

## ANNEXURE I

### SUGGESTED FORMAT FOR BUSINESS RESPONSIBILITY REPORT

*[See Regulation 34(2)(f)]*

#### SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1. Corporate Identity Number (CIN) of the Company :  
L40108PN1981PLCO24153
2. Name of the Company: FINOLEX INDUSTRIES LIMITED
3. Registered address : Gat No. 399, Urse, Taluka Maval, Pune - 410 506.
4. Website :www.finolexwater.com
5. E-mail id : investors@finolexind.com
6. Financial Year reported : 31<sup>st</sup> March, 2016
7. Sector(s) that the Company is engaged in (industrial activity code-wise)
  - a) Manufacturing of PVC
  - b) Manufacturing of Pipes and Fittings
  - c) Manufacturing of Power
8. List three key products/services that the Company manufactures/provides (as in balance sheet)

	Description	2015-16 PVC	2014-15 PVC	2015-16 Pipes & Fittings	2014-15 Pipes & Fittings	2015-16 Power	2014-15 Power	2015-16 Other than Segment	2014-15 Other than Segment	2015-16 Elimina- tions	2015-16 Elimina- tions	2015-16 Total	2014-15 Total
A.	Primary Segment Information												
	Segment revenue (net of excise duty)												
	a) External sales	66,957.31	77,915.62	178,216.58	169,381.76	109.21	317.55	-	-	-	-	245,283.09	247,614.93
	b) Inter-segment sales	81,395.94	78,093.92	-	-	13,838.54	12,757.01	-	-	(95,234.48)	(90,850.93)	-	-
	Total revenue	148,353.25	156,009.54	178,216.58	169,381.76	13,947.75	13,074.56	-	-	(95,234.48)	(90,850.93)	245,283.09	247,614.93
	Segment result	18,871.16	4,796.84	15,965.79	13,371.31	2,763.39	1,744.04	-	-	-	-	37,600.34	19,912.19
	Interest											(4,464.34)	(7,037.10)
	Net unallocable (expenditure) / income											1,213.09	(4,797.03)
	Profit before tax											34,349.09	8,078.06
	Provision for current tax											10,266.76	1,810.44
	Provision for deferred tax											722.92	1,489.79
	Short / (Excess) provision of earlier years											-	-
	Profit after tax											23,359.41	4,777.83
	Segment assets	69,900.08	80,214.66	49,184.92	52,451.05	25,735.30	26,690.61	87,820.34	70,421.66	-	-	232,640.64	229,777.97
	Segment liabilities	23,171.32	19,614.88	6,683.46	5,964.81	853.91	1,171.56	73,202.15	49,466.44	-	-	103,910.84	76,217.69
	Capital expenditure	145.13	748.03	3,099.37	4,145.96	11.34	27.23	383.48	406.67	-	-	3,639.32	5,327.89
	Depreciation	1,213.26	1,235.87	2,204.18	2,156.28	1,534.89	2,440.44	105.03	34.83	-	-	5,057.36	5,867.42
B.	Secondary Segment												
	The Company caters mainly to the needs of Indian markets. Export turnover during the year being less than 10% of the total turnover, there are no reportable geographical segments.												
1.19	Figures of the previous year have been regrouped/rearranged wherever necessary in order to conform with the current year's classification.												

9. Total number of locations where business activity is undertaken by the Company

(a) Number of International Locations (Provide details of major 5): NIL

(b) Number of National Locations: The Company have three plants located in India

10. Markets served by the Company – Local/State/National/International: National

## SECTION B: FINANCIAL DETAILS OF THE COMPANY

1. Paid up Capital (INR) : 124.09 crores

2. Total Turnover (INR) : 2491.95 crores

3. Total profit after taxes (INR) : 233.59 crores

4. Total Spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%) : 2%

5. List of activities in which expenditure in 4 above has been incurred:-

Details of expenditure on CSR activities during the financial year 2015-16							
Sr. No.	CSR Project or activity company can undertake as per Schedule VII of the Companies Act, 2013	Sector in which the project is covered (Clause no. of Schedule VII to the Companies Act, 2013, as amended)	Project or programs (1) Local area or other (2) Specify the state and district where projects or programs undertaken	Amount outlay (budget) project or programs wise ₹ in lakhs	Amount spent on project or programs (1) Direct expenditure (2) Over-heads ₹ in lakhs	Cumulative expenditure upto the reporting period i.e. 2015-16 ₹ in lakhs	Amount spent : Direct or through implementing agency (modalities of execution of project or programs)
1	2	3	4	5	6	7	8
1	Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water	(i)	Ratnagiri, Pune-Maharashtra, Masar- Gujarat	135.00	145.52	215.38	Direct/ Implementing Agency Mukul Madhav Foundation
2	Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and differently abled and livelihood enhancement projects	(ii)	Ratnagiri, Pune-Maharashtra, Masar- Gujarat	30.00	42.93	108.37	Direct/ Implementing Agency Mukul Madhav Foundation

1	2	3	4	5	6	7	8
3	Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation and natural resources and maintaining quality of soil, air and water	(iv)	Ratnagiri, Pune- Maharashtra, Masar- Gujarat	12.00	25.60	25.60	Direct/ Implementing Agency Mukul Madhav Foundation
4	Training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports	(vii)	Ratnagiri, Pune- Maharashtra, Masar- Gujarat	3.00	2.29	4.47	Direct/ Implementing Agency Mukul Madhav Foundation
5	Rural development project	(x)	Ratnagiri, Pune- Maharashtra, Masar- Gujarat	12.24	11.50	52.37	Direct/ Implementing Agency Mukul Madhav Foundation
6	Donation to NGO engaged in CSR activities	Qualified projects/ programs under (i) to (x)	Maharashtra and Gujarat State	125.00	125.00	330.00	Direct/ Implementing Agency Mukul Madhav Foundation
			Grand total	317.24	352.83	736.19	

### SECTION C: OTHER DETAILS

1. Does the Company have any Subsidiary Company/ Companies? : The Company does not have any subsidiary company.
2. Do the Subsidiary Company/Companies participate in the BR Initiatives of the parent company? If yes, then indicate the number of such subsidiary company(s) : Not applicable
3. Do any other entity/entities (e.g. suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%] :Less than 30%



	policy to be viewed online?									
<b>7</b>	Has the policy been formally communicated to all relevant internal and external stakeholders?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>8</b>	Does the company have in-house structure to implement the policy/policies.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>9</b>	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>10</b>	Has the company carried out independent audit/evaluation of the working of this policy by an internal or external agency?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Principle-wise index

P1	Compliance policy	P6	Health Safety and Environment policy
P2	Vendors compliances and information security policy	P7	Policy on Association and chambers
P3	HR Policies	P8	CSR Policy
P4	Dealing with stakeholders	P9	Information security, data protection and quality policy.
P5	Human Rights Statement		

(b) If answer to the question at serial number 1 against any principle, is 'No', please explain why: (Tick up to 2 options)

No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	The company has not understood the Principles	-	-	-	-	-	-	-	-	-
2	The company is not at a stage where it finds itself in a position to formulate and implement the policies on specified principles	-	-	-	-	-	-	-	-	-
3	The company does not have financial or manpower resources available for the task	-	-	-	-	-	-	-	-	-
4	It is planned to be done within next 6 months	-	-	-	-	-	-	-	-	-
5	It is planned to be done within the next 1 year	-	-	-	-	-	-	-	-	-
6	Any other reason (please specify)	-	-	-	-	-	-	-	-	-

### 3. Governance related to BR

BR updation and upgradation is a continuous process. The management review and monitor the performance of the BR. The Board of Directors review the BR once in a year. In terms of the statutory requirements to publish BR, the same is hosted on [www.finolexwater.com](http://www.finolexwater.com)

### SECTION E: PRINCIPLE-WISE PERFORMANCE

Principle No.	Description	Reported
1.1	Does the policy relating to ethics, bribery and corruption cover only the company? Yes/ No. Does it extend to the Group/Joint Ventures/Suppliers/Contractors/NGOs /Others?	Yes. Since the Company does not have Joint Venture or subsidiaries, the same is not applicable. The code of conducts are applicable to all stakeholders

1.2	How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.	The Company received a complaint from one of the stakeholders. The details are on page no. 72 of the Annual Report 2015-16. The Company did not receive any complaint from other stakeholders.
2.3	Does the company have procedures in place for sustainable sourcing (including transportation)? (a) If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.	Refer page no. 11 of the Annual Report 2015-16
2.5	Does the company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste (separately as <5%, 5-10%, >10%). Also, provide details thereof, in about 50 words or so.	Refer page no. 33-34 of the Annual Report 2015-16
3.1	Please indicate the Total number of employees.	There were 1194 permanent employees on the rolls of the Company as on 31 <sup>st</sup> March, 2016.
3.3	Please indicate the Number of permanent women employees.	There were 26 permanent women employees on the rolls of the Company as on 31 <sup>st</sup> March, 2016.
4.1	Has the company mapped its internal and external stakeholders? Yes/No	Yes
4.2	Out of the above, has the company identified the disadvantaged, vulnerable & marginalized stakeholders.	All the stakeholders are important to the Company and has internal processes to balance their expectations.
5.1	Does the policy of the company on human rights cover only the company or extend to the Group/Joint Ventures/ Suppliers/ Contractors/ NGOs/Others?	The human rights policy i.e. Sexual Harassment Policy covers all the woman in workplaces of the Company.

5.2	How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?	The Company received a complaint from one of the stakeholders. The details are on page no. 72 of the Annual Report 2015-16. The Company did not receive any complaint from other stakeholders.
6.3	Does the company identify and assess potential environmental risks? Y/N	Yes
6.6	Are the Emissions/Waste generated by the company within the permissible limits given by CPCB/SPCB for the financial year being reported?	Yes. The return/ reports are submitted to the authorities from time to time.
7.1	Is your company a member of any trade and chamber or association? If Yes, Name only those major ones that your business deals with:	Company is the member of the following chambers:  <ol style="list-style-type: none"> <li>1. Mahratta Chamber of Commerce, Industries and Agriculture</li> <li>2. Indo-American Chamber of Commerce</li> <li>3. Indo-German Chamber of Commerce</li> <li>4. Indian Merchants' Chamber</li> </ol>
7.2	Have you advocated/lobbied through above associations for the advancement or improvement of public good? Yes/No; if yes, specify the broad areas ( drop box: Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)	No.
8.1	Does the company have specified programmes/initiatives/projects in pursuit of the policy related to Principle 8? If yes, details thereof.	Refer page no. 62-63 of the Annual Report 2015-16
8.2	Are the programmes/projects undertaken through in-house team/own foundation/external NGO/government structures/any other organization?	Refer page no. 62-63 of the Annual Report 2015-16



9.2	Does the company display product information on the product label, over and above what is mandated as per local laws? Yes/No/N.A. /Remarks(additional information)	All mandatory information as per local laws is displayed on the product alongwith additional information on the usage of the product.
9.3	Is there any case filed by any stakeholder against the company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so.	No such case was filed against the Company.

## **ANNEXURE II**

### **PRINCIPLES TO ASSESS COMPLIANCE WITH ENVIRONMENTAL, SOCIAL AND GOVERNANCE NORMS**

*[See Regulation 34(2)(f)]*

#### **1. Businesses conduct and govern with Ethics, Transparency and Accountability**

##### **Company's philosophy on code of governance:**

Finolex always strives to achieve optimum performance at all levels by adhering to corporate governance practices, such as:

- Fair and transparent business practices.
- Effective management control by Board.
- Adequate representation of promoter, executive and independent and woman directors on the Board.
- Accountability for performance.
- Monitoring of executive performance by the Board.
- Compliance of laws.
- Transparent and timely disclosure of financial management information.

##### **Code of Conduct and Ethics**

The Company's Code of Conduct provides guidelines to be followed by all Members of the Board of Directors and Senior Management to ensure the highest standards of professional conduct. Members of the Board of Directors and Senior Management have affirmed compliance with the Code of Conduct and Ethics for the year ended 31<sup>st</sup> March, 2016 on behalf of themselves and to the extent of they are aware, on behalf of all employees reporting to them. A declaration signed by the Managing Director of the Company to this effect is given below:

##### **Declaration regarding compliance by Board members and Senior Management Personnel with the Company's Code of Conduct**

As required by Clause 49 II (E) (2) of the erstwhile listing agreement with the Stock Exchanges and Regulation 34(3) read with Para D of the Schedule V to the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, I hereby declare that the Company has adopted a Code of Conduct and Ethics for all Board Members and Senior Management of the Company. The Code is available on the Company's website.

I further declare that the Company has in respect of the financial year ended 31<sup>st</sup> March, 2016, received from all the Board Members and Senior Management Personnel of the Company, an affirmation of compliance with the Code, as applicable to them.

For Finolex Industries Limited  
Saurabh S. Dhanorkar

Managing Director

Place: Pune

Date: 9<sup>th</sup> May, 2016

## **2. Business**

Finolex assures safety and optimal resource use over the life-cycle of the product – from design to disposal – and ensures that everyone connected with it- designers, producers, value chain members, customers and recyclers are aware of their responsibilities. Finolex uses highest grade of raw material and essential components by careful selection process, advance lab testing facilities and continuous improvement on quality standards.

Finolex in various communications and forums raise the consumer's awareness of their rights through education, product labelling, appropriate and helpful marketing communication, full details of contents and composition and promotion of safe usage and disposal of their PVC, Pipes and Fittings.

Finolex has licence technology from well known manufacturers of similar products and taken utmost care in designing the product, the manufacturing processes and technologies required to produce it are resource efficient and sustainable.

Finolex's internal processes built to suit changing business environment regularly review and improve upon the process of new technology development, deployment and commercialization, incorporating social, ethical, and environmental considerations.

Finolex has adopted the process to respect IPR of others and develop own IPR to recognize and respect the rights of people who may be owners of traditional knowledge, and other forms of intellectual property.

Finolex manufacturing process, recognize that over-consumption results in unsustainable exploitation of our planet's resources, and should therefore promote sustainable consumption, including recycling of resources.

### **3. Human resources**

FINOLEX is committed to developing an organizational culture which implements a policy of support for internationally recognized human rights. Our Company respects the human rights of our employees, which includes non-discrimination, prohibition of child and enforced labor, and freedom of association and the right to engage in collective bargaining.

Finolex offers equality of opportunity to all employees and we do not engage in or support discrimination in hiring, compensation, access to training, promotion, or retirement based on, caste, religion, disability, sex, age, sexual orientation, union membership, or political affiliation. Finolex do not employ children or support the use of child labour in any of its locations.

Finolex ensures continuous skill and competence upgrading of all employees by providing access to necessary learning opportunities, on an equal and non-discriminatory basis. Finolex takes all efforts to promote employee morale and career development through enlightened human resource interventions. Finolex has various internal policies and practices to ensure a harassment free workplace where employees feel safe and secure in discharging their responsibilities.

Finolex has formulated a Business Conduct document to guide topics such as compliance with laws and regulations, accurate and timely disclosure of information, transparency, equal opportunities, fair treatment, health and safety, conflict of interest, bribery and corruption, and social responsibility.

Finolex promotes and participates in community engagement activities that actively foster health and educational development, as a part of our commitment to the communities where it operates.

### **4. Stakeholder Engagement**

Finolex's stakeholders includes customers, dealers, employees, investors, vendors, local communities, government. A fair understanding of the stakeholders' expectations and engagement with stakeholders and positive approach to the stakeholders have helped the company to meet balance stakeholders expectation. Since all the stakeholders are equally important for the success of the Company, the various initiatives are taken from time to time through stakeholders engagement process.

## **5. Human Rights**

Finolex understands very well the human rights content of the Constitution of India, national laws and policies and the content of International Bill of Human Rights. Finolex appreciates that human rights are inherent, universal, indivisible and interdependent in nature. Finolex recognizes and respects the human rights of all relevant stakeholders and groups within and beyond the workplace, including that of communities, consumers and vulnerable and marginalized groups.

Finolex provides a safe and healthy working environment at all sites and facilities and take adequate steps to prevent accidents and injury to health arising out of the course of work by minimizing, the causes of hazards inherent in the working environment.

Finolex ensures that the wages paid meet or exceed the legal or industry minimum standards and are always sufficient to meet basic needs of personnel. We further ensure that wage and benefits are rendered in full compliance with all applicable laws and in a manner convenient to workers.

Finolex facilitates regular consultation with all employees to address areas of concern. We ensure that representatives of personnel are not the subject of discrimination and that such representatives have access to their members in the workplace.

## **6. Environment Respect**

The Company has taken various initiatives in protection of environment.

### **Prevention of Air Pollution**

Our Company has installed processes to comply with the requirement of National Ambient Air Quality Standards. All 12 parameters including particulate matters, sulfur dioxide and oxides of nitrogen are analyzed as per the standards. All stack emissions are also regularly monitored and the flue gas quality is under control as per specification laid down by respective Pollution Control Boards.

### **Zero Effluent Discharge**

As a part of Company's endeavor to keep the environment and water bodies, around its plants at Ratnagiri free from contaminants and pollution, our Company has successfully achieved its goal for zero discharge of its treated effluent outside the plant premises partly by recycling it back in the system and by using the remaining for irrigation of tree plantation within the plant premises. The pipes and fittings manufacturing plant does not generate any effluent and are free from pollution. Ground water quality is monitored regularly by sampling and analysis of borewell water.

### **Effluent Treatment Plant**

The aqueous effluent generated during the PVC manufacturing processes undergoes various treatments in our Company's world class effluent treatment plants such as equalization, flocculation, floc separation, aeration activated sludge process, clarification, polishing using activated carbon filter etc. The treated effluent is checked regularly to ensure that it meets with Pollution Control Board specifications.

### **Effluent Recycle Plant**

Part of the treated effluent undergoes further treatment in effluent recycle plant such as biological treatment, phosphate removal, ultra filtration and demineralization process for recycling it in the plant operations.

### **Tree Plantation**

Remaining treated effluent fit for irrigation is used for growing trees planted in the plant premises. Our Company has planted and nurtured close to 50,000 trees of different varieties including fruit bearing trees such as mangoes, chikoo, cashew, coconut etc. within the PVC manufacturing plant and captive power plant premises. Tree Plantation activity is carried out annually during the week-long celebrations of World Environment Day commencing on 5<sup>th</sup> June every year.

### **Rain water harvesting**

Our Company has built two large reservoirs which help in collecting rain water from nearby land. Also, these reservoirs are filled by pumping water from a dam on nearby river. This dam has also helped in bringing up the ground water table in the nearby vicinity.

## **Conservation of energy**

### **(i) the steps taken or impact on conservation of energy:**

#### **VCM, PVC and CPP Plant**

- A multistage centrifugal pump taking suction from an atmospheric pressure DM water tank was replaced with a new pump taking suction from a high pressure DM water network has saved 11 kw/hr.
- Direct heat recovery system of hot effluent water of poly reactors for air heating was getting fouled due to turbidity. It was converted to indirect system wherein DM water is heated with the effluent in a PHE and heated DM water is used in an air heating coil in a closed circulated system. This has resulted in steam saving of 0.8 ton per hour.
- A high capacity treated water pump P-9617 was replaced with a small capacity pump for normal operation to pump out small volumes in normal case has saved 43 KWH.
- All 3 sea water pumps in RO unit (P-3401-A/B/C) were required to run for pumping clarified water to filter stream in sea water desalination (RO) unit due to lower discharge pressure. These pumps are modified by changing to higher size impeller and installing higher rating motor. Now only 2 pumps are required for normal operation as per design. This has resulted in saving of 456 KWH per day of power and also resulted in standby availability.
- Surplus steam at atmospheric pressure was being vented is now used in waste water stripper in VCM plant achieving steam reduction of 0.8 ton per hour.
- In the employee canteen, 76 numbers of fluorescent tube lights units (40 x 2 watt each) were replaced with 38 number of 20 watt LED tube lights to save 3 KWH units per day.

### **(ii) the steps taken by the Company for utilizing alternate sources of energy:**

Our Company decided to install a pellet making machine to convert garden garbage into compressed pellets for using in stoves in canteen. This is expected to partially replace LPG used in canteen.

### **(iii) the capital investment on energy conservation equipment**

Indirect heat recovery scheme of Poly reactor effluent by preheating DM water to use in air heating coils will be implemented for other 2 production lines.

- In ETF, existing high capacity cooling water pumps cater the demand during reliquefaction system which runs only 10% of time. Hence a low capacity pump to run during normal demand is being installed for power saving. Expected power saving to the tune of 25 kw/ hour.

Presently DM water from Off sites is pumped to CPP with multistage pumps of the existing system. As the head requirement for this duty is less, it is proposed either to modify existing pumps with less number of stages or to install a new low head pump for required duty so as to save power consumption.

Impact of the measures at ii) and iii) above for reduction of energy consumption and consequent impact on the cost of production of goods.

Resulted in reduction in consumption of energy and cost of production of goods.

## **7. Advocacy and policy**

Our Company believes that it has important role to play in building and growing a world through best efforts in efficient operations of the Company. We ensure that we share learnings and best practices and follow governance model which has resulted in overall growth and profitability improvement. Our disclosures serve as a means of sharing organizational performance with all stakeholders. The disclosures include publishing financial results, annual reports, CSR reports, nominating ourselves for awards, assessments, rating of reputed agencies.

Our Company is member of various trade and commerce federations. The efforts are initiated through these federations in working in collaboration with other members and local governments to build supportive ecosystems for the industry as a whole.



## **8. Inclusive growth and equitable development**

As a responsible corporate citizen, our Company actively contributes to the social and economic development of the communities in and around its plants' locations. Our Company in association with Mukul Madhav Foundation ("MMF"), a charitable trust, has partnered in this journey for many years. Our Company has been actively contributing to the social and economic development of the underprivileged in the villages in and around our Company's plants situated at Ratnagiri and Urse in the state of Maharashtra and Masar in the state of Gujarat. Special focus has been placed on education, health care, community development, environment and self-development.

While doing the community development activities, more focus is given to education section. The efforts are made to support various schools who provide quality and English medium. The Company believes that focus on the education will make the future of the student brighter and will be good resources.

The Company provides various on job and classroom training to its employees to uplift their skills and ability to take challenging roles.

## **9. Value addition to the Customers**

### **PVC Resin**

Our company has a PVC resin plant at Ratnagiri with an installed capacity of 272,000 MT PA. The resin plant was set up in 1994 which then made imminent business sense due to high import duty on PVC resin and restricted availability. Today, the resin plant is a valuable asset to the company.

The advantage of backward integration that our Company enjoys is, consistent supply of high quality PVC resin.

### **Power segment**

Our company has set up a 43MW captive power plant at Ratnagiri in order to provide uninterrupted high quality power to its production facility there. Exclusive and better quality power has also led to improved productivity of the plant and reduce the cost. During FY16, the plant generated 1,88,788 MW.

## **PVC Pipes**

The major end user sectors for PVC pipes and fittings in India are irrigation, water infrastructure, and construction. Due to the increasing demand from these sectors, the PVC pipes and fittings industry has been growing rapidly since the past several years and during the period from FY 2009 to FY 2016, the growth has been at a double digit rate. In terms of volume, the PVC pipes market is 1.8 million MT in India and highly fragmented with the presence of a large number of players in the unorganised sector. The ratio of organised and unorganised sector is around 60:40 and our company has a 25% market share in the organised sector.

The Company business is operated in unrestricted and open business environment where the customer has freedom of choice. The Company ensures that the customer demand in various categories are identified and met without any disruption to their expectations. The product manufactured, its usage and technical details are well displayed on the labels, technical leaflets and other branding material.

The product manufactured by the Company is consumer product. The Company makes all efforts to reach to the customer across India by various branding, marketing and business promotion exercises. All the care is taken while design the business promotion activities and advertisement to ensure that no misleading material is published. The customer care mechanism is set up to redress all customer grievances and all the field staff is well trained to handle the customer grievances onsite.

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