

BUSINESS RESPONSIBILITY REPORT

MESSAGE FROM THE DIRECTOR'S DESK

Corporates around the world are witnessing a paradigm shift in conducting business as usual. And the global pharmaceutical industry, that touches innumerable lives, is no exception to this reality. In such a scenario, business models must be willing to manage the emerging expectations of a wider set of stakeholders and address evolving priorities across the triple bottom-line.

At Sun Pharma, we have always believed in growing at the intersection of business health, environmental stewardship, community wellbeing and stakeholder satisfaction.

So while we take pride of expanding our global footprint and maximising shareholder returns, what gives us genuine satisfaction is the fact that we are making medicines more accessible and affordable. While we retain our leadership status in speciality generics industry with relentless zeal, what we fiercely guard are our values and our commitment to put patients first.

We assume equal responsibility to all our stakeholders - be it patients, healthcare professionals, community, planet, regulatory bodies, suppliers, distributors, employees, or shareholders.

Though social responsibility and environmental stewardship was practiced at Sun Pharma since the company came into existence, three years ago we integrated all these components in one interconnected model based on the National Voluntary Guidelines (NVG).

This advanced our efforts and allied them to national goals. We continued to expand our CSR ambit, both by spearheading strategic, long-term projects such as the setup of a 450-bed, state-of-the-art Cancer Hospital as well as pressing into action need-specific interventions like providing relief to flood victims of Kanchipuram District. As did we enhance the quality of life of our communities, so did we reduce our dependence on scarce resources by implementing Clean Development Mechanism (CDM) projects at our operations and continued to share value with our employees in terms of growth and developmental opportunities.

As we further our growth journey, this new model is truly empowering us to accelerate our sustainability initiatives and outcomes.

Employee Wellness

Our most valuable asset is our multi-cultural team. With a strength of 30,000+ employees, we invest our energy in engaging, nurturing and motivating them to grow. In FY16, we increased our investments in training and development of workforce. We are also inculcating in our team, the value of responsible growth. This ensures that each one of them serves the community and protects the environment, while performing their roles.

Environment Wellness

An all-inclusive EHS (Environment, Health and Safety) policy is in place to ensure a safe environment in the workplace and a better environment in the world. Technology-based differentiations in our energy efficiency initiatives rival those in our products. In FY16, 1.15 million kWh of green energy was generated. 'Zero Liquid Discharge' is the norm in many of our plants, while the remaining plants are leading towards it.

Community Wellness

We leverage the intrinsic nature of our business to further the cause of healthcare and care for patients across the economic strata. While making medicines which are more accessible and affordable is our role, we also up the ante by offering certain medicines free of cost to the socially challenged.

Beyond our medicines, we are also investing in community healthcare infrastructure, quality education, water & sanitation, and livelihoods. We undertake various local-level community programmes based on the needs of the residents. One among our spearhead CSR programs, is our 'livelihood training model' where we empower people with employment-oriented skills. In FY16, we offered livelihood training to 200+ people.

This Business Responsibility Report (BRR) is a summary of our endeavours. I welcome your feedback on this report, as your insights will only help us to enhance our triple bottom-line performance.

Regards,

Sudhir V. Valia
Whole-time Director

Overview

Being leaders in the industry with 30,000+ employees worldwide, 49 manufacturing sites, 150+ markets served and a portfolio of 2,000+ marketed products, we at Sun Pharma strongly believe that business and responsibility are complementary to each other.

Lasting value can only be created, if the right balance between the triple bottom lines of economic, environmental and social is achieved.

This Business Responsibility Report is testament to our accountability towards all our stakeholders. In line with SEBI's proposed index and the nine principles of the Government of India's 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business', the report summarises our efforts to conduct business with responsibility.

SECTION A: GENERAL INFORMATION ABOUT THE COMPANY		
1	Corporate Identity Number (CIN) of the Company	L24230GJ1993PLC019050
2	Name of the Company	SUN PHARMACEUTICAL INDUSTRIES LIMITED
3	Registered Address	SPARC, TANDALJA, VADODARA - 390 020, GUJARAT
4	Website	http://www.sunpharma.com/
5	E-mail id	secretarial@sunpharma.com
6	Financial Year reported	01-April-2015 to 31-March-2016
7	Sector(s) that the Company is engaged in (industrial activity code-wise)	'Pharmaceuticals' is the primary reportable segment
8	List three key products/services that the Company manufactures/provides (as in balance sheet)	Cip-Isotretinoin Liposomal Doxorubicin Imatinib
9	Total number of locations where business activity is undertaken by the Company	
	1. Number of international locations (Provide details of major 5)	US, Romania, Canada, Russia, South Africa
	2. Number of national locations	Facilities - Halol, Panoli, Karkhadi, Ankleshwar and Dahej (all in Gujarat), Baddi, Paonta Sahib and Batamandi (all in Himachal Pradesh), Mohali and Toansa (all in Punjab), Malanpur and Dewas (both in Madhya Pradesh), Ahmednagar (Maharashtra), Maduranthakam (Tamil Nadu), Dadra, Silvassa, Jammu, Sikkim, Goa R&D Centres - Vadodara (Gujarat) and Mumbai (Maharashtra), Gurgaon (Haryana) Registered and corporate offices - Vadodara (Gujarat) and Mumbai (Maharashtra) respectively. Pan-India Distribution Network
10	Markets served by the Company - local / state / national / international	Over 150 markets served across 5 continents - Asia, Americas, Europe, Africa and Australia

SECTION B: FINANCIAL DETAILS OF THE COMPANY

1	Paid-up capital (₹)	2,406.6 million
2	Total turnover (₹)	80,463 million (standalone)
3	Total profit after taxes (₹)	(10,734) million (standalone)
4	Total spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%)	Due to losses recorded in the last 3 years, the company is not required to allocate any amount towards CSR. However, it has voluntarily spent ₹ 116.5 million on CSR activities for the year
5	List of activities in which the above expenditure has been incurred	Refer Principle 8 'Equitable Development'

SECTION C: OTHER DETAILS

1	Does the Company have any Subsidiary Company / Companies?	Yes
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)	There is no direct participation
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%]	In due course of time, Sun Pharma intends to take its sustainability policies and initiatives beyond the boundaries of its manufacturing facilities and spread awareness amongst the relevant stakeholders.

SECTION D: BR INFORMATION**1 a. Details of the Director / Directors responsible for implementation of the BR (Business Responsibility) policy / policies**

# DIN Number	5561
# Name	Mr. Sudhir V. Valia
# Designation	Whole-time Director

b. Details of the BR head

# DIN Number (if applicable)	Mr. Sudhir V. Valia, Whole-time Director of Sun Pharma, oversees the BR implementation. However the Company does not have a BR head as of now
# Name	
# Designation	
# Telephone number	
# E-mail id	

2 Principle-wise (as per NVGs) BR Policy / policies (Reply in Y / N)		P1	P2	P3	P4	P5	P6	P7	P8	P9
1	Do you have a policy / policies for....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2	Has the policy being formulated in consultation with the relevant stakeholders?	All the policies have been formulated in consultation with the Management of the Company and is approved by the Board								
3	Does the policy conform to any national / international standards? If yes, specify? (50 words)	All the policies are compliant with respective principles of NVG guidelines								
4	Has the policy being approved by the Board? If yes, has it been signed by the MD / owner / CEO / appropriate Board Director?	All the policies have been approved by the Board and have been signed by the Managing Director								
5	Does the company have a specified committee of the Board / Director / Official to oversee the implementation of the policy?	The Board has appointed Mr. Sudhir Valia, Whole-time Director - Sun Pharma, to oversee policy implementation								
6	Indicate the link for the policy to be viewed online?	Copies will be made available on receipt of written request from shareholders								
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	The policies have been formally communicated to internal stakeholders. The external stakeholders will be communicated in due course								
8	Does the company have an in-house structure to implement the policy / policies?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
9	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
10	Has the company carried out independent audit / evaluation of the working of this policy by an internal or external agency?	It will be done in due course								
3 Governance related to BR										
1	Indicate the frequency with which the Board of Directors, Committee of the Board or CEO assess the BR performance of the Company? Within 3 months, 3-6 months, Annually, More than 1 year	Annual								
2	Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?	The BR report for FY16 can be accessed through the link: http://www.sunpharma.com/pdflist/all-documents . It is published annually								

PRINCIPLE 1: ETHICS, TRANSPARENCY AND ACCOUNTABILITY

All successful and sustainable companies have one thing in common – good governance practices. At Sun Pharma, our governance is grounded on the foundation of ethics and driven by principled leaders as well as robust mechanisms, policies and processes, ensuring high standards of transparency and accountability. This has not just helped us gain shareholder trust and market leadership, but also fulfil our responsibility towards the employees, communities and the environment.

Key principles of our corporate governance philosophy:

- › High levels of transparency
- › Accountability
- › Consistent value systems
- › Delegation of responsibility across all facets of operations

Key enablers to ensure consistent implementation of these principles:

Leadership

Our Directors bring forth a wealth of experience and entrepreneurship, steering the company towards sustainable growth consistent with our values of integrity and accountability.

Board Committees

Dedicated board committees are in place which are led by the top management to oversee core areas of governance.

Code of Conduct & Policy

We enable our employees to thrive through fair means detailed in our code of conduct. Along with the code, various policies on significant subjects are designed to cover all areas of operations.

We are continuously and consistently raising the bar on our commitment to the best benchmarks of governance.

We also actively solicit feedback from all our stakeholders on our business conduct, and keep our code and policies updated. In this reporting year, we received 11 stakeholder concerns, all of which have been resolved.

PRINCIPLE 2: PRODUCT LIFE CYCLE SUSTAINABILITY

Being in the business of healthcare, well-being of patients is our first priority. At the same time, we are equally committed to ensure well-being of our neighbourhood community and the environment. We continue to make our products

affordable and accessible, by adopting equitable and sustainable practices.

More Power to Patients

It is a travesty of our times that the balm of medicine is burning the hole in our pockets. As a leading pharmaceutical company, we consider it our responsibility to make quality healthcare solutions more affordable and accessible.

Our product agenda continues to be 'more the affordability of our products, more is our reachability to the patients'.

We also distribute some of our critical life-saving products at no cost, to those in need. Three such products that have broken the affordability and accessibility barrier are:

Rilutor (Riluzole)

Used for treating Amyotrophic Lateral Sclerosis (a life threatening disease), this product is distributed free of cost to all patients.

Decitabine

An enabler to oncology therapy, it is available at a significant discount compared to innovator's price.

Istavel

A diabetes care drug, it is available at a significant discount, compared to global price.

More Power to People

While alleviating the physical distress through our products, we also focus on elevating the socio-economical stress in the neighbouring communities by sourcing local material and labour wherever possible. This optimises logistics, considerably reducing the carbon footprint.

To ensure that we do not compromise on quality, we invest a lot in upgrading our local suppliers in terms of technical skills and quality parameters. Their capabilities and capacities are also spruced up by offering advances or short term credits.

Our facilities at Ahmednagar, Panoli and Sikkim have identified and encouraged various such local vendors.

More Power to the Planet

Nature sustains life; it must be nurtured for a better quality of life. We are committed to cultivate a culture of conservation in our operations and continue to enhance our manufacturing processes through the lens of eco-efficiency. For more details regarding this, please refer Principle 6 of this report.

Calculating our environmental performance per product poses unique challenges, owing to a diverse product portfolio and complex production processes. We, therefore, monitor and manage our total annual water and energy performance vis-à-vis our total annual production.

Production:

API: 3,488 tonne
Formulations: 157,85 million

Water usage: 2,780,074 KL

Energy Usage:

Electricity (kWh)	LDO (L)	FO (L)	HSD (L)	Briquette (MT)
323,891,258	15,282,323	16,157,485	3,460,168	4,321,840

PRINCIPLE 3: EMPLOYEE WELL-BEING

People are the key to the success of an organisation. At Sun Pharma, we empower our employees by providing them a safe workplace, friendly policies, growth opportunities and learning options, thereby creating an environment where their personal and professional goals get fructified.

An all-encompassing HR policy covers all the aspects, right from recruitment to retention leading to an overall development of our employees. This policy is analysed on a periodic basis and upgraded to address emerging industry trends and employee expectations

Key tenets of Sun Pharma’s talent management approach:

Employee Engagement

One of the significant enablers of ensuring employee wellbeing is active engagement. Several two-way communication platforms are in place for employees to express themselves, know more about the organisation as well as raise queries and concerns. Employee feedback is promptly solicited at Sun Pharma. This results in a motivated workforce, lesser turnover, better quality and productivity.

Continuous Learning

We invest significantly in providing development opportunities to our people, based on their function and aptitude. Training is imparted via our internal and external competency development platforms. For our talented employees who have completed three years with us, we advance their aptitude by providing training in elite institutions.

Equality of Opportunity

Merit is the only way to enter and grow at Sun Pharma, and there is no place for bias, discrimination and harassment. We respect the diversity and encourage a fine amalgam of talent from different age groups, genders, castes, domains, religions, cultural backgrounds etc. Such a diverse human capital brings to the table, multiple thought processes resulting in innovative solutions.

As of 31st March, 2016, we had a total workforce, including all our subsidiaries, of over 32,000 employees on our payroll. Of these, women employees accounted for 3,670 and 22 were employees with disabilities.

Freedom of Association

Union of employees that pursue the interests of its members, keeping in mind the overall business environment, is given due credit. At present, there is a management-recognised employee association, which covers approximately 5% of our employee membership.

Health and Safety

Wellness of the workforce is given pivotal importance at Sun Pharma. Our robust Environment, Health and Safety (EHS) policy and operating guidelines ensure a safe and healthy environment.

Compliance to ISO/OHSAS 18001 standards and to the laws of the land is non-negotiable.

We continue to devote our resources in imparting safety training, designed in such a way that each employee is aware of all the do’s and don’ts of operational safety, right from prevention to emergency management. The reporting year saw the safety and skill up-gradation training of approximately 45% of our employees, including 17% of women employees.

We encourage reporting of accidents, injuries and near-misses, which enables us to be better prepared in the future. Safe work practices are endorsed and the usage of unsafe equipment is disallowed.

Key ingredients of our occupational health and safety approach:

- ▶ Safe Working Systems
- ▶ Use of Personal Protective Equipment (PPE)
- ▶ Safety Inspections & Audits
- ▶ Emergency Preparedness
- ▶ Safety Risk Management

Recognition & Recreation

Operational productivity is a by-product of a healthy, happy and motivated workforce. Recreation and recognition are great enablers to boost our employee happiness quotient. A merit-based talent recognition and recreation module has been designed. Some of its features are illustrated below:

- › Special celebration to accord due recognition to the retiring employee
- › Long-service award to recognise the loyalty and commitment of employees
- › Family picnics to foster camaraderie

PRINCIPLE 4: STAKEHOLDER ENGAGEMENT

Engagement leads to exchange of ideas, redressal of concerns and convergence of interests, leading to reinforced trust, long-term association and win-win relationship.

Complementing this well-established fact, is our comprehensive engagement mechanism which enables a proactive dialogue with our internal as well as external stakeholders. We solicit stakeholder expectations and accordingly streamline our policies, processes and products with a view to address the same.

'Inclusivity', 'accountability' and 'responsibility' are three ingredients of our engagement formula that creates and sustains, a winning chemistry between us and our stakeholders.

Inclusivity

We engage with all our internal or external stakeholders, who have an impact, direct or indirect, on our business. Some of our key stakeholders include:

- › Employees
- › Neighbouring Communities
- › Patients
- › Healthcare Professionals
- › Investors & Shareholders
- › Vendors, Suppliers & Distributors
- › Government & Regulators

Accountability

We are answerable to all our stakeholders. We stay committed towards disbursing reliable information with highest standards of integrity, having a sincere interaction with all stakeholders as well as encouraging constructive collaborations that advance exchange of best practices.

Some of the major platforms we use to communicate include:

Corporate Website | Annual Reports | Quarterly Reports | Investor Presentations

Official Press Releases | Vendor Meets | Customer Feedback Sessions | Dedicated Portals for Employees, Vendors and Field staff

Responsibility

Stakeholders are the ones who fuel our sustenance as well as the ones who are impacted by our business. We therefore, act as an instrument to responsibly balance the interests of all stakeholders. Careful consideration is given to those who need more resources to uplift themselves. Initiatives are designed to continuously and consistently provide more amenities and opportunities to them. For details, please refer Principle 8.

PRINCIPLE 5: HUMAN RIGHTS

Human rights form the foundation of a just society. Fundamental in nature and applicable universally - we adhere to this principle regardless of the nation, location, language, religion, ethnic origin or any other status of any person.

Our all-encompassing Human Rights Policy covering various principles ranging from freedom of association to freedom from harassment, applied across our operations is testimony to our commitment.

Our actions emanating from these policies speak louder than our intentions. Not only are we compliant with all the statutory laws and regulations, we have grievance redressal mechanisms in place for violations, if any. In the reporting year, there were no human rights violation complaints, relating either to child, forced and involuntary labour or sexual harassment / discriminatory employment, against the Company.

PRINCIPLE 6: ENVIRONMENT

By limiting the definition of growth to just economic development, mankind is ironically progressing towards a time where basic needs like clean air, fresh water, rich biodiversity and required natural resources are getting scarce. At Sun Pharma, we are vigilant of the emerging situation and investing in measures that convert these challenges into opportunities. Be it conservation measures or reducing our dependence on limited resources, we are not only reducing the burden on the environment, but also on our operational costs.

A robust Environment, Health & Safety (EHS) policy is in place which is encouraging our employees to be more ecologically aware and our vigilant teams to be more cautious in pre-empting potential threats by developing relevant measures to address them.

Summarised below are our green must dos:

- › Ensure statutory compliance
- › Optimise natural resources
- › Effect continuous improvement in environment management
- › Innovate greener technologies and processes
- › Spread green awareness across internal and external stakeholders

Waste Management

Effective waste management is accomplished at Sun Pharma through a host of well-laid-out and continuously-monitored procedures.

4Rs in Action:

- › **Reduce** the production of waste by minimising waste at source.
- › **Recycle** waste materials including solvents, wastewater, glass, plastic liners, fibre drums, metal drum sheets, HDPE sheets and waste oil. Initiatives consist of set-up of effluent treatment plants, recycling through registered recyclers and engaging scrap vendors for materials like paper, plastic and HDPE. Many of our units are Zero Liquid Discharge (ZLD) facilities and the remaining ones are in the process of obtaining the status.
- › **Reuse** the recovered solvents as and when possible, enabled by well-equipped solvent recovery systems.
- › **Responsible** disposal - We ensure safe and responsible waste disposal at Government approved sites.

Energy Conservation

We are leveraging all available alternatives to conserve as much energy as possible. These options broadly can be classified into two categories - tapping technology to generate green energy and using energy efficiently in manufacturing processes.

Green Investments

We have invested significantly in green energy, principal amongst which is our investment in wind energy. One of our facilities is dedicated towards harnessing the power of wind to generate energy. In FY16, we generated around 1,145,560 kWh of clean energy.

Greener Operations

We also undertake a host of initiatives to usher in energy efficiency via process efficiency. Some of such interventions implemented across various units to further optimise our systems in the financial year include:

- › Installation of boiler economisers and air pre-heaters
- › Using condensate recovery pumps
- › Use of fuel-efficient packaged boilers that use heat from waste gases of engine exhaust
- › Steam generation from exhaust gas and hot water generation from jacket heat
- › Installation of Variable Frequency Drives (VFDs) to save energy at all AHUs
- › Use of energy efficient screw chillers and rotary air compressor with VFD
- › Recovery of gas super heater to make hot water
- › Generating steam from waste heat of the captive power plant
- › Installation of motion sensors to reduce electricity wastage
- › Replacement of CFL and metal halide lamps with LED Lights
- › Energy efficient planetary gear box installation in manufacturing plant for reactors

Carbon Emission

We have implemented a Clean Development Mechanism (CDM) project at our facilities by switching from 'conventional' furnace oil / light diesel oil boilers to 'eco-efficient' biomass briquette-based boilers. Along with restricting the emissions of our operations, it will achieve two more purposes:

- › Social well-being: It will generate additional income opportunities for the local population
- › Environmental well-being: It will replace fossil fuels by a carbon-neutral fuel

As of now, we have six functional facilities equipped with the biomass-fuelled boilers, with a total steam generation capacity of 54 tph.

As of 31st March, 2016, there were no pending notices from pollution control boards.

PRINCIPLE 7 : POLICY ADVOCACY

In order to usher in a positive change in the society, it is imperative to have a consistent dialogue with those who play a large role in shaping public policies. Our agenda of participation in public policy advocacy is centred on making healthcare affordable for all.

Leveraging our leadership position, we share insights and provide detailed inputs to key decision makers in planning better policies for the patients. We also learn from the best practices of others. Along with collaborations with various trade and industry associations, we are also members of:

- › Indian Drug Manufacturing Association
- › Indian Pharmaceutical Alliance
- › Bombay Chamber of Commerce
- › Confederation of Indian Industry
- › Pharmaceuticals Export Promotion Council of India

PRINCIPLE 8 : EQUITABLE DEVELOPMENT

It is equitable development that is the true measure of human progress. At Sun Pharma, we strive to ensure a better quality of life for the people while contributing towards a strong economy. All our CSR efforts stem from our well-articulated Corporate Social Responsibility (CSR) Policy and focus on some of the key priorities of the communities - health, education, water, livelihood and disaster relief.

The programmes range from large-scale, long-term projects to one-off need-specific initiatives, aimed towards touching lives of those who are socio-economically marginalised and opportunity- challenged. Illustrated below are some of the key initiatives undertaken during the financial year FY16:

Distributing Medicines

We directly support the socio-economically challenged sections of the society by providing medicines at no or subsidised costs to the patients in need.

- › Financially challenged patients continue to gain our assistance in the form of free-of-cost medicines. In the reporting period, we continued to dispense free Riluzole which is used in the treatment of Amyotrophic Lateral Sclerosis (a life-threatening disease) to all patients.
- › We have also been regularly distributing medicines to monasteries in Sikkim.

Beyond Medicines

Over and above providing medicines, we implement CSR programmes to benefit the community on a sustained basis and in priority areas. Our endeavours broadly focus on:

Healthcare | Quality Education | Infrastructure & Rural Development | Access to Safe Water & Sanitation | Disaster Relief

Healthcare Projects

Cancer Hospital

With the objective of offering comprehensive cancer treatment to patients of a wider cross section, we started the National Cancer Institute at Nagpur, Maharashtra in conjunction with Dr. Abaji Thatte Seva Aur Anusandhan Sansthan.

A 450-bed hospital, supported with a cost of ₹ 80 million this year, it will benefit approx. 0.6 million patients every year with cancer treatment and related benefits.

Mobile Medical Units

A joint initiative between HelpAge India and Sun Pharma Community Healthcare Society, we've pressed into action mobile medical units providing free healthcare services to the community at their doorstep.

The mobile medical unit is a full-fledged clinic-on-wheels with an experienced doctor on board. The focus is on providing consultation, medicines as well as preventive healthcare.

The investment in this initiative was ₹ 31.5 million in FY16. The mobile medical vans under this program are serving the populace of towns including Halol, Nagar, Mohali, Dewas, Toansa and Paonta Sahib, and has already benefited 465,000 patients with preventive & curative consultation and treatment.

Sanitation Programme

Our CSR Department along with GVT Dahod launched several sanitation programmes in line with the Swachh Bharat Mission. These included construction of 692 toilets for the community, and conducting intensive Behavioural Change Communication (BCC) and Information, Education and Communication (IEC) campaigns with the involvement of local stakeholders.

The programmes saw an investment of ₹ 2.9 million in FY16, and are in operation at Halol Taluka - Panchmahal District, Panoli - Bharuch District, Nagar Taluka - Ahmednagar District and Madurantakam Taluka - Kanchipuram District, impacting 283 households. Our efforts have yielded positive changes in the villagers' mind-set towards adoption of hygiene and sanitation, which will go a long way in enhancing their health quotient.

Significant outcomes:

- ▶ 100% toilet coverage in Panoli village
- ▶ Increased toilet usage at Halol - from 28% to 78.8% in the 1st year of implementation

Drinking Water Programme

The provision of drinking water supply to 4 hamlets of Malaipalayam village in Madurantakam Taluka of Kanchipuram District was completed in the financial year, providing 960 households with potable water.

Educational Programmes

Our education endeavours include upgrading infrastructure of the surrounding schools and enhancing their standard of education.

In FY16, we invested ₹1.2 million to advance the quality of education at Halol - Panchmahal District, Panoli - Bharuch District, Nagar - Ahmednagar District and Madurantakam - Kanchipuram District, impacting 3,859 students.

Livelihood Initiatives

A significant part of our community initiatives involves enabling people with livelihood skills.

Beneficiary Count

Type of Training	No. of people who received training	No. of locals employed	No. of non-locals employed
Pre-employment	209	139	44

To enhance productivity and impact, we periodically gather feedback regarding our programmes from beneficiaries, partners and implementers. Development of a formal impact assessment tool is in the pipeline.

Other Projects

Disaster Relief Programme

Following the floods in Madurantakam Taluka - Kanchipuram District, our CSR team swung into action to provide immediate relief to neighbouring villagers in terms of commodities (rice bag of 3-5 kg) and medicines in the medical camps etc.

Contributing ₹ 0.2 million, we reached out to 1,600 families with access to rice and facilitated medical treatment for 679 villagers.

Green Belt Development

Our employees rolled up their sleeves to sow 200 saplings as part of the avenue plantation drive at Panoli - Bharuch District that saw an investment of ₹ 0.14 million in FY16.

To ensure that the saplings bloom into fully-grown trees transforming the avenue into a green belt, the team also shielded each sapling with a tree guard. This effort will also enliven the surrounding of the community, over and above offering ecological benefits.

Rural Development

We organised a festival to promote local art and culture, with a broader aim to promote tourism for the economic enhancement of the area surrounding the world heritage site of Champaner-Pavagadh at Halol Taluka - Panchmahal District.

Strengthening PDS System

We set up a Public Distribution System (PDS) at Madurantakam Taluka - Kanchipuram district benefiting 250 households. Implemented with an outlay of ₹ 0.4 million, the facility will serve a two-pronged purpose:

- ▶ To provide good infrastructure facility to keep the essential commodities safe and secure
- ▶ To facilitate the local governing body in distributing the material on time by providing required infrastructure facilities

PRINCIPLE 9 : CUSTOMER VALUE

Our customer is our key stakeholder and their well-being is our first priority. Our customer-centricity approach encompasses a gamut of propositions:

- ▶ Delivering affordable medicines and increasing their accessibility
- ▶ Practising stringent quality standards to ensure safe, effective and easy-to-use products
- ▶ Soliciting customers' feedback and insights, and timely addressing their issues

Active Engagement

Spread globally, our customers span 150 countries and 6 continents. Our customer engagement therefore involves multiple channels.

Our two-way interaction model:

Give	Take
Disclose detailed information for all our products, which also complies with all applicable labelling codes and specifications	Gain consistent feedback from customers and immediately address the issues, if any. In the reporting year, no formal survey was carried out, but our medical representatives continued to seek suggestions in person, from doctors and pharmacists. Our 'Customer Centricity Policy' also directs our employees to be receptive towards customer's needs and concerns.
Deal with customers in a transparent and ethical manner, eliminating any form of miscommunication or misunderstanding. Our Code of Conduct also guides our employees while engaging with customers	

Our integrity towards transparency can be comprehended from the fact that in the last seven years, no material case has been filed against Sun Pharma by any stakeholder, regarding dishonest trade practices or irresponsible advertising.

Product Safety

The nature of our business makes it imperative for us to view quality not only as a differentiator, but also as an elementary feature of our products. We have thus, incorporated pharmaco-vigilance SOPs to methodically examine, detect and gauge any adverse effects which may arise in or due to our products. This system results in the elimination of misfortunes at the initial phase itself. Being a customer-centric company as well as a global pharmaceutical leader, we keep pushing the envelope further in terms of product safety throughout our value-chain, with unrelenting vigilance of our R&D experts playing their part.

A comprehensive quality management system is in place to keep an all-inclusive and updated database of unfortunate events. Both healthcare and non-healthcare stakeholders can access the 'adverse impact reporting form' from our website. The reporting person's identity is kept confidential and is diligently protected to encourage free and fair feedback. After filtering the feedback received, the information is used for the systematic benefit-risk ratio assessment of the medicine.

Specialty Healthcare

With spiralling cost of quality healthcare, it has become increasingly difficult for people to take the advantage of the advent of new cures and medicines. Although the need for specialty medicines has increased with improving mortality rates, its affordability has reduced. That is the area we are focusing our energies on.