



# Building long-lasting relationships

Our commitment to create value for our customers, suppliers, and communities is driven by our ambition to be a reliable partner. We work to foster mutually beneficial relationships built on trust and reliability, and it is this approach that sets us apart in the industry. We constantly strive to improve output, efficiency, and cost-effectiveness, while also prioritising community development.



### Focus areas



### Stakeholders impacted



### SDGs impacted





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## Customer satisfaction

### Becoming a customer-centric organisation

Our sustained global leadership and success are the outcome of the strong and diverse customer portfolio we have built over the years, as well as our ongoing efforts to strengthen those relationships.



### Carbon

We have long-standing supply relationships with the world's leading aluminium and TiO<sub>2</sub> producers. This is a validation that RAIN has an excellent market reputation as a dependable CPC supplier.

Over the last two decades, we have published numerous joint technical papers in collaboration with various industry partners. In 2021, we completed a detailed carbon-footprint study of our carbon products with one of our major aluminium smelting customers (see page 24). This has made way for increased credibility and transparency regarding our products and our ability to help smelters move closer to their goal of producing low-carbon aluminium.

## ISO 9001 certified

Quality management system since 1991



### Advanced Materials

For this segment, we constantly work to improve customer relationships through one-on-one meetings, training seminars, collaborative projects with clients, and social media-based marketing. In addition, we conduct customer-satisfaction surveys and responsive actions based on customer feedback.



### Cement

With over 2,000 registered dealers, we are a prominent cement supplier in the Indian states of Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Kerala, Odisha, and Maharashtra. As we strive to enhance the infrastructure of India, we are making our products easier to handle and more accessible to customers.

In doing so, we help our small distributors and dealers who cannot afford to purchase and store large quantities of cement at once by offering two new services in collaboration with our freight transportation and logistics provider.

**Garuda:** It provides direct deliveries to nearby towns from our Suryapet and Nandyal cement plants.

#### Free Door-Delivery Service:

It delivers cement from our dozen warehouses to customers in Hyderabad's developing areas, free of labour costs associated with unloading cement bags from trucks.

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## Community development

### Commitment towards community welfare

At RAIN, we are committed to enhancing the quality of life in neighbouring communities through impactful corporate social responsibility (CSR) initiatives. These are intended to address various social concerns across our operations in the areas of healthcare, education and rural development.

Our CSR programmes are tailored to address the social issues or needs unique to each region. We have dedicated CSR-related organisations in India and Europe, and we collaborate with external non-profit organisations in North America.



### Pragnya Priya Foundation in India

### RÜTGERS Foundation in Europe

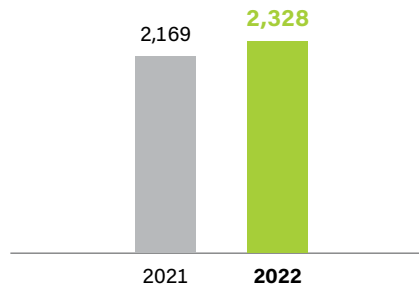
### External non-profit organisations in North America

### CSR activities in India

#### Promoting quality education

Under the Pragnya Priya Foundation, we have established three schools in rural Telangana and Andhra Pradesh to serve local students, including those from low-income families. In partnership with one of India's leading digital-education providers, these schools are equipped with innovative technology-based learning solutions that enhance student engagement and teaching effectiveness.

#### Students benefitted under Pragnya Priya Foundation



#### Rural-development initiatives

Apart from health and education, we undertake various projects for the overall development of the unprivileged communities around our manufacturing facilities. We promote and support growth initiatives in collaboration with local governments.

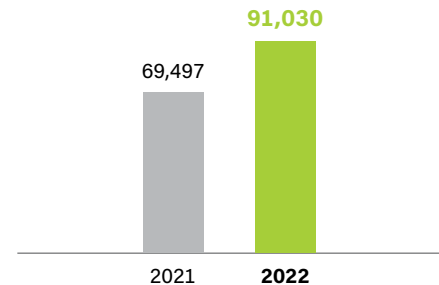
During 2022, our contributions included:

- Financial and building-material assistance for the construction and maintenance of community-based infrastructure in villages such as roads, bridges, culverts, drains, and community centres

#### Facilitating primary healthcare to the underserved

The Pragnya Priya Foundation has also established three hospitals in Telangana and Andhra Pradesh. These hospitals are in remote areas, where no other medical facilities within a 30-km radius. All three hospitals are certified by the National Accreditation Board for Hospitals and Healthcare Providers (NABH) and have test laboratories and other specialised equipment.

#### Patients benefitted under Pragnya Priya Foundation



- Contributing to local welfare activities
- Donating building material for the construction of local government offices
- Supporting the repair work of government schools
- Contributing to Green Visakha for planting and maintaining trees to create social forests and improving the air quality in Vizag

### CSR activities in North America

We undertake various CSR activities to transform lives in our surrounding communities by working with local schools to help drive education in areas of science, technology, engineering, and mathematics. We also promote volunteerism by employees, assisting food pantries, Habitat for Humanity homebuilding efforts, coaching local sports teams and more. Our Rain Carbon subsidiary also provides 50% in matching funds for employee donations to our local United Way chapters, and over the years we have partnered with our employees to contribute nearly US\$2 million to support their activities.

### CSR activities in Europe

Through the RÜTGERS Foundation, our goal is to make science, technology, and computer science lessons more tangible and engaging for pre-college students by creating immersive science and research experiences for students. In addition, the foundation has increasingly promoted scientific networks and supported scientific exchanges across disciplines. It helps young people transition from pre-college education to universities and professional opportunities by awarding scholarships.



### Habitat for Humanity build

We are committed to enhancing the quality of life in the communities in which we operate. As part of this commitment, we have established a Women Build Partnership with Habitat for Humanity International. In recent years, employees from the Rain Carbon subsidiary's US business office in Covington, Louisiana, have volunteered and provided financial support to help build 'Habitat homes' for local families in need. This commitment has enabled us to create strength, stability and self-reliance in the local community, and is a building block for the success of Rain Carbon and its local communities.



### Community involvement

At our Rain Carbon subsidiary, six Building Blocks for Success represent the key beliefs and behaviors we are committed to as an organisation. Our Community Involvement building block includes supporting educational, social and charitable causes, both as a Company and as individuals.

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## Vendor and supplier management



### Initiatives undertaken during CY22

- Switched transportation mode from container to a more efficient barge + ship combination for a key raw material, further reducing road traffic for our supplier and for the community surrounding our site in Belgium
- Hired an additional, exclusive-use ocean vessel to transport our raw materials and finished products back and forth across the Atlantic Ocean in a more efficient loop where the ship is fully utilised
- Proactively undertook major structural upgrades at two of our US deep-water terminals to ensure a safe working environment for our employees and visiting vessels
- Kicked-off a major project to enhance barge-to-vessel trans-loading capabilities at one of our US terminals including upgrading our environmental control systems
- Rolled out a new truck-fleet monitoring system in India to provide powerful, new data that can be harnessed to improve the efficiency of our logistical operations

### Supply chain control

Our supply chain organisation is made up of in-house teams of specialists supported by data-analytics experts across India, Europe, and North America. With this unique strength, we gain valuable insights into areas for improvement and opportunities to improve efficiency and lower logistics costs while also improving sustainability.

Our facilities and supply chains are flexible and use multiple modes of transportation such as pipelines, trains, trucks, barges, and ships to receive and ship materials directly or through third-party locations. To ensure efficient and sustainable material movement, we leverage our exclusive-use vehicles and terminals while maintaining strong relationships with logistics providers. We prioritise cost reduction and sustainability of our supply chain, with a focus on maximising utilisation rates and reducing emissions through data analytics and partnerships with vehicle suppliers.

### Supply chain sustainability

Our commitment to sustainability is evident in our supply chain, where we prioritise reducing our carbon footprint. This is achieved through a combination of multi-modal transportation, fully loaded vehicles, and a flexible fleet of tanker ships that reduce fleet size and costs.

Our efforts have led to strategic partnerships with key vehicle suppliers and have earned us a reputation as a first-class, industry-leading service provider. As a supply partner, you will be joining us in our mission to create a sustainable supply chain that benefits both our business and the environment.