

# Social and relationship capital





Social and relationship capital is a pillar of our commitment to building sustainable bonds with our stakeholders. This fundamental aspect of our corporate philosophy encompasses a wide array of initiatives to foster strong relationships, promote social well-being and contribute to the greater good of the communities in which we operate.

### Focus areas

- ▶ Customer engagement and satisfaction
- ▶ Community development
- ▶ Vendor and supplier management

### Stakeholders impacted

- ▶ Customers
- ▶ Suppliers and partners
- ▶ Communities

### UN SDGs impacted



## Customer engagement and satisfaction

Customer satisfaction and a firm commitment to social responsibility have driven our Company's progress. We understand that our customers' needs and satisfaction are integral to our success. Moreover, our deep-rooted belief in social responsibility motivates us to extend our support to the communities in which we operate.

### Carbon: Forging trusted partnerships

In the Carbon segment, our enduring relationships with global leaders in aluminium and TiO<sub>2</sub> production attest to our reputation as a reliable CPC supplier. We have proudly maintained an ISO 9001-certified quality-management system since 1991, further solidifying our commitment to excellence.

### Advanced Materials: Nurturing client relationships

Our Advanced Materials segment constantly nurtures customer relationships through personalised interactions, training seminars, collaborative projects and a robust presence on social media. We also conduct regular customer satisfaction surveys, ensuring our offerings meet their evolving needs.

### Cement: Strengthening accessibility

As a prominent cement supplier across various Indian states, we continue expanding our construction industry footprint. We have rolled out new services to enhance product accessibility, aiding small-scale distributors and dealers. The 'Garuda' and 'Free Door-Delivery Service (FDDS)' initiatives ensure that our products reach the hands of those who need them, even in areas with limited storage capacity.

## 4 Capital-wise value creation

# Social and relationship capital

### Community development: A commitment to social welfare

RAIN's commitment to corporate social responsibility extends to community welfare. We have initiated a range of programmes that focus on healthcare, education and rural development in the communities

surrounding our operations. Our CSR efforts cater to the specific needs of each region, with dedicated CSR organisations in India and Europe, and partnerships with non-profit organisations in North America.

#### CSR activities in India



#### Facilitating primary healthcare access

Our CSR wing, Pragnya Priya Foundation, operates vital outpatient clinics in remote Andhra Pradesh and Telangana regions. Some of these clinics serve areas with no other medical facilities within a 20-mile radius. Equipped with advanced laboratories and medical equipment, our clinics offer essential treatments and consultations to ensure improved healthcare access in these regions.

These clinics hold accreditation from the National Accreditation Board for Hospitals & Healthcare Providers (NABH), ensuring high-quality care and contributing to improved healthcare access in underserved communities.

# 102,175

**Patients treated in 2023 at Pragnya Priya Foundation clinics**

#### Transforming lives through quality education

Moreover, through the Pragnya Priya Foundation, we are dedicated to advancing education in rural India by operating three schools. These institutions serve as vital hubs, offering quality education to empower students in communities with limited learning resources. Our focus is on fostering an environment that cultivates growth and unlocks the full potential of every individual.

# 2,458

**Students enrolled in Pragnya Priya Foundation schools**



### CSR activities in North America

#### Empowering local communities through 'Habitat for Humanity' project

In North America, our commitment to corporate social responsibility extends beyond financial contributions. Our employees actively engage in hands-on initiatives, including stocking local food bank shelves, participating in Habitat for Humanity projects and supporting local schools with various events.

Whether building homes for low-income families or assisting with holiday events, our employees catalyse positive change in their communities. Furthermore, their generous financial contributions to local United Way chapters support diverse initiatives benefiting those in need.

### CSR activities in Europe

#### Promoting education and innovation

The RÜTGERS Foundation in Germany is committed to making a positive impact on education, science and social issues. Through targeted financial support, the foundation fosters educational initiatives and research projects, particularly benefiting disadvantaged groups.

In 2023, the foundation funded thirty school projects with a €75,000, contributing to sustainable educational opportunities. Additionally, two students at Bochum University of Applied Sciences were awarded scholarships in the subject of sustainable development.

The Foundation's strategic focus and collaborative partnerships, including the 'Deutschlandstipendium' scholarship, further enhance the quality of studies and promote science and education.

# 30

## School projects funded in Germany with €75,000 in 2023



### Vendor and supplier management: Streamlining the supply chain

The strength of our supply chain lies in the coordination of in-house teams of specialists across India, Europe and North America. Our robust supply chain, bolstered by data analytics, offers insights to improve efficiency, reduce logistics costs and enhance sustainability. With flexible facilities and diverse modes of transportation, including pipelines, trains, trucks, barges and ships, we prioritise sustainability by reducing our carbon footprint through fully loaded vehicles and strategic partnerships with key vehicle suppliers. In this journey, we aim to create a sustainable supply chain that benefits our business and the environment.

### Initiatives undertaken in 2023

In pursuit of a more standardised approach, our organisation is committed to aligning supplier assessments with national and global regulations. This approach ensures a consistent evaluation process that addresses environmental impact, safety considerations and regulatory compliance across all legal entities.

#### USA

In 2023, we established a supplier code of conduct for our USA business. This code serves as a guideline for ethical and sustainable business practices.

#### Germany

We conduct an annual performance assessment of selected suppliers in Germany. This assessment evaluates various aspects, including the implementation of environmental or energy management systems.

Terms and conditions are clearly defined to include specific requirements for suppliers, such as the payment of minimum wages, compliance with other applicable regulations, among others. This mechanism contributes to ethical business practices and social sustainability within the supply chain.