

## **ANNUAL REPORT ON CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES FOR THE FINANCIAL YEAR 2018-19**

### **1. A brief outline of the Company's CSR policy, including overview of projects or programs proposed to be undertaken and a reference to the web-link to the CSR policy and projects or programs:**

The Company's CSR Policy (the Policy) was approved on August 8, 2014 by the Board of Directors on the recommendation of the CSR Committee of the Company. The Policy was further amended and approved by the Board in its Meeting held on February 9, 2018. The Policy is placed on the Company's website [www.exidelife.in](http://www.exidelife.in). The main objective of the Policy is to undertake activities to benefit the socially and economically disadvantaged communities through funding initiatives through reputed NGO's /trusts and employee volunteer activities.

### **2. The Composition of the CSR Committee:**

The CSR Committee comprises of the following Directors:

- Ms. Mona Desai - Chairperson (NEID)
- Mr. A. K. Mukherjee - Member (NEPD)
- Mr. Kshitij Jain - Member (Managing Director & CEO)
- Mr. Atanu Sen - Member (NEID)

### **3. Average Net Profit of the Company for last three Financial Years**

<b>Financial Year</b>	<b>Profit / (loss) Amount in INR</b>
2015-16	887,643,297
2016-17	1,125,078,497
2017-18	600,248,442
Average	870,990,079
<b>Provision @ 2% of Average profit</b>	<b>17,419,802</b>

### **4. Prescribed CSR Expenditure (2% of the amount as in point 3 above)**

Average Profit of previous three years is INR ₹ 870,990,079.

2% of above to be contributed for CSR activities is INR 17,419,802.

### **5. Details of CSR spent during the financial year:**

- Total amount committed to be spent for the Financial Year – INR 17,419,802.
- Amount spent during the Financial Year: - INR 17,419,802.

**Manner in which the amount spent during the Financial Year is detailed below:**

**Amount in INR Lakh**

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
S. No	CSR project or activity identified	Sector in which the Project is covered	Projects or programs (1)Local area or other (2) Specify the State and district where projects or programs was undertaken	Amount in outlay (budget) project or programs wise	Amount spent on the projects or Programs Sub-heads: (1)Direct Expenditure on projects or programs. (2) Overheads:	Cumulative expenditure up to the reporting period	Amount spent: Direct or through implementing agency
1	SOS Children's Villages of India	Promotion of Education	Local area	45	45	177.30	Implementing agency
2	Akshay Patra Foundation	Promotion of Education	Local area	35	35	122.67	Implementing agency
3	Indian Cancer Society	Cancer awareness and education	Local area	15.20	15.20	40.47	Implementing agency
4	Road Safety Program	Promotion of Road Safety	Others	76.99	76.99	177.30	Direct
5	Wheeling Foundation	Paralympics	Others	2	2	2	Implementing agency
	<b>TOTAL</b>			<b>174.19</b>	<b>174.19</b>	<b>491.84</b>	

**Report of NGOs:**

**SOS Children's Villages of India:** SOS Children's Villages is active in 133 countries and territories. SOS Children's Villages of India has two key programs aiming at providing the best possible care to every child. SOS has presence in 32 locations and volunteering programs can be conducted at all these locations

Children living at the SOS Children's Villages go to schools in the neighborhood area. SOS ensures quality education and most villages' record a 95-100% success rate in education. Many of their children have done extremely well and have become engineers, IT professionals, airline professionals etc.

Well-known organizations who have been patrons in excess of 10 lacs for the last 3 years are: Mphasis, Herbal Life, Citibank, KPMG, GAIL (Gas Authority of India), SAIL (Steel Authority of India), Sandisk, Microsoft and DELL.

**Akshay Patra Foundation:** The Akshay Patra Foundation (TAPF) is a secular, public not-for-profit trust implementing its "Unlimited food for Education" programs across functioning government schools in India. At present, it covers over 1.3 million children of 10,050+ schools situated in 9 states and 20 locations, making it the world's largest mid-day meal program. Striving to promote universalization of primary education, Akshay Patra has a vision to reach 5 million children by 2020.

**The Indian Cancer Society (ICS):** The Indian Cancer Society was founded in Mumbai in 1951 by the renowned oncologist Dr. DJ Jussawala, with the stated objective of providing cancer awareness and education, as well as offering high quality-low cost cancer screening facilities.

The aim of Indian Cancer Society is to provide practical information about cancer, and to encourage people to incorporate Preventive measures such as primary screening in their annual health routine.

**Road Safety Camping-Helmet Saves:** Exide Life Insurance launched the 'Helmet Saves Children' campaign through a catchy rap song 'Voice of Children' on Children's Day, 14<sup>th</sup> November 2018. The film featured school children, dancing and singing in a flash mob, to highlight the need for children to wear helmets when riding pillion. The video was promoted through social media channels like Facebook, YouTube, Twitter & Instagram and received over 1 million engagements.

Furthermore, the company recognized the week (14th-20th Nov) as 'Helmet Saves Children Week' to drive awareness about the importance of wearing helmets. As a part of this awareness drive the company conducted a children's rally in partnership with Bengaluru Traffic Police and Sri Chaitanya Techno School which witnessed the participation of over 100 students.

Taking the message of safety across the country and supporting the 30th National Road Safety Week, Exide Life conducted similar road shows across 6 cities in collaboration with local schools and the traffic police. These rallies were organized in Ujjain, Coimbatore, Mysuru, Bhopal, Pune and Jaipur. The campaign engaged a remarkable number of over 600 students from 20 schools who joined hands to successfully bring alive the message that 'Helmet Saves'. 1200 exclusively designed Exide Life Insurance branded children's helmets were manufactured in support of this campaign.

A series of engaging and educative comic strips were created & promoted on our social media platforms. The company launched #HelmetSavesChildrenToo Challenge, that had parents and children do the signature dance from the film and sharing their videos on the company's social media channels.

The 'Helmet Saves Children' campaign received extremely encouraging response from the citizens and was covered by publications including The Hindu, The Week, Deccan Chronicle, Deccan Herald and numerous vernacular media such as Patrika, Dainik Jagran, Malayalam Manorama among others. The coverage received ensured that the message of Helmet Safety for children reached over 10 million readers across the country.

## **2. Responsibility statement**

The CSR Committee is responsible to monitor the implementation of the CSR Policy through periodic reviews of the activities of partner Institutions and to ensure effective implementation of the programs undertaken. It also includes monitoring mechanism with MIS reporting, including appropriate documentation of the annual CSR activities, periodic review of partners/NGOs and due diligence on project basis before commitment.

**On behalf of the Board of Directors  
Exide Life Insurance Company Limited**

**Place: Mumbai  
Date: April 25, 2019**

**Sd/-  
Rajan Raheja  
Chairman**

**Sd/-  
Kshitij Jain  
MD & CEO**