# Prioritising stakeholder interests

At RAIN, we believe that understanding the expectations, needs and aspirations of our stakeholders is vital to building trust and responding to market challenges and opportunities. We view our stakeholders as partners in our journey and strive to effectively engage with them to create shared value.



**Stakeholders**

**Investors and shareholders**

**Government/ Regulatory bodies**

**Vendors and suppliers**

**Customers**

**Communities**

**Employees**

## How we engage with stakeholders

| Enabling stakeholder input in business decision-making by understanding their concerns and interests | Enhancing stakeholder communication and promoting a culture of ongoing engagement to build positive relationships | Strengthening stakeholder trust and confidence in our processes, decisions and activities |
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## Engagement platforms

The support of our investors and shareholders is crucial for continuous access to capital and the ability to make progress on our strategies and reach our objectives. RAIN is committed to creating value for its shareholders by implementing scalable business strategies.

– Conducting analyst meetings
– Sharing investor presentations, quarterly financial results
– Conducting the Annual General Meeting of shareholders
– Regularly filing various statutory or informative reports and Information with stock exchanges
– Issuing press releases

As a responsible corporate citizen, RAIN understands that a symbiotic relationship with the government and regulatory bodies can go a long way in bringing seamless progress.

– Interacting with statutory/regulatory bodies, such as stock exchanges, tax departments, Security Exchange Board of India and other government departments as and when required

Maintaining our relationship with vendors and suppliers of raw materials and indirect services plays a vital role in our ability to meet the needs of our customers.

– Conducting vendor meetings
– Having procurement policies and vendor-selection processes
– Face-to-face and electronic correspondence
– Establishing a vendor-grievance redressal process
– Conducting supplier visits and meetings as well as vendor-review meetings

As a customer-centric Company, our ability to meet fast-evolving consumer needs is a priority. Delivering quality products and expanding our customer base are imperatives for growth.

– Requesting proposals from customers
– Conducting client visits and meetings
– Making initial contacts and pitches
– Addressing client feedback
– Building relationship in sales
– Identifying emerging client needs

For us, shared prosperity is of paramount importance. We are making a sustained effort to create resilient communities by contributing to the enhancement and growth of our surrounding communities. As our neighbours prosper, our Company aspires to prosper with them.

– Conducting site visits and local community meetings
– Issuing press releases for organisational awareness
– Providing financial support to build and maintain community-based infrastructure in villages, such as roads and community centres
– Contributing to local welfare activities in the US through support of organisations such as United Way and Habitat for Humanity
– Maintaining schools and hospitals through the Pragnya Priya Foundation in rural Telangana and Andhra Pradesh in India and supporting education through the RÜTGERS Foundation in Europe

Our people, their ideas and their passion are the key forces driving our Company's forward trajectory. Their dedicated approach and winning mindset bring our ambitions to life.

– Offer Global and Regional Leadership Development programmes to grow and nurture our future leaders
– Conduct annual performance evaluations and agree on personal-development activities for all our employees
– Implemented a global learning-management system to provide web-based trainings and digitalise our learning administration
– Conducted an employee-satisfaction survey to assure that RAIN is a great place to work
– Instituted global HR policies related to recruiting, onboarding of new employees, and compensation and benefits