
Business Responsibility Report

About PVR Ltd

PVR is the largest and most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is consumed in India. PVR currently operates a cinema circuit comprising of 579 screens at 126 properties in 50 cities (18 states and 1 Union Territory), serving approx. 75 million patrons annually.

About this report

The Securities and Exchange Board of India (SEBI) as per its (Listing Obligations and Disclosure Requirements) Regulations, 2015 has mandated the inclusion of a "Business Responsibility Report"(BRR) as part of Company's Annual Report for top 500 listed entities

based on market capitalization at the Bombay Stock Exchange Ltd. (BSE) and the National Stock Exchange of India Ltd. (NSE). The reporting framework is based on the 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVEGs)' released by the Ministry of Corporate Affairs, Government of India, in July 2015 which contains 9 Principles and Core Elements for each of the those 9 Principles. SEBI vide circular SEBI/HO/CFD/CMD/CIR/P/2017/10 dated February 6, 2017 have provided that the integrated reporting may be adopted on a voluntary basis from Financial Year 2017-18 by top 500 companies which are required to prepare BRR. Detailed Business Responsibility Report for 2015-16 (available at: www.pvrcinemas.com)

SECTION A

General Information about the Company

1. Corporate Identity Number (CIN) of the Company	L74899DL1995PLC067827
2. Name of the Company	PVR Limited
3. Registered address	61, Basant Lok, Vasant Vihar, New Delhi-110057
4. Website	www.pvrcinemas.com
5. E-mail id	cosec@pvrcinemas.com
6. Financial Year reported	April 1, 2015 to March 31, 2016
7. Sector(s) that the Company is engaged in (industrial activity code-wise)	59141
8. List three key products/services that the Company manufactures/provides (as in balance sheet) :	Exhibition of Films, F&B and Sponsorship
9. Total number of locations where business activity is undertaken by the Company	
(a) Number of International Locations (Provide details of major 5)	None
(b) Number of National Locations	50 Cities
10. Markets served by the Company	India

SECTION B

Financial Details of the Company

1. Paid up Capital (INR)	Rs. 46,68,69,380
2. Total Turnover (INR)	Financial Results are awaited
3. Total profit after taxes (INR)	Financial Results are awaited
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	
<ul style="list-style-type: none"> • Eradicating of Hunger • Eradicating of Poverty • Promoting Health Care • Promoting Education • Gender Equality • Women Empowerment • Environment Sustainability • Protection of Heritage 	

SECTION C

Other Details

- Does the Company have any Subsidiary Company/ Companies?**
 Yes, Company has three subsidiary companies:

 - PVR Pictures Limited
 - PVR bluO Entertainment Limited
 - Zea Maize (P) Ltd.
- 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)**
 No, subsidiary companies do not participate in BR initiatives.
- 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%]**
 Yes, Less than 30%.

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SECTION D

BR Information

1. Details of Director/Directors responsible for BR

a. Details of the Director/Director responsible for implementation of the BR policy/policies

DIN	Name	Designation
	Mr. Ajay Bijli	Chairman cum Managing Director
	Mr. Sanjeev Kumar	Joint Managing Director
	Mr. Sanjai Vohra	Independent Director
	Mr. Sanjay Khanna	Independent Director

b. Details of the BR head

i. DIN Number (if applicable)	
ii. Name	Mr. Nitin Sood
iii. Designation	CFO
iv. Telephone Number	011-4708100
v. e-mail id	nitin.sood@pvrcinemas.com

2. Principle-wise (as per NVGs) BR Policy/policies

a. Details of compliance (Reply in Y/N)

No.	Questions	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
1	Do you have a policy/ policies for....	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Has the policy being formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Does the policy conform to any national / international standards? If yes, specify? (50 words)	Yes. The policies are based on the 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business' released by the Ministry of Corporate Affairs								
4	Has the policy being approved by the Board? Is yes, has it been signed by MD/owner/ CEO/ appropriate Board Director?	Yes. The policy has been approved by the Board and 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?	Yes, the Company has various Committees of Board/Directors/Officials to oversee the implementation of the policy.								
6	Indicate the link for the policy to be viewed online?	www.pvrcinemas.com								
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	Yes, the policy has been communicated to all the internal and external stakeholders								
8	Does the company have in-house structure to implement the policy/ policies.	Y	Y	Y	Y	Y	Y	Y	Y	Y
9	Does the Company have a grievance redressal mechanism related to the policy/ policies to address stakeholders' grievances related to the policy/ policies?	Yes, any grievances or feedback to the policies can be sent to investors@pvrcinemas.com								
10	Has the company carried out independent audit/ evaluation of the working of this policy by an internal or external agency?	N	N	N	N	N	N	N	N	N

- 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	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
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)									

Not Applicable

3. Governance related to BR

- a. Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year

Depending upon need, the Senior Management may periodically assesses the BR performance of the Company.

- b. Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?

Once the BR Report is approved by the Board, the Company will put it on Company's website.

recipe to achieve business excellence and optimize long- term value. As our business grows, the governance and management of our company has assumed critical importance.

To fulfill our commitment towards good corporate governance, we strive to instill a proper sense of ethics in each and every employee. Our Code of Ethics & Conduct covers not just our employees but also extends to the Board members and members of the Committees of the Board. The promoter family believes that they have a trusteeship and fiduciary role to follow both in terms of perpetuating the family business and in preserving and growing the business.

We rely on our employees to uphold our values and follow our expectations of ethical conduct. PVR has a detailed Code of Ethics & Conduct which ensures a common minimum standard for professional behavior from all our employees. We supplement our code with detailed policies on aspects such as anti-harassment, whistle-blower protection and other issues concerning our workplace.

The Code of Conduct not only outlines fundamental ethical considerations, but also addresses more specific considerations of professional conduct. The code lists out specific professional responsibilities expected from all members of the PVR family. These include living the PVR values each day, knowing and respecting existing laws, observing corporate discipline and being accountable to all stakeholders, among others. All employees are required to understand this code and agree to abide by it. The policy is also regularly updated and all employees are informed about the same.

PVR's Whistle Blower & Protection policy is a platform for our stakeholders (namely directors, employees & their representative bodies, business associates and security holders) to report unethical business practices at the workplace without the fear of reprisal; thereby helping the organization eliminate any malpractices in the system.

PRINCIPLE 1:

Ethics, Transparency & Accountability

PVR Ltd is a growing organization. Its leadership is conscious of its responsibility towards governance and ethics in the larger context of society and nation as a whole. Our investors have reposed their faith in us to safeguard their investments through consistent delivery of high level returns, by carrying out its business dynamically and leading from the front.

As a value-based, socially responsible organization, PVR operates its business in accordance with local legislations in all the respective States where it operates as per Company's Code of Conduct. PVR is bound to the ethical standards in its operations and behavior.

PVR Code of Conduct is an integral part of the service conditions for employment in the company and it describes general duties, responsibilities and management's expectations regarding behaviors and conduct of employees. Our policy on code of business conduct and ethics is, in fact, a key ingredient in our

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Risk Assessment & Minimization Committee is responsible for addressing each complaint raised and makes recommendations on corrective actions to the management to act on immediately.

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?

The Company's policies on Ethics, Transparency and Accountability along with the Code of Conduct, is applicable to all individuals working in the Company including its Directors and others in the PVR Group Companies. The Company encourages its business partners to follow the code.

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.

Stakeholder	Complaint received during Financial Year 2016 - 17	Complaint resolved during Financial Year 2016-17	Complaints resolved (%)
Investors' complaint	29	29	100
Consumers' complaint	3,512	3,350	95
Total	3,541	3379	97.50

PRINCIPLE 2:

Products Lifecycle Sustainability

As a growing organisation, PVR understands its responsibility towards the society and knows how critical it is that it profitably, yet safely, provide its products that benefit its consumers. Each of Company's products helps it move closer to our commitment of being dedicated to the Health & Well-being of every consumer.

We don't spare any effort in ensuring that our products at F&B counters in all cinemas are safe and that the highest quality of standards is maintained throughout the entire supply chain, from the raw material to the finished product. We ensure that all our vendors conform to the standards as laid down by FSSAI.

We have zero-tolerance for any deviation in quality of our products. Quality is the hallmark across the value chain. We know that the best raw materials help make the best products. All the raw material that we use for our F&B products is compliant with standards laid out by the FSSAI. We also ensure that all disposables and packaging material are of food grade quality.

PVR believes in complete transparency when it comes to product labelling and claims. We are committed to providing reliable nutritional information about our food and health products and comply by all the statutory norms and regulation as specified by the regulatory bodies. We inform our consumers about the ingredients in all our products to help them make an informed choice and pick the best products.

1. List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and/or opportunities.

- a. Popcorn
- b. Nachos
- c. Sandwiches

2. For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional):

N.A.

3. Does the company have procedures in place for sustainable sourcing (including transportation)?

PVR has established an approved procedure to ensure sustainable sourcing of products.

4. Has the company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work?

Yes, PVR has embedded sustainability throughout its procurement supply chain and raw materials are procured from vendors close to the cinemas wherever applicable thereby fulfilling its social responsibilities towards the communities surrounding its different places of work.

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.

The Company has always strived to reduce waste associated with its products and use products which are recyclable in nature for e.g. Paper napkins etc.

PRINCIPLE 3:

Employee's Well-Being

PVR today has a dedicated and an inspired workforce stands at 9,862 in India including staff hired on a contractual basis across the nation. Our talent acquisition, development and retention

practice has helped us address the requirements for organizational and business growth.

Our Human Resources (HR) team works towards creating an environment that supports the professional development of our team members and significant investments are made every year to attract, retain and develop the potential of those talented people essential to our continued success.

We have implemented various learning initiatives for well-rounded development of our people. The company follows a process for identification of training needs, which emphasizes linkage between business and individual performance and customer satisfaction. Keeping in mind the needs of different trainee groups, we employ a mix of various formats to deliver training to our people through classroom training, outbound training, and on-the-job training. We have also put in place regular orientation and refresher programs for our frontline cinema staff.

In addition, we also ensure our internal stake holders' participation for feedback and improvements through a 360 degree assessment. The aspect of innovation is further emphasized through "PVR Innovation Awards" and cross functional synergy is encouraged through various participatory group discussions. Our key technology implementation also takes into account employee participation in the change process and thus they are exposed to the leading practices of the industry.

Our training and development programs also cater to our contractual workforce.

1. Please indicate the Total number of employees.

PVR's manpower strength in the beginning of Financial Year 2017-18 stood at 9,862 employees

2. Please indicate the Total number of employees hired on temporary/contractual/casual basis.

PVR employed 4,951 contractual employees in Financial Year 2016-17

3. Please indicate the Number of permanent women employees.

We encourage diversity and have currently 582 permanent women employees on our rolls.

4. Please indicate the Number of permanent employees with disabilities

Presently, we do not have any employee with disability. However a program is being envisaged to engage people with physical disabilities.

5. Do you have an employee association that is recognized by management.

No we do not have any employee association recognized by management. However in accordance with Rights to Freedom of association our employees individual freedom is not restricted.

6. What percentage of your permanent employees is members of this recognized employee association?

N.A.

7. Please indicate the Number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year.

No.	Category	No of complaints filed during the financial year	No of complaints pending as on end of the financial year
1	Child labour/forced labour/involuntary labour	Nil	Nil
2	Sexual harassment	10 cases in last calendar year	Nil
3	Discriminatory employment	Nil	Nil

8. What percentage of your under mentioned employees were given safety & skill upgradation training in the last year?

Particulars	Corporate	Cinemas
Permanent employees	30%	100%
Permanent women employees	40%	100%
Casual/Temporary/Contractual Employees	100%	100%
Employees with disabilities	NA	NA

PRINCIPLE 4:

Stakeholder Engagement

1. Has the company mapped its internal and external stakeholders?

Yes, PVR has mapped its internal and external shareholders. We recognize employees, communities, stakeholders, investors and regulatory authorities as our key stakeholders.

2. Out of the above, has the company identified the disadvantaged, vulnerable & marginalized stakeholders.

PVR identifies underprivileged communities around its business locations as disadvantaged, vulnerable and marginalised stakeholders. PVR continuously engages with all such stakeholders identifying their needs and priorities so as to serve their needs accordingly.

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3. **Are there any special initiatives taken by the company to engage with the disadvantaged, vulnerable and marginalized stakeholders. If so, provide details thereof, in about 50 words or so.**

Yes, PVR Nest, a Charitable Trust established by PVR, aims at providing a dedicated approach to community development while fulfilling its corporate social responsibility commitments. The Trust works with "Children at Risk" (Childscapes) through various programmes on rehabilitation, education, nutrition, healthcare and employability, additionally; through its infrastructure-business enterprise, PVR Cinemas; it fosters the largest film-based education programme - CineArt in the country.

PRINCIPLE 5:

Human Rights

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?**

PVR, the Company follows its policy on Human Rights which are applicable to all employees in the Company. For its subsidiaries, the policy is applicable in line with the local requirements prevailing in the country of operation. The Company encourages its Business Partners to follow the policy. PVR discourages dealing with any supplier/contractor if it is in violation of human rights and also prohibits the use of forced or child labour at all manufacturing units /with business associates.

2. **How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?**

No complaint has been received pertaining to human rights violation.

PRINCIPLE 6:

Environment

1. **Does the policy related to Principle 6 cover only the company or extends to the Group/Joint Ventures/Suppliers/Contractors/NGOs/others.**

The Company follows its policy on Environment Protection which is applicable to all its business places. For the subsidiaries, the policy is applicable in line with the local requirements prevailing in the country of operation. However, the same is not applicable to suppliers and contractors.

2. **Does the company have strategies/ initiatives to address global environmental issues such as climate**

change, global warming, etc? Y/N. If yes, please give hyperlink for webpage etc.

Climate change, global warming and environmental degradation pose unique challenges as well as opportunities for PVR. We take pride in positioning ourselves as an ecologically sensitive organization. We are continually investing in new technologies, implementing process improvements and innovating.

3. **Does the company identify and assess potential environmental risks? Y/N**

PVR firmly believes in sustainable development which is reinforced by environmental management systems PVR has been contemplating its efforts to improve the environment protection measures further.

4. **Does the company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?**

No, PVR has not registered any project to Clean Development Mechanism.

5. **Has the company undertaken any other initiatives on – clean technology, energy efficiency, renewable energy, etc. Y/N. If yes, please give hyperlink for web page etc.**

The efforts of the Company are aimed to minimise energy consumption inspite of the rapid increase in operations of the Company. Exploring Possibilities to Purchase Renewable power from private power producers under PPA (Power purchase agreement), contributing towards Green Initiative. Water Conservation across PVR sites in India is facilitated by Installation of water flow restrictors in wash basin taps across PVR has help reduce tap water consumption by 60% thus reducing the energy consumed in pumping and helping in water conservation. Through energy audit, efforts have been made to install tube lights and other electrical equipments which save energy consumption.

6. **Are the Emissions/Waste generated by the company within the permissible limits given by CPCB/SPCB for the financial year being reported?**

Not applicable. Since Company is entertainment service industry.

7. **Number of show cause/ legal notices received from CPCB/SPCB which are pending (i.e. not resolved to satisfaction) as on end of Financial Year.**

NIL

PRINCIPLE 7:

Policy Advocacy

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:**

- a. Northern India Motion Pictures Association (NIMPA)
- b. National Association of Motion Pictures & Exhibitors (NAMPE)
- c. Federation of Karnataka Chambers of Commerce & Industry (FKCCI)
- d. FICCI Multiplex Association of India (FICCI-MIA)
- e. Retailers Association of India (RAI)

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)**

PVR is part of various task forces and forums within the above listed industrial and trade bodies. We actively participate in these forums on issues and policy matters that impact the interest of our stakeholders. We prefer to be part of the broader policy development process and do not participate lobbying on any specific issue. In the past, we have participated in forums pertaining to:

- Corporate Governance
- Consumer Interest
- Tackling Counterfeiting

PRINCIPLE 8:

Inclusive Growth

1. **Does the company have specified programmes/initiatives/projects in pursuit of the policy related to Principle 8? If yes, details thereof.**

- a. PVR is a highly differentiated film and entertainment company which has cinemas as its core business and an ecosystem of retail entertainment. PVR Limited (the Company got incorporated in 1995) is one of the first to adopt Corporate Social Responsibility (CSR) as a comprehensive programme. The company got listed in National Stock Exchange (NSE) and BSE Limited in 2006.

- b. PVR Nest, a sustained and focussed social responsibility initiative by PVR Ltd. seeks to rehabilitate marginalized children in the vicinity of PVR Complexes. This is the first-ever step by the exhibition company to collaborate with the local government, NCPCR (National Commission for Protection for Child Rights) business houses, market traders associations, schools and local communities to mainstream children. There are more than half a million children in Delhi-NCR who have been identified as vulnerable (https://www.unicef.org/education/bege_61659.html). The PVR Group has dedicated its CSR investment towards its flagship **"Childscapes"** program, which focuses on the welfare of Children at risk.
- c. To further develop its association with local communities in promoting social, educational and economic development, PVR Nest followed the registration process in 2006 as a Charitable Trust, Regn. no. 9024 in Book No. 4, as a not-for-profit nodal body, Vol No. 1083, with 80G and 12 A Income Tax exemption and FCRA no. 231661429.
- d. **PVR Nest** aims at providing a dedicated approach to community development while fulfilling its corporate social responsibility commitments. We work with **"Children at Risk"** (Childscapes) through various programmes on **rehabilitation, education, nutrition, healthcare and employability**.
- e. Additionally; through its infrastructure-business enterprise, PVR Cinemas; it fosters the **largest film-based education programme - CineArt** in the country. Campaigns under this initiative are conceptualized us and our program partners, who are cross-sectoral and represent government, business houses, CSOs, policy makers, creative groups etc.
- f. So far we have a depositary of 80 films, which represents a plethora of social causes such as Road Safety, Environment Conservation, Water Preservation, Health and Heritage etc. The films produced under the **CineArt** initiative by children are screened at PVR Cinemas across India.
- g. PVR Nest has five centres situated at **Vasant Vihar, Vikaspuri, Naraina, Saket and Lajpat Nagar** and is run by a team of **10 passionate centre heads**. Through these centres, we reach out to nearly 500 children on a daily basis. We also engage with out-of-school children and prepare their integration into the formal education using our collaboration with over **40 Govt/Public/Aided/Semi-aided/MCD schools across Delhi – NCR**. So far, over 250 children have been mainstreamed.

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- h. The centre co-partners with **National Commission for Protection of Child Rights (NCPCR), HAQ, JAMGHAT, Dusty Foot Foundation, Pratham, Indus Action, Society for Promotion of Youth and Masses (SPYM)** and other non-governmental organisations on age-appropriate curriculum and educational initiatives, rehabilitation, nutrition, healthcare and employability.
- i. Above mentioned partners also play a critical role in developing the capacities of our centre heads & PVR Nest team members by giving them training on protection of child rights, gender sensitisation, and awareness of government legislations such as RTE Section 12(1) (c), which benefits the children.
- j. We believe in promoting experiential learning approach. Therefore, we have developed a robust partnership with **Art of Play” Foundation** run by Gandhi Fellows, who organise sports workshops and tournaments, connecting with over 100 children on a monthly basis. Dance is taught to children in collaboration with **Shaimak Dawar Foundation**.
- k. To promote art and education as life tools, we have brought on-board, **Foundation for Indian Contemporary Art (FICA)**, which undertakes regular workshops with children and our centre heads to promote their creative dimension.
- l. PVR Nest also runs a **“Half Way Home” to rehabilitate children who have undergone detoxification at a rehab centre**. The Half Way Home is run in collaboration with Society for Promotion of **Youth and Masses (SPYM)** and has currently **08 children sponsored by PVR Nest**. However, the target for 2017 is 50.
- m. Partnership on **food and nutrition** is with **Con Agro Foods and Janta Meals**, which prepares **6,450 nutritious and healthy meals each month, covering 350 children’s food requirements**.
- n. **To promote employability, it works with organisations such as Corporate Executive Board**. Healthcare initiatives are run in partnership with the **Max Foundation**, which organises regular health and immunization camps for children.

2. Are the programmes/projects undertaken through in-house team/own foundation/external NGO/government structures/any other organization?

Our social responsibility projects are implemented through its internal team as well as in partnership with non-governmental

organisations (NGOS) and government institutions. The aim is to create innovative collaborative programmes and actions for larger impact.

- a. PVR Nest ensures that its presence is established right from the commencement of the initiatives. It works closely with the target audiences right from need identification to the project implementation phase. Extensive engagement with every stakeholder is also undertaken. Feedback from stakeholders is also analysed, modified as well as corrective actions prioritised.

- In accordance with the requirements of Schedule VII of The Company’s Act 2013, PVR Limited has devised a CSR policy, which is attached as Annexure A.

- In order to effectively implement the CSR initiatives in areas having maximum impact, a CSR Committee has been constituted comprising the following members:

- Mr. Ajay Bijli - Chairman and Managing Director, PVR Limited
- Mr. Sanjeev Kumar Bijli - Joint Managing Director, PVR Limited
- Mr. Sanjai Vohra - Independent Director
- Mr. Sanjay Khanna - Independent Director

- b. The implementation is over seen collectively by PVR Nest CSR under the guidance and supervision of Ms. Deepa Menon. The CSR Team is comprised of Head - CSR (Ms. Sarika Negi), Special Projects (Ms. Preeti Virmani), Partnership Manager (Mr. Akshay Kumar) and Senior Accounts Manager (Ms. S Rajalakshmi).

3. Have you done any impact assessment of your initiatives?

- a. Assessment of the various initiatives is conducted at regular intervals.

- b. The analysis is done on the basis of Individual Development Plans (IDP), which are devised specifically for the children coming to the centres. The progress on IDPs is a tangible indicator of outreach and impact through school enrolments, rehabilitation programmes, nutrition provided, health camps organised and employability provided, among other indicators at the end of the year.

- c. Further, for the CineArt projects, the modules are designed in a manner which enables the children to

revisit whatever they have learned during the course of the campaign. This is in the form of activities, creative submissions and formation of various clubs, which the students are required to undertake at regular intervals. These help to understand what the students have learnt during the process. Depending upon the challenges observed, corrective measures are taken. So far PVR Nest has worked with 500 plus school across India through its CineArt project.

4. What is your company's direct contribution to community development projects (Amount in Rs. and the details of the projects undertaken)

a. 2% of the last 3 years' profits are earmarked for PVR Nest for undertaking CSR initiatives, as mandated by the Govt. of India. Based on the profits, the allocation for Financial Year 2016-17 was Rs. 1.65 crores. Attached Annexure B

5. Have you taken steps to ensure that this community development initiative is successfully adopted by the members of the community?

Out-of-school children can only be reached with targeted interventions that address the range of barriers faced by marginalized children, and innovative interventions targeting out-of-school children. PVR Nest has developed multipronged strategies to raise awareness within the community.

a. Access to Education through emerging Non-formal Education Centers of PVR Nest - the first step adopted within the community. PVR Nest created 5 centers which are Community-based Education Centres (CBEC).

b. Partnership with traditional storytellers to build the "Listen to Learn" program. Community mothers were invited to understand the importance of learning from home.

c. C-Cube Fellowship Programme in association with community mothers to educate them about the Right to Education Act.

d. Right to Education Campaign launch in association with Indus Action to build awareness and bring access to communities to private school.

e. PVR Nest adopted Pratham's (Combined Activities for Maximized Learning) (CAMaL-meaning wonder) to evolve teaching reading, writing, and math with children in disadvantaged communities.

PRINCIPLE 9:

Customer Value

1. What percentage of customer complaints/consumer cases are pending as on the end of financial year.

As at the end of financial year, two consumer cases are pending before the Aurangabad, Maharashtra State Commission

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)

Yes, PVR displays product information on its packaging for the benefit of the consumer, over and above what is mandated by local laws like Bureau of Indian Standards Act. The additional information is provided to enhance the value consumers can derive from the product and to ensure safe and appropriate use. The additional information on the product label relates to proven the active ingredients, directions for use, safety, caution etc. and varies from product to product.

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

4. Did your company carry out any consumer survey/consumer satisfaction trends?

We carry out periodic surveys on customer satisfaction, These surveys are quite extensive in nature. We evaluate each and every touch point which directly or indirectly influence customer's experience in the entire life cycle of movie watching.

The touch point that we cover from experience point of view are primarily Box Office, Security, Cinema Lobby, Washroom, Auditorium and F&B.

Currently, These surveys are conducted by TNS global market research company. TNS is one of the largest research agencies worldwide, that provide actionable insights helping companies make impactful decisions that drive growth. TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

We have partnered with them in 2015 and have been conducting various surveys on customer satisfaction at PVR cinemas and will continue to explore new ways in our pursuit to enhance Customer's value in all possible ways.