projects etc shall be included in the Company's Annual Report. This report shall follow the format if any prescribed under the provisions of the Companies Act, 2013.

APPENDIX 1

CEAT CSR Strategy
Multi-tiered within CEAT's Ecosystem



Tier 1 - Plants' Local Community

Tier 2 - Company Level

Tier 3 - Society at Large

APPENDIX 2

CSR Projects & Goals

We aim to ensure the sustainable development of the company and society at large through social interventions which will in turn help CEAT earn social trust through its business operations and through activities that will transcend our business and make broader social contributions. **These projects are also developed on the basis of an extensive baseline Needs Assessment Study done by Tata Institute of Social Sciences (TISS), CSR Hub, amongst our various stakeholders at different locations.**

Netranjali- Vision/Eye Care Goals

- Promote eye health care and reduce vision and eye health related disparities through various community interventions...from promotive and preventive to finally curative.
- Improve the eye health and lives of people with vision loss by preventing complications & disabilities by early stage detection & intervention.
- Eye care interventions across life stages from children to senior citizens.

Women Empowerment & Gender Equality Goals -Within Our Industry -The Swayam Program

Women empowerment is very essential to see our country grow economically, politically and socially. Women all over India are challenged by a number of obstacles that restrict their ability to play significant roles in their community and broader society. CEAT is looking at breaking stereotypes and paving a new path for under privileged women, in the industry sector we operate in ie. Motor Driving/Transport. CEAT will be venturing into training women in the field which has mostly male dominance – Driving.

Program Goals:

- Empowering women through Driving skills and enabling them to be economically self reliant and confident thereby bridging a large need gap in the transport sector.
- Drive social change by promoting gender equality in the largely male dominated bastion of motor driving skills.
- Empowering women through enriched Driving Training via a multitude of allied skills and link them to potential employers in different sectors-transport (taxi cab)/home care/patient care, school care etc.
- Cover the gamut from mobilization to placement through various project implementation milestones.

Projects in the Local Vicinity around our Plant locations-

CEAT will undertake CSR activities which will meet the “need gaps” of the community in and around its three plants at Bhandup, Nashik and Halol with specific programs.

Program Goals:

Primary Education Goals -Universal Societal Impact- The Pehlay Akshar Program

Primary education is a critical social need in India and is aligned with the UN MDGs. The **Pehlay Akshar** program seeks to address this social need gap. This education project works for children studying in the Municipal and public schools wherein the intervention begins from the IV standard and continues till the VIII standard.

“Pehlay Akshar’s” goal is to impart English fluency, both spoken and reading, to children thereby enabling them towards future employability. The practical spoken English skills will gear them towards a plethora of careers (retail/call centres/service industry etc) and the practical reading skills will enable them to participate in the online ‘Web & Mobile’ revolution so they can fit into the global economies of the future by being able to read the e-content in English.

Skill Development

Saksham for Youth

- Enabling unemployed youth, school dropouts, etc. to be economically self-sustained via provision of vocational technical training.
- Capacity building of ITI and Technical schools running under the Government machinery.

Saksham for Women

- Providing multi-skill training to women leading to their economic empowerment via alternate livelihoods eg. Tailoring, patient care etc

JEEVAN- Community Development

- Carrying out water based intervention in the rural communities thereby reducing water borne diseases & improvement of overall health
- Reduce level of malnutrition amongst young children in the age group of 1 year to 3 years.
- Health awareness drives amongst women, adolescents & children.

Partnerships

RPG Foundation is a non-profit organization registered under the Societies Registration Act 1860, to function as a centralized body for implementing CSR activities of the various group companies of RPG Enterprises.

RPG Foundation will work as an implementation partner for CEAT and will create cross-company/NGOs synergies to encourage exchange of CSR ideas, best practices and learning. The partnerships will be with Government Organizations (GOs), Non-Government organizations (NGOs), CSRs of various companies and Private entities like Municipal Corporation of Greater Mumbai (MCGM), Sight Savers, Motor Education & Training Association (META), etc. This will help the Company to reach out to a large and varied section of the society.

Corporate Social Responsibility – Eye Care, Women Empowerment, Primary Education, Employability & Community Development



EYE CARE

Intervention in Eye Care

Promotive Eye Care	Preventive Eye Care	Curative Eye Care
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WOMEN EMPOWERMENT

Empowering women through Driving Skills

Mobilization of women candidates for Training	Training women in Driving Skills	Training women in allied skills like self defense, soft skills, home care and patient care assistants, etc.	Mentorship in driving	Placement
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EDUCATION

English Proficiency

Functional English (spoken & reading) to children from IV to IX std	Teacher's Training	Mentorship Program for Children
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EMPLOYABILITY

Training Youth and Women in Vocational Skills

Patient Care Assistance Program for women and men	Vocational Training to unemployed youth and school dropouts	Skill training/Income generation activities like tailoring, etc. for Women	Capacity Building in ITI and Govt. run technical schools
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COMMUNITY DEVELOPMENT

Implementation of Water Projects and intervention in malnutrition

Reduction of Malnutrition amongst children (1 to 3 years of age)	Rain Water Harvesting projects in Schools	Well Digging Projects in community
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