![Idea] **Calling tomorrow** A Sustainability Initiative | **SUSTAINABILITY REPORT · 2016**

ADITYA BIRLA GROUP

An idea can change your life

!dea

Calling
tomorrow
A Sustainability Initiative

SUSTAINABILITY
REPORT · 2016

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ABOUT THE REPORT

This year's Sustainability Report – 'Calling Tomorrow 2016' is Idea Cellular's first standalone sustainability report against the Global Reporting Initiative (GRI – G4) guidelines.

This report presents our approach towards Social, Environmental and Economic responsibilities and the progress made for the financial year ending 31 March 2016. It is recommended that you read this Sustainability report in conjunction with Idea Cellular's Annual Report.

The telecom industry has seen a significant shift from facilitating phone calling to completely empowering the way communities live, work and play. Digital connectivity is core to empowering millions in India with better livelihoods and life quality. This report presents the approach, progress made and way forward in Idea Cellular Ltd's sustainability journey. The report is aligned to the sustainability pillars of the Aditya Birla Group:

❯ Governance & Enablers
❯ Responsible Stewardship
❯ Stakeholder Engagement
❯ Future Proofing

The report details the key material topics for Idea Cellular and approach towards tackling each one of them. The report has been created in alignment with relevant industry standards including the Global Reporting Initiative (GRI) G4 Guidelines and is in accordance with the CORE option.

The report takes into account learnings from various international and national good practices, norms, guidelines and frameworks. It provides a distinctively 'Indian' approach for taking responsibility for the ways Idea's operations impact society and the natural environment so that every action leads to sustainable growth and economic development.

The Sustainability Report from Idea will henceforth be released on a regular basis. We welcome any feedback on our approach to sustainability and on our report. You could write in with such feedback or other communication to
sustainability@idea.adityabirla.com

CHAIRMAN'S MESSAGE

The Aditya Birla Group's global brand and position in society bring with it both opportunities and responsibilities. The Group's global footprint gives us a responsibility to create sustainable business models that are profitable and are in compliance not only with national laws but also with international standards and principles.

As a Group, we endeavour to become the **leading Indian conglomerate for sustainable business practices** across our global operations. Future generations must credit us for being an organisation that actually foresaw the future and contributed to giving the world a better tomorrow.

As the third largest mobile telecommunications operator in the country with pan India operations, Idea Cellular has a tremendous opportunity and responsibility to positively impact the environment and society at scale. Hence, a holistic approach towards creating a sustainable business, one capable of thriving within the limits of a sustainable planet, is at the centre of our long-term strategy.

As a responsible organisation, Idea has consistently been ahead of the curve in adopting new technologies and creating solutions to reduce energy and emissions from our network operations. We have a strong focus on the health and safety of our employees and we endeavour to ensure that all our employees are given the equipment, knowledge and support to avoid any risk to their life and wellbeing.

Customer satisfaction will be our enduring differentiator and we have consistently led the industry in customer satisfaction standards. We will continue to strengthen our engagement with customers and ensure mobile access to communities in the most far-flung corners of the country, with a richness of experience that is unparalleled in the industry.

We will continue to attract and retain the best talent, striving to be the employer of choice, and create a holistic workplace environment where employees get opportunities to realise their full potential. As I have always maintained, "without our people, even the best of operational and strategic thinking will come to naught."

Our engagements with our communities are built on a strong sense of responsibility and a commitment to inclusive growth. Through our digital inclusion initiatives, we have been able to empower communities with mobility solutions that have transformed their lives.

All of our initiatives to build more sustainable businesses have been nurtured on a foundation of strong corporate governance and a code of conduct that applies to leadership, employees and all our stakeholders.

At the Aditya Birla Group, we have set ourselves clear goals and a structured approach towards meeting International sustainability standards and integrating sustainability into all decision-making processes of the organisations. All companies have aligned with the Group's goals and have comprehensive roadmaps to achieve the same.

The first edition of Idea's Sustainability report is a milestone in our journey to institutionalise Sustainability as an integral part of our business. We will include issues pertaining to our future sustainability, adapt to external trends and maximise our support to people and other businesses in their quest to remain sustainable. In the coming years, we will continue to report on our commitment, outcomes and our efforts to become the telecommunications provider of the future -

Calling tomorrow!

"Without our people, even the best of operational and strategic thinking will come to naught."

Kumar Mangalam Birla
Chairman
Aditya Birla Group

MANAGING DIRECTOR'S MESSAGE

The Financial Year 2015-16 performance is best described by borrowing an adage from Dr. APJ Abdul Kalam - **"Excellence is a continuous process and not an accident."** Idea has continued to outperform the industry in FY16. The key milestone for the year included entry of Idea into new business segments including Digital Sales, Digital Wallets and Digital Content. The company also received RBI approval for ABG Payment Bank Services in joint venture with Aditya Birla Nuvo Limited (ABNL). In the month of December 2015, the company launched its own 4G services in 10 Telecom Service Areas and as of 31st March 2016, 679,702 customers are actively using Idea 4G Services - The journey has just begun.

While we will continue to pursue this growth, we are committed to ensuring that this expansion does not come at a cost to our community or environment. In a country where over 1 billion people are mobile subscribers, communications is transforming the way communities live, work and connect. Access to information has a profound impact on livelihoods, better healthcare, education, environment and community empowerment. **Being at the centre of this transformation, Idea has a significant opportunity to bring our technology, networks and expertise of our people to create sustained value for all our stakeholders, customers, community and society at large.**

At Idea, sustainability goes well beyond environment preservation or judicious use of natural resources: sustainability is at the very centre of our innovation and core business processes. Sustainability at Idea is the holistic pursuit of a vision to be the most admired telecom company that creates long-term value for all stakeholders by balancing economic growth with environmental and social development.

The company endeavours to become the leading Indian company for sustainable business practices across all its operations by 2017. To achieve this, the company is innovating from traditional sustainability models to one consistent with a vision to build a sustainable business capable of operating in the world we hope to see emerge in 2030 and 2050.

Our first Sustainability Report is our commitment to convert intent to action. Over the last few months, we have pursued a rigorous mapping exercise involving function heads and teams, internal and external stakeholders, to discuss material issues that are important to Idea, relevant priorities per function and the goals we will pursue to achieve each of these priorities. We have put in place clear mechanisms to integrate sustainability into every aspect of our growing business and mapped the contribution of every function towards the overall sustainability vision. We have chosen environmental, social and governance areas where the company and our employees can make the most difference.

The sustainability roadmap that has been crafted is robust – it is aligned to international standards like the Global Reporting Initiative (GRI), the UN's Sustainable Development Goals (SDGs) that have been ratified by 193 countries and top businesses, maps to our stakeholder interests and all industry benchmarks that we will hold ourselves to achieve.

The success of the last 8 years of Idea Cellular can be attributed to the Company's transformed mindset. Our strength can be credited to the 'sustained sprint of capability building'. We have learnt to think big, act fast but with integrity and transparency, inculcated a culture of meritocracy, nurtured an army of leaders and scaled the company with legendary operational discipline. Speed is our currency.

We will bring the same rigour and speed towards our commitment to Sustainability and drive the sustainability agenda as an integral part of our core business. Leadership today needs ability to predict the future with conviction and courage and display determination and human resilience to stand by its own prediction. The company will constantly challenge itself and ensure we lead both on thought and practice.

"The success of the last 8 years at Idea Cellular can be attributed to the Company's transformed mindset."

Himanshu Kapania
Managing Director
Idea Cellular Limited

CHIEF SUSTAINABILITY OFFICER'S MESSAGE

More than 1 billion Indians are mobile subscribers and this growth is only going to be exponential in coming years. Our networks lay foundation for this community empowerment by providing access to reliable and sophisticated digitized solutions. As on 31 March 2016, Idea has a total of 126,833 2G sites covering 68,545 towns. The tally for 3G sites stood at 50,060 covering 17,911 towns. Idea has launched its 4G services starting Q3 FY16 and presently has 14,643 sites covering 566 towns. We are firm in our commitment to reach the farthest corners of the country and continuously increase the reach of our network. Hence our approach to business, in line with the Group ethos, is to think about tomorrow, today. We are building an organization and a business with a strong focus on "Calling tomorrow". And this defines our sustainability strategy. Our Sustainability approach is aligned to the Aditya Birla Group Sustainability Framework and is anchored on the following sustainability pillars:

Responsible Stewardship: As a responsible steward we are accountable for total compliance of sustainability policies. We are striving to put in place systems and processes to ensure that we are compliant to not only local laws but International Standards set by global bodies. We are constantly asking our vendors to focus on highest energy efficient category equipment. Based on this principle, 100% of all new telecom hardware procurement in FY16 comprise of low power consuming telecom hardware. At the same time, modernizing large chunk of old equipment into new and most energy efficient telecom hardware has been a key focus. All of the Company's network sites are in compliance with relevant EMF radiation limits prescribed by the regulatory agency. Our network architecture has been optimized to ensure best quality availability of connectivity. 73% of employees across India have been through internal and external programmers to be oriented on their health and safety.

Stakeholder Engagement: Idea recognizes the importance of "Stakeholder Engagement" and has a business process mapped out for both internal as well as external stakeholders. Our over 8,000 My Idea Service centers, Idea Points and Idea Service

Points having of over 14,000 service personnel reach over 6,000 villages and small towns. We engage with around 5,000 suppliers worldwide and have procured services and goods worth INR 15,000 Cr in FY16. Our community initiatives impact four lakh students, 1000 youth and 2010 households through education, skill development and sanitation respectively. Powering this stakeholder network are our employees who are spread across the country. Our strategic engagement with these stakeholders will be critical for us to understand which external changes might heavily influence our value chains and business models in the future.

Future proofing: Future proofing is the third pillar of our Sustainability framework. We build on our existing Enterprise Risk Management framework to identify the key risks that will have a significant impact on our business. We integrate these risks into the course of our everyday business to ensure that our strategies of today are informed by the risks of the future.

This report highlights our approach, our commitment and discusses the objective framework that we have deployed to ensure long term sustainability of our business. As our business expands in the coming years, it is imperative that we broaden and deepen our engagements with all stakeholders, understand and address all risks and opportunities reiterating our commitment towards long-term sustainability and inclusive growth.

> **"This report features our approach, commitment, and discusses the objective framework that we have put in place to ensure the long-term sustainability of our business."**
>
> **Anil Tandan**
> Chief Sustainability Officer
> Idea Cellular Limited

IDEA CELLULAR LIMITED - The Company

HIGHLIGHTS

3RD LARGEST
wireless operator in India with a Revenue Market Share (RMS) of 19.3%[1]

6TH LARGEST
telecommunications company in the world based on number of subscribers in single country operations[2]

2.22 BILLION
minutes carried everyday on the Idea Network[4]

INR 396.77 BILLION
market capitalization and listed on the Bombay Stock Exchange and the National Stock Exchange[3]

ORGANISATION EVOLUTION

With exponential Network Coverage and capacity expansion in FY16, Idea GSM coverage has reached nearly 1 billion Indians spread over 390,000+ towns and villages, reminding us of the successful journey the company has travelled since its IPO in 2007, when Idea was a regional player offering services to less than 100 million Indians. During the financial year 2015-16, the company integrated 14,466 additional 2G sites expanding the GSM BTS count to 126,833 sites, now at comparable levels to No.2 Indian Telecom Operator.

1997
started with 2
Service Areas

● Presence
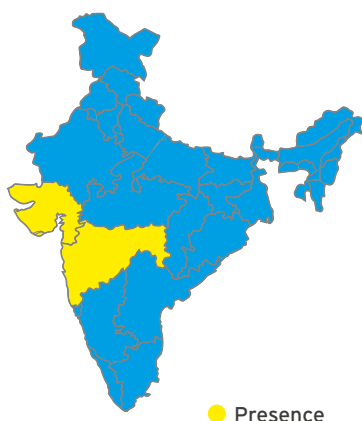
1998 - 2005
expanded to 8
Service Areas
3-Way JV

● Presence
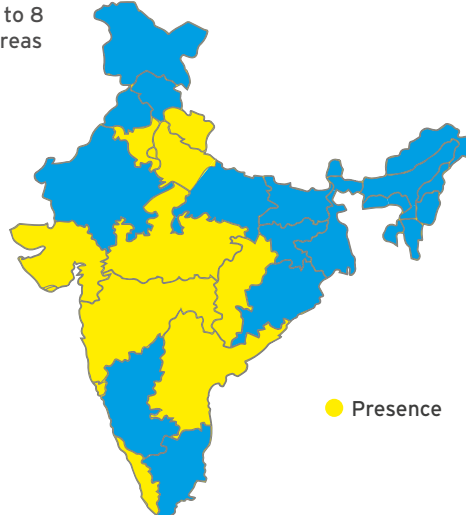
2006 - 2010
Single Promoter
became a Pan India Mobile Service Provider

● 2G Service Areas

2011 - 2015
Upgraded to 3G and 4G
From No.3 to one amongst top 3

● 2G + 3G + 4G (6 LSAs)
● 2G + 3G (7 LSAs)
● 2G + 4G (4 LASs)
● 2G only (5 LSAs)
(LSA : License Service Area)

PROMOTERS & KEY SHAREHOLDERS

Idea Cellular Limited is part of the Aditya Birla Group, which is one of the largest business groups in India. The Aditya Birla Group is a conglomerate with operations in more than 30 countries. The Aditya Birla Group has a history of over 50 years and has businesses in, a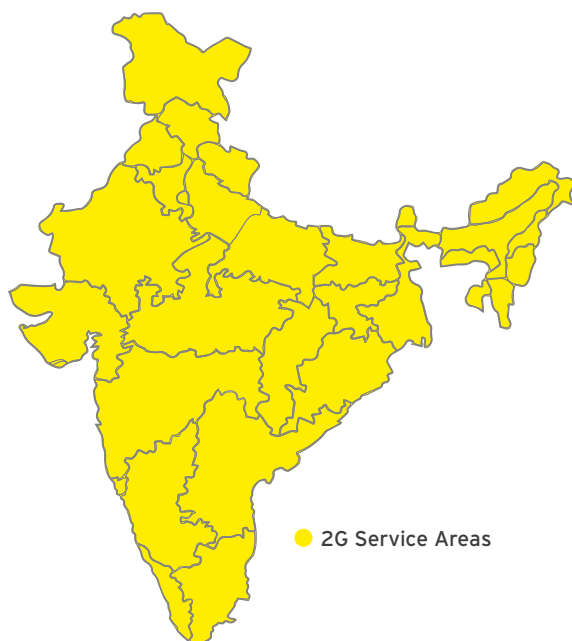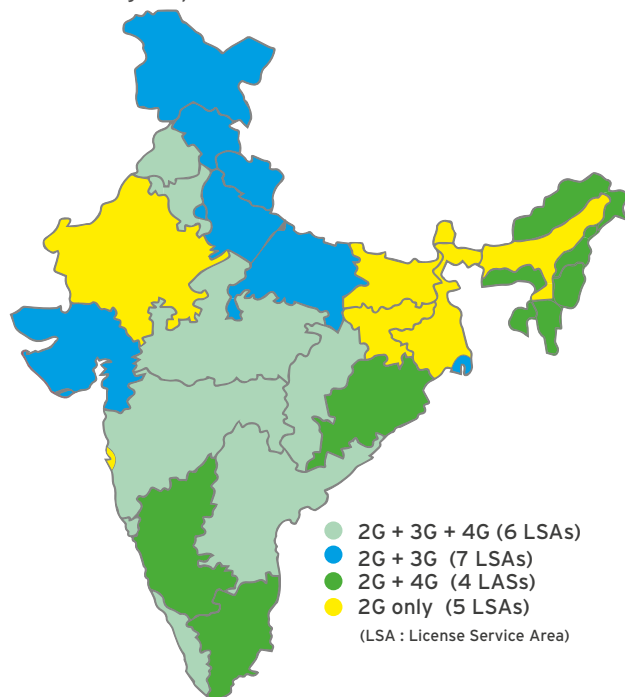mong others, mobile telecommunications, metals and mining, retail, cement, carbon black, textiles, garments, chemicals, fertilizers, life insurance and financial services industries etc. The Group currently has shareholding of 42.24% in Idea, through following entities:

Aditya Birla Nuvo Ltd.	Birla TMT Holdings Pvt. Ltd.	Hindalco Industries Ltd.
23.26%	7.88%	6.34%
Grasim Industries Ltd.	Other	Total
4.75%	0.01%	42.24%[3]

CORPORATE STRUCTURE

Idea Cellular Limited

Idea Cellular Infrastructure Services Limited (ICISL) - Own towers in Bihar and Odisha

Idea Cellular Services Limited (ICSL) - Provide manpower services to Idea

Idea Telesystems Limited (ITL) - Sale and purchase of communication devices

Idea Mobile Commerce Services Limited (IMCSL) - Promotes mobile banking services

Aditya Birla Telecom Limited (ABTL) – Holds 16% shareholding in Indus and engaged in business of sale & purchase of communication devices

Aditya Birla Idea Payments Bank Limited (ABIPBL)

*(49% share in ABIBPL and 100% share in all other entities)

1 Q4FY16 results
2 Calculated based on operations in a single country, GSMA Intelligence, 2016
3 Annual Report FY16 (based on Q4FY16 minutes)
4 Idea Annual Report, Q4FY16

OPERATIONS: A SNAPSHOT

MOBILE OPERATIONS

175.1 million reported subscribers base (CMS of 16.9%)

Third largest wireless operator in India with RMS of 19.3%

Pan India GSM Mobile services in **22 service areas**

[**15** Established Service Areas + **7** New Service Areas]

3G SERVICE – DATA BUSINESS

50,060 3G sites
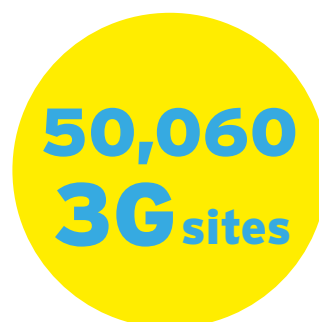
3G Service in 21 areas (excluding Orissa) including intra-circle roaming. Launched Delhi Metro Service area in March 2015

3G spectrum covers 13 service areas representing

79% of revenue
74% of subscribers
60% of national mobile industry revenue

4G LTE SPECTRUM PROFILE

launched in **Dec 2015**

3946 towns and villages 116 million Indians (21% of population in the circles)

679,702 customers actively using 4G

4G covers 10 service areas representing

61% of Idea's revenue
50% of national mobile industry revenue

Nearly **880 million** Indians can avail 3G/4G from Idea

LONG DISTANCE SERVICES AND ISP

In **FY12** Idea launched its ISP services to cater to the captive requirement of mobile business.

115,500 kms of Optical Fiber Cable

22,100 kms of annual fibre rollout (doubled since FY15)

7200 Optic Fibre Cable Points of Presence in all Circles

IDEA MOBILE BANKING SERVICES

Launched in
2013
and IMPS services
added in
April 2014

Delhi and Mumbai are the 'originating' and leading circles in the space of 'Money Transfer' business

17 circles with Domestic Money Remittance services with IMPS facility

PREPAID PAYMENT INSTRUMENT (PPI)

RBI granted
PPI certificate of
authorisation in
Nov 2013

Commenced PPI services in **July 2014** and currently operating in **16 Circles**

Idea Money Wallet on Android and iOS platforms

2 million PPI mobile wallet subscribers

GEOGRAPHICAL DISTRIBUTION

All
22 SERVICE AREAS
covered for GSM mobile services

15 Established Service Areas (evolved for profitability)

7 New Service Areas (gestating in terms of profitability)

16/22
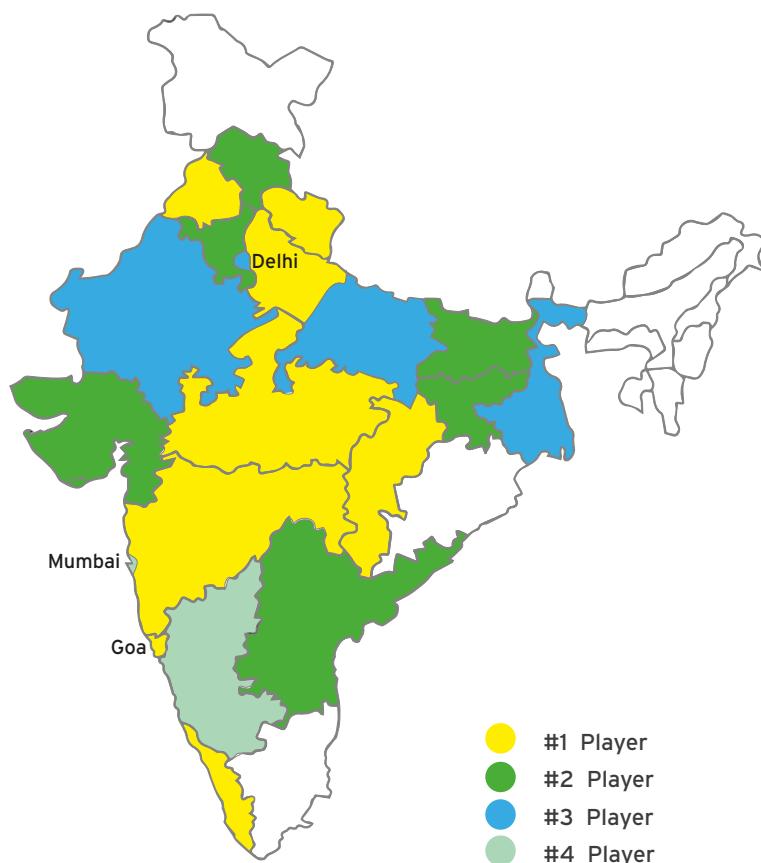service areas renewed till 2035 (highest renewal rate among operators)

7 new
telecom licenses and spectrum acquired

900 MHz
spectrum secured

Idea network spread

Delhi

Mumbai

Goa

- 🟡 #1 Player
- 🟢 #2 Player
- 🔵 #3 Player
- 🟩 #4 Player

8 Established Service Areas (Leadership)

Service Area	RMS Q4FY16	Rank [2]	Spectrum Profile
Kerala	41.9%	1	2G/3G/4G
M.P.	41.8%	1	2G/3G/4G
Maharashtra	33.1%	1	2G/3G/4G
UP (W)	31.7%	1	2G/3G
Punjab	29.3%	1	2G/3G/4G
Haryana	27.1%	2	2G/3G/4G
A.P.	24.7%	2	2G/3G/4G
Gujarat	22.6%	2	2G/3G
Total	31.4%	1	

7 Other Established Service Areas

Service Area	RMS Q4FY16	Rank [2]	Spectrum Profile
Bihar	14.8%	2	2G
H.P.	13.3%	2	2G/3G
Rajasthan	14.5%	3	2G
UPE	14.1%	3	2G/3G
Delhi	12.7%	3	2G/3G
Karnataka	11.4%	4	2G/4G
Mumbai	11.0%	4	2G
Total	12.9%	3	

7 New Service Areas

Service Area	RMS Q4FY16	Rank [2]	Spectrum Profile
WB	9.7%	3	2G
J&K	7.1%	5	2G/3G
TN	6.2%	5	2G/4G
Assam	5.4%	5	2G
NESA	4.6%	5	2G/4G
Kolkata	7.6%	6	2G/3G
Orissa	5.8%	6	2G/4G
Total	6.8%	5	

RMS - Revenue Market Share

Eight Leadership Geographies

- 900 MHz GSM spectrum and 3G & 4G services (in 6 out of 8 circles)

- Service areas constitute ~41% of national mobile industry revenue and ~67% of Idea's revenue

- Combined RMS of 31.4% (Q4FY16). RMS has increased by 1.4% in these 8 leadership areas delivering ~53% of industry incremental RMS on YoY basis in Q4 FY16

- Launched 2nd Carrier on 3G in 900 MHz in select cities of Maharashtra and MP

Seven Emerging Geographies

- 1800 MHz spectrum (except Karnataka service area with 900 MHz spectrum & Delhi service areas with 3G on 900 MHz)

- ~26% of Idea's revenue and ~39% of National Mobile Industry Revenue

- 3G services in 3 of these service areas i.e. UP (E), H.P. in 2100 MHz and Delhi in 900 MHz and has upgraded over 47% of its existing GSM sites in the 3 service areas with additional 3G services

- 4G services in service area of Karnataka in December 2015

New Growth Geographies

- Tamil Nadu, Kolkata, West Bengal, Orissa, J&K, Assam and North East

- 1800 MHz spectrum acquired in November 2012 auction

- ~20% of Indian Mobility Market but currently contribute ~7% of Idea revenue using.

- 3G services in the service area of J&K and Kolkata (launched in December 2015) on its own 2100MHz spectrum

- 4G services in 3 Service Areas – Tamil Nadu including Chennai in December 2015 and in Orissa and North East service areas during Q4FY16

1 Source: TRAI revenue for UAS and Mobile licenses only
2 Based on Q4FY16 revenue market share from TRAI report

AWARDS AND RECOGNITIONS

- Business Today acknowledged Idea among the Top 25 Best Places to Work

- Idea bagged the prestigious Economic Times Telecom Awards for the Idea Internet Network (IIN) Campaign

- Voice & Data recognised leaders at Idea during Telecom Leadership Awards under various categories such as Net additions in Circles, VAS, Brand & Marketing, Service Delivery, Enterprise Business Services and Internet & Broadband Services and Mobile Money

- Idea won India Business Leader Awards (IBLA) by CNBC for being the 'Outstanding Company of the Year'

- Voted by investors as one of Asia's Best Companies in 2015 by Finance Asia in the categories of Best Managed Public Companies, Corporate Governance & Investor Relations

- Brand Idea continued to win accolades for its marketing & advertising prowess in 2015. It won 2015 Warc Prize for Asian Strategy for the 'No Ullu Banoing Campaign'' - A gold for advertising and the Grand Prix (highest recognition in communication awards) for marketing/communication strategy

- Idea won the GSMA Chairman's Award for collectively enabling 'Mobile Connect' in India

- IIMM Cheminor Award for its Supply Chain Management

- Two awards by Frost & Sullivan Asia Pacific ICT Awards 2015 for: Mobile Data Service Provider of the Year and Most Innovative Telecom Service Provider of the Year

BUILDING SUSTAINABLE BUSINESSES AT THE ADITYA BIRLA GROUP

Holding ourselves to a
higher standard

THINK about TOMORROW, TODAY!

AN ADITYA BIRLA GROUP SUSTAINABILITY INITIATIVE

SUSTAINABILITY AT THE ADITYA BIRLA GROUP

> **At the Aditya Birla Group,
> we endeavour to become the leading
> Indian conglomerate for sustainable
> business practices across our
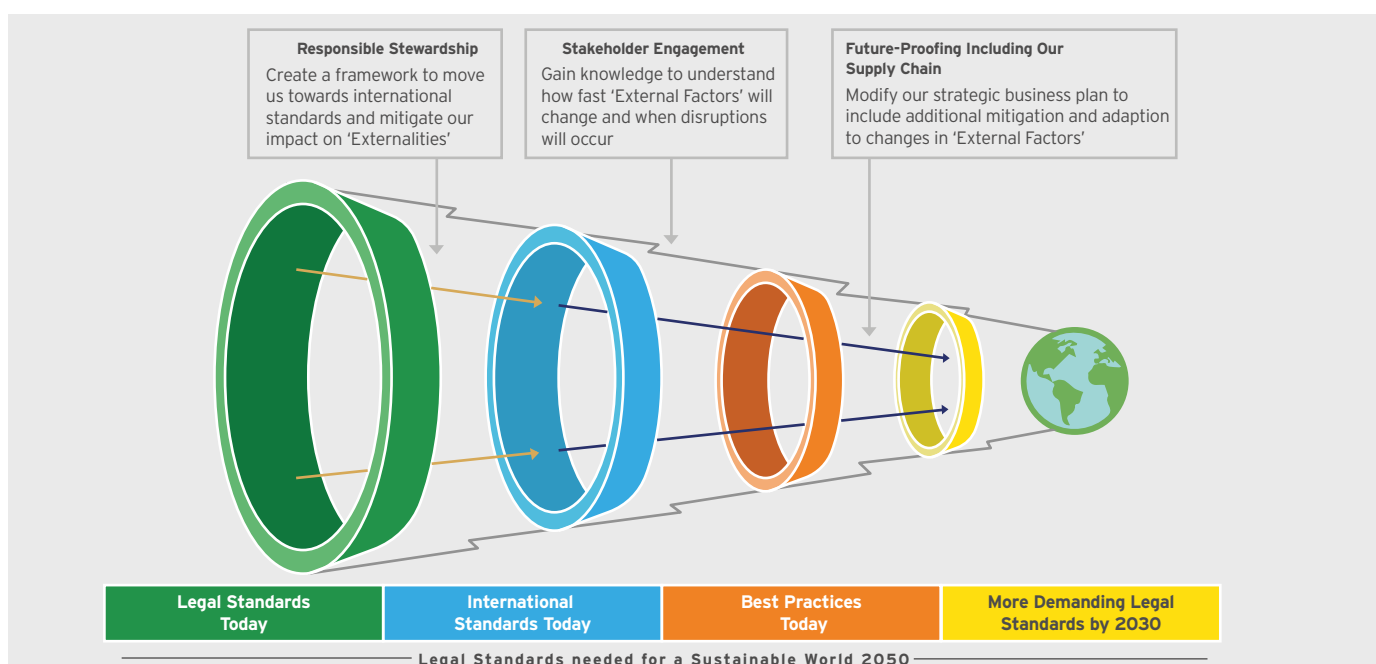> global operations.**

To achieve this vision, we are innovating from traditional sustainability models to one consistent with a vision to build sustainable businesses capable of operating in the world we hope to see emerge in 2030 and 2050. It is in our own interests to mitigate our impacts in every way we can, and to prepare for adaption to planetary changes as we go forward.
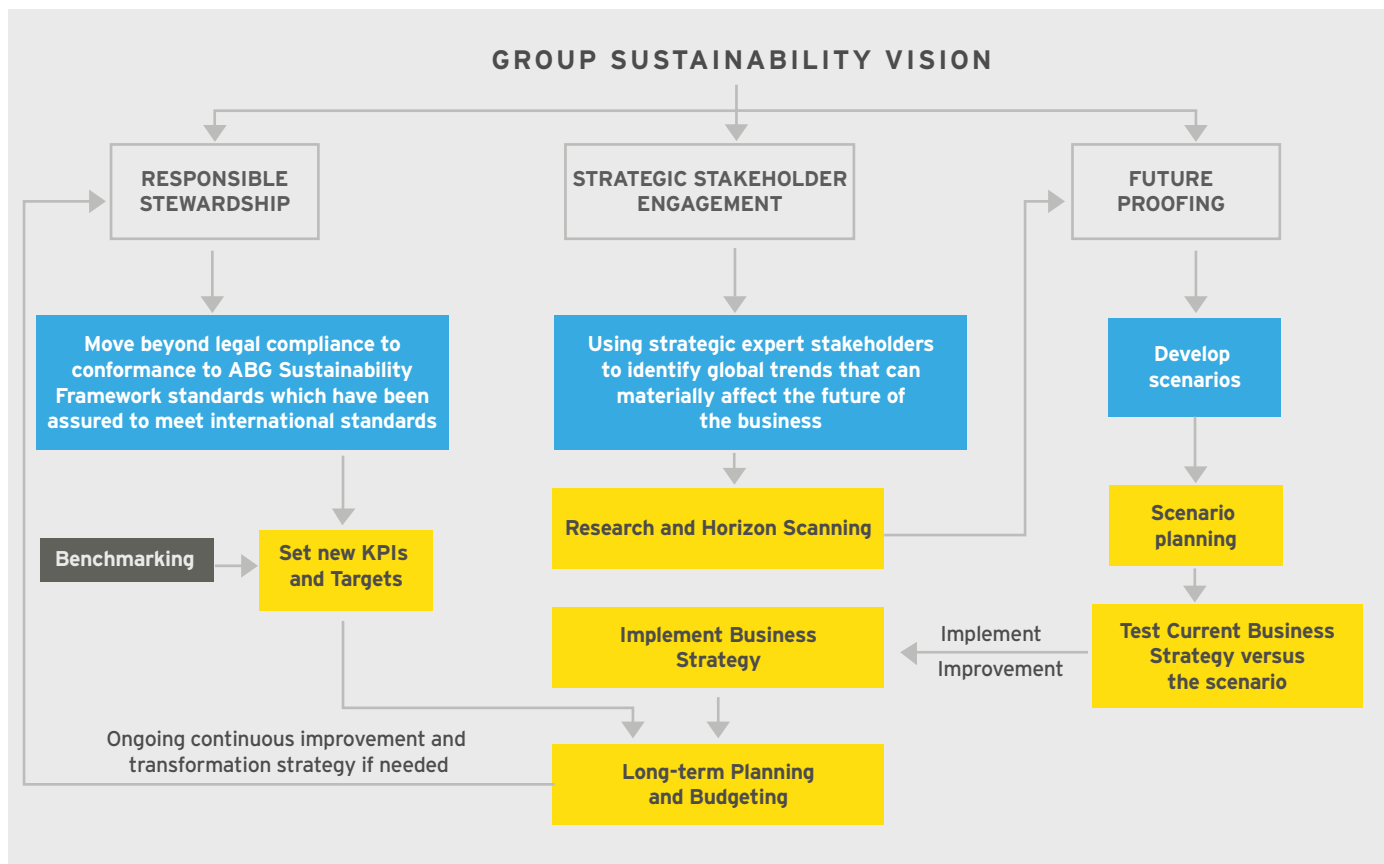
The first step in our sustainability programme is "Responsible Stewardship." We are aligning ourselves voluntarily with International Standards set by the global bodies of the International Finance Corporation (IFC), the Organisation for Economic Cooperation and Development (OECD), the International Standards Organisation (ISO), Occupational Health and Safety Advisory Services (OHSAS), the Global Reporting Initiative (GRI) and others. We are working hard to develop and improve our management systems and their performance by making sure that they conform to the Aditya Birla Group's Sustainability Framework of Policies, Technical Standards, and Guidance Notes, by giving our employees the chance to train, learn, understand, and apply improvement

techniques. In order to ensure that we create sustainable business models and systems, our performance will have to be improved further to meet these laws, and several might involve redesigning our business models.

The next two steps in our sustainability programme include a process of studying the global megatrends and local issues via our "Strategic Stakeholder Engagement" programme. This involves scanning the time horizon for disruptions by discussing the global megatrends with experts in the fields of climate, water, human rights, supply chain management, biodiversity transparency and reporting. We wish to understand what constraints might be placed on our businesses by 2030 and 2050. By doing so, we are able to build our capability to understand the likely changes in external factors and how they might heavily influence our value chains and business models in the future and what might be expected of our products and brands.

The final step in our sustainability programme is to use our knowledge to build various scenarios designed to simulate what the world will potentially look like in 2030 and 2050 and to test our current business models and strategies against them. To achieve these results, sustainable businesses will take time particularly when we consider some of our complex supply chains. By pushing to be the leader today, we are giving ourselves the best possibility of achieving long term success.

Responsible Stewardship
Create a framework to move us towards international standards and mitigate our impact on 'Externalities'

Stakeholder Engagement
Gain knowledge to understand how fast 'External Factors' will change and when disruptions will occur

Future-Proofing Including Our Supply Chain
Modify our strategic business plan to include additional mitigation and adaption to changes in 'External Factors'

Legal Standards Today | **International Standards Today** | **Best Practices Today** | **More Demanding Legal Standards by 2030**

Legal Standards needed for a Sustainable World 2050

GROUP SUSTAINABILITY VISION

RESPONSIBLE STEWARDSHIP

Move beyond legal compliance to conformance to ABG Sustainability Framework standards which have been assured to meet international standards

Benchmarking → Set new KPIs and Targets

Ongoing continuous improvement and transformation strategy if needed

STRATEGIC STAKEHOLDER ENGAGEMENT

Using strategic expert stakeholders to identify global trends that can materially affect the future of the business

Research and Horizon Scanning

Implement Business Strategy

Long-term Planning and Budgeting

FUTURE PROOFING

Develop scenarios

Scenario planning

Implement Improvement

Test Current Business Strategy versus the scenario

Our Measure of Success

By 2017, the Group aims to accomplish the following key milestones :

All major listed businesses have proved positive legal compliance and have a clear roadmap to meeting **international sustainability standards**

The group and **each individual business' performance** to be known and in the upper quartile versus competitors for key indicators including safety, health, water, energy, emissions, biodiversity and human rights performance

The global trends and externalities must be clearly understood and all ABG businesses must have developed a robust and affordable transformation plan indicating a **sustainable future past 2030**

Sustainability considerations have been fully integrated into all **decision-making processes** of each of the organisations

Businesses to have begun the implementation of a programme to help **improve their supply chains** to meet **ABG standards**

Governance Structure for Sustainability

BUSINESS LEVEL SUSTAINABILITY COMMITTEE

Idea's Business Level Sustainability Committee is made up of the Company's Executive Committee (EC) chaired by the Managing Director and all top Management (CXOs) representing every Function including the Chief Technical Officer who is the designate Chief Sustainability Officer and Senior VP (Networks) championing Sustainability. Committee members ideate and oversee sustainability governance across the company, own the policies, accelerate progress and streamline the successful adoption of new sustainability related processes. The Management Committee (MC) comprising all Circle Heads are kept apprised and their inputs taken into consideration before rolling out any programme. Cross functional thematic Sustainability Committees and Sub committees at the Corporate level - Senior and Middle Management Nominees from all functions assist the EC and MC. The entire process is coordinated by the full time Sustainability Officer/ SME (Subject Matter Expert) who is also the single point of contact (SPOC) with the Group, and working closely with the Group Sustainability Cell. This Cell supports Idea's implementation of all Sustainability Policies, Standards and Processes required by in the Group Sustainability Framework.

APEX SUSTAINABILITY COMMITTEE

The Apex Sustainability Committee is a Group level committee that comprises of senior leadership from ABG Companies selected by the Chairman. This committee meets at least twice in a year.

The Apex Sustainability Committee assists ABG in meeting its responsibilities in relation to sustainability and sustainable development related matters arising out of the operations of the Group and individual businesses with the goal of building sustainable businesses.

SITE SUSTAINABILITY COMMITTEE/ WORKING GROUPS

Idea has identified site level representation to ensure adherence to key identified responsible stewardship focus areas such as tracking all Occupational Health & Safety incidents; tracking NWS and facility level energy consumed and GHG emitted; compliance to NWS EMF radiation norms; tracking all Waste (including E Waste) generated and disposed at the site level etc. A Sustainability Evangelist Programme being rolled out at the Circle level is also adding value to realise the overall responsible stewardship targets being set. The focus is to implement several site level projects towards identifying and achieving the respective business sustainability goals.

"Continuous relevance is critical to any business's presence and growth, in this age of uncertainty. Accordingly, we have recently launched digital payments, wallets and digital contents to offer relevant and life-changing solutions for the millions of mobile users across socio-economic groups & geographies. Executing on a well-defined environmental roadmap and social purpose, we will continue to propel Idea's growth, reputation and relevance for years to come; and will establish ourselves as a leader in sustainable and social practices."
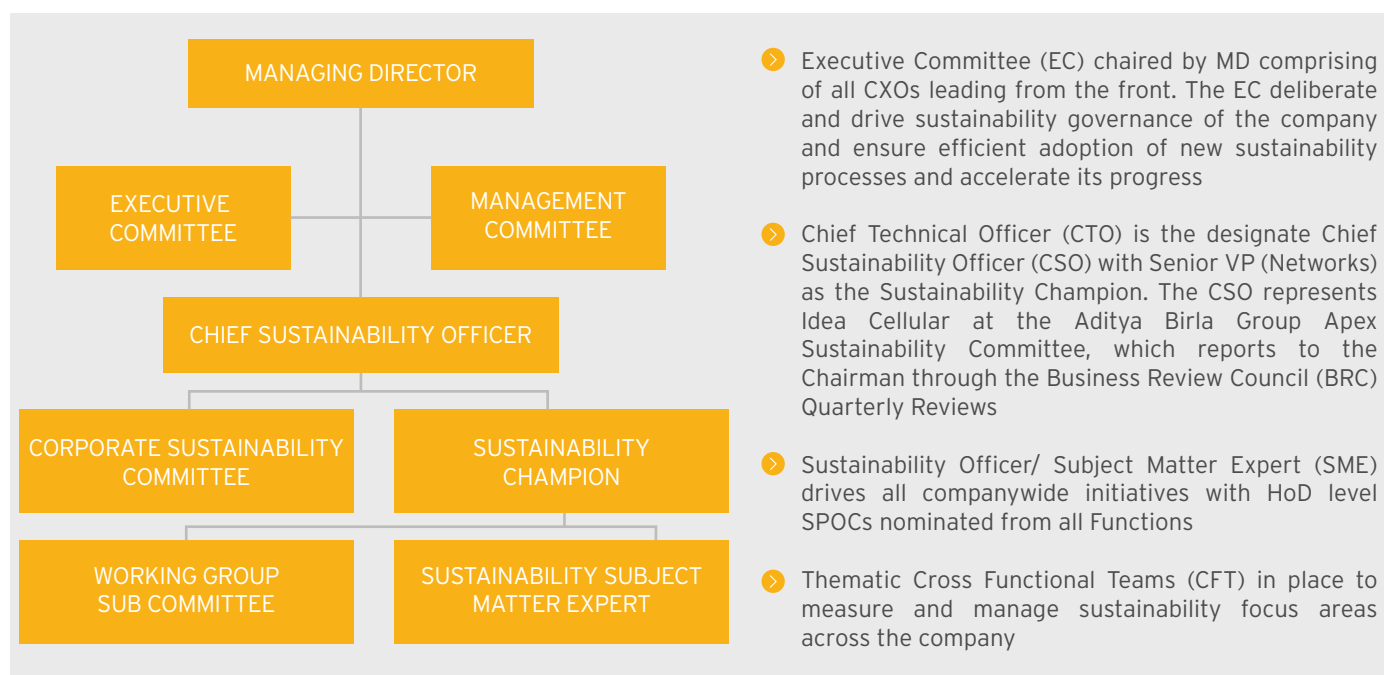
AMBRISH JAIN
Deputy Managing Director
Idea Cellular Limited

SUSTAINABILITY AT IDEA CELLULAR LIMITED

The 3 pillars that define our **sustainability roadmap and material issues** of importance to Idea Cellular

SUSTAINABILITY AT IDEA

Our sustainability vision is that "Idea Cellular Limited, is committed to be the most admired telecom company following sustainable business practices, and creating long term stakeholder value by balancing its economic growth with responsible environmental practices and societal interests."

Organisation structure

```
                    MANAGING DIRECTOR

    EXECUTIVE              MANAGEMENT
    COMMITTEE              COMMITTEE

           CHIEF SUSTAINABILITY OFFICER

  CORPORATE SUSTAINABILITY      SUSTAINABILITY
       COMMITTEE                   CHAMPION

    WORKING GROUP            SUSTAINABILITY SUBJECT
    SUB COMMITTEE               MATTER EXPERT
```

> Executive Committee (EC) chaired by MD comprising of all CXOs leading from the front. The EC deliberate and drive sustainability governance of the company and ensure efficient adoption of new sustainability processes and accelerate its progress

> Chief Technical Officer (CTO) is the designate Chief Sustainability Officer (CSO) with Senior VP (Networks) as the Sustainability Champion. The CSO represents Idea Cellular at the Aditya Birla Group Apex Sustainability Committee, which reports to the Chairman through the Business Review Council (BRC) Quarterly Reviews

> Sustainability Officer/ Subject Matter Expert (SME) drives all companywide initiatives with HoD level SPOCs nominated from all Functions

> Thematic Cross Functional Teams (CFT) in place to measure and manage sustainability focus areas across the company

Systems and processes

Aditya Birla Group has established a robust Sustainability Framework of Policies, Technical Standards, and Guidance Notes based not just on the local laws but also on leading International standards set by the global bodies of the International Finance Corporation (IFC), the Organisation for Economic Cooperation and Development (OECD), the International Standards Organisation (ISO), Occupational Health and Safety Advisory Services (OHSAS), the Global Reporting Initiative (GRI) and others. The Framework defines the direction and ambition of Idea's Sustainability approach. In order to realise the ambition, Idea has a robust internal review mechanism for its key policies in conformance with the Aditya Birla Group's Sustainability Framework.

The company through an Aditya Birla Group initiative has engaged the services of an international agency for implementation of an IT system capable of providing data management across all issues and initiatives. Idea Cellular engages and encourages its subsidiary companies to participate in its Business Responsibility initiatives. The "Aditya Birla Policy on Code of Conduct & Redressal Policy" guides all subsidiaries and makes sure that they adhere to the highest levels of ethical and transparent business practices.

In addition, there is an on-going effort for employees to train, learn, understand, and apply improvement techniques relevant to the Sustainability framework to reach higher standards of performance.

Material Topics

We define material issues based on whether they have an impact on our business in either economic, social or environmental aspects and their relevance to our stakeholders across the organisation.

MAPPING OF MATERIAL TOPICS

1
2
3

Priority: Relative importance of the topic to ensure long-term business success within the function. The topics of highest priority were marked as "Must Have" Topics

Ambition: Internal level of ambition within the organisation ranging from "complying" to existing guidelines and standards to "competing" with market peers to "leading" the market by creating pioneering change

Identifying Key Issues

Our process to identify key material issues is based on the Reporting Principle and Guidance for Defining Content in the GRI G4 Sustainability Reporting Framework. The sources used to identify the key issues that are material to Idea and our stakeholders in the reporting period are depicted in the table below. As a first step, a detailed Sustainability Map was defined for Idea to plot all relevant existing topics. This was done based on analysis of existing sustainability and

regulatory standards most relevant for Idea. A detailed review of sustainability reports of peers and stakeholders both nationally and globally was conducted to understand Industry perspective on the key sustainability themes.

The Sustainability themes were presented to the Executive Committee to align on the scope. A detailed function level scoping exercise was conducted to prioritise the topics based on business significance. Functional leads prioritised each topic based on two considerations: **Priority** and **Ambition**

In order to gather stakeholder feedback and prioritisation, we reviewed all existing documentation capturing our engagement across all key Stakeholders. We engaged with the employees who work actively with stakeholders to capture their perception of the stakeholder's prioritisation. We analysed survey results with stakeholders to gather their feedback on key issues. In addition, we conducted personal interviews with key stakeholders to gather detailed qualitative inputs on Idea's performance across key themes. All stakeholder feedback was prioritised based on three axes:

> **Relevance:** Whether the particular theme was relevant to the stakeholder and their engagement with Idea

> **Priority:** Relative importance of the topic to the stakeholder

> **Sentiment:** Current assessment of Idea's performance on the theme ranging positive, neutral or negative

Materiality Analysis

STAKEHOLDER INTEREST

BUSINESS IMPACT

Responsible Stewardship	**Stakeholder Engagement**	**Governance & Enablers**
2 Network reliability and Availability	**1** Enhancing Customer Experience	**15** Policy Advocacy
6 EMF	**3** Customer Satisfaction	
7 Digital Inclusion (Coverage)	**4** Customer Fairness	
8 Energy and Emissions	**5** Innovative Products & Solutions	
10 Factors for setting up network infrastructure	**9** Employee relations and engagement	
18 E-waste Management	**11** Responsible Marketing	
19 Occupational Health & Safety	**12** Responsible Supply Chain	
	13 Accessibility & inclusion	
	14 Diversity and Inclusion	
	16 Customer Data privacy	
	17 Employee Development	
	20 Partner Engagement	

Stakeholder Engagement

Idea recognises the importance of "Stakeholder Engagement" and has a business process mapped out for both internal as well as external stakeholders. The company recognises the critical role played by internal and external stakeholders in its sustainability agenda and strives to align its social, environmental and economic performance with stakeholder needs and expectations.

Following are the key stakeholders that Idea engages with on an on-going basis :

STAKEHOLDER	ENGAGEMENT	FREQUENCY	FOCUS AREAS
CUSTOMERS	Customer Satisfaction Survey	Thrice in a year	• Customer Satisfaction • Idea Performance over other operators
	Net promoter survey	Thrice in a year	
	Various spot surveys	NEB SAT – Annual Service Channel Engagement - Annual	
EMPLOYEES	Group level Employee Satisfaction survey	Once in two years	The focus area for Vibes 2014 were • Young Talent • Focus on Gender Diversity • Building a customer centric culture • Career
SHAREHOLDERS AND INVESTORS	Annual General Meeting (AGM)	Once a year	Yearly financial results and performance of the company
	Investor Meetings	Regularly based on the request received	Business performance Review & Long term Direction, Competitive scenario, Regulatory/ Technical Changes and other Industry updates
	Analyst Meetings	Regularly based on the request received	Business performance Review & Long term Direction, Competitive scenario, Regulatory/ Technical Changes and other Industry updates
	Major Event update calls	Event Based	Discussion on Specific events
	Earning Calls	Quarterly	Quarterly financial results and performance of the company
LENDERS	Annual financial statement along with Auditor's Report	Annually	Financial results of the company
	Quarterly Financial Statements	Quarterly	Financial results of the company
	Network Rollout	Quarterly	Performance of the company
	Compliance Certificate	Annually	Meeting Financial Covenants
RATING AGENCIES	Annual financial statement along with other details as may be required for Annual Review	Annually	Financial results and performance of the company Note: The company also provides additional details on an on-going basis that the Bank may request for reporting and other purposes

REGULATORS AND GOVT. AUTHORITIES	Various Compliances	Weekly/Monthly/ Quarterly	QoS, MNP, DND, EMF Radiation norms & TERM
	Regular Meetings	Ongoing	Policy related; Compliance related; Approvals & Clearances; Spectrum & Technology
	Correspondence	Ongoing	
	Report Filings	Ongoing	
SUPPLIERS	Supplier Assessments	Ongoing	Assessment of compliance with Policy, Service level agreement, Pricing, Maintenance and Infrastructure of vendors
	RFP	Ongoing	Quotations/ Proposal
	Vendor Surveys	Annual	Feedback on ease of doing business & Vendor satisfaction
	Vendor performance evaluation feedback	Annual	Policy compliance; Service level agreement; Pricing; Maintenance and Infrastructure of vendors
	Contract	Ongoing	Commercial terms and conditions/SLA
	Supplier training	Annually (Under Implementation)	Healthy business responsibility Agreement and other policy
	Supplier rejection	Ongoing (Under Implementation)	Communication or rejection
FRANCHISEES	FSAT & Mystery Shopping	Annual & Bi-Annual	Franchise Satisfaction & Surprise Checks on adherence to norms
MEDIA	Media Events Media Interactions Press Releases Letters to Editors	Ongoing	Company Updates & Announcements; Industry developments; Query Handling; Marketing & Promotion

Engaging Employees on Sustainability

At Idea, we fundamentally believe that engaging employees is the cornerstone to realise the Sustainability agenda of the organisation. Hence, Idea has taken a comprehensive approach towards engaging employees at all levels.

Engaging Leadership

There is an ongoing focus on aligning the leadership team on the opportunity and urgency for sustainability within the organisation. Focused workshops are conducted at different levels of leadership to bring a strong outside-in perspective and aligning it with the core business priorities of the organisation. The organisation leaders are empowered to cascade the Sustainability agenda within the organisation.

Engaging Evangelists

Across the organisation, select employees who are passionate about Sustainability were nominated to lead the change within the organisation. Sustainability workshops were designed across different locations to raise awareness of these evangelists on sustainability, align them to the Idea sustainability roadmap and enable them with tools to engage their peer ecosystem on sustainability.

A custom game was designed with the specific purpose of aligning the evangelists to the business relevance and significance of sustainability. Going forward, the evangelists have a key role to play in helping Idea realise its Sustainability agenda.

Engaging all employees

The company at present is engaging employees across all levels to raise awareness, create engagement and ensure commitment towards sustainability through a formal internal stakeholder engagement programme. A series of campaigns were executed across the organisation to emphasise the relevance and importance of sustainability. The Idea sustainability roadmap was rolled out to all employees along with the commitment of the Executive committee for the Sustainability agenda. Employees were asked to share their opinion on the prioritisation of the themes towards Idea as a business. The inputs from the employees were included in the Materiality exercise.

Idea Sustainability Priorities and SDGs

1 NO POVERTY	**2** ZERO HUNGER	**3** GOOD HEALTH & WELL BEING	**4** QUALITY EDUCATION	**5** GENDER EQUALITY	**6** CLEAN WATER & SANITATION
7 AFFORDABLE AND CLEAN ENERGY	**8** DECENT WORK AND ECONOMIC GROWTH	**9** INDUSTRY, INNOVATION & INFRASTRUCTURE	**10** REDUCED INEQUALITIES	**11** SUSTAINABLE CITIES AND COMMUNITIES	**12** RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	**14** LIFE BELOW WATER	**15** LIFE ON LAND	**16** PEACE, JUSTICE AND STRONG INSTITUTIONS	**17** PARTNERSHIPS FOR THE GOALS	**SUSTAINABLE DEVELOPMENT GOALS**

UN SDG	RELATED SUB-GOAL	IDEA SUSTAINABILITY FOCUS
1 No poverty	•Eradicating poverty expressed both in absolute & economic terms •Access to economic resources and basic services	•Community Development •Accessibility & Inclusion
2 Zero Hunger	•Ensure access to safe, nutritious and sufficient food for the poor and people in vulnerable situations	•Community Development
3 Good Health and Well being	•By 2020, halve the number of global deaths and injuries from road traffic accidents •By 2030, reduce number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination	•Occupational Health & Safety •Factors for setting up network infrastructure •E-waste Management
4 Quality Education	•Affordability, quality higher education •Relevant skills for work •Sustainable development skills •Basic Literacy and Numeracy	•Employee Development •Accessibility & Inclusion
5 Gender Equality	•Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life •Enhance use of enabling technology, in particular information and communications technology, to promote empowerment of women	•Diversity & Inclusion
6 Clean water and Sanitation	•Achieve universal and equitable access to safe and affordable drinking water for all •Achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations	•Community Development
7 Affordable and Clean Energy	•By 2030, increase substantially the share of renewable energy in the global energy mix •By 2030, double global rate of improvement in energy efficiency	•Energy & Emissions
8 Decent Work and Economic growth	•Protect labour rights and promote safe and secure working environments for all workers and in precarious employment •By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value	•Occupational Health & Safety •Employee Development •Employee Engagement •Governance and Enablers

9 Industry Innovation and Infrastructure	•Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all •Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020	•Innovative Products and Solutions •Network Reliability •Accessibility and Inclusion •Digital Inclusion
10 Reduce Inequalities	•Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action •By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	•Diversity & Inclusion •Governance and Enablers •Business Ethics •Fair Business Practices •Risk Management and Compliance •Employee Relations and Engagement
11 Sustainable Cities and Communities	•By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations	•Network Reliability and Availability
12 Reduce Consumption and Production	•By 2030, achieve the sustainable management and efficient use of natural resources •By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse •By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle	•Energy & Emissions •E-waste Management •Responsible Supply Chain
13 Climate Action	•Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries	•Network Reliability & Availability

GOVERNANCE & ENABLERS

The Corporate Governance Systems and Principles

that guide our business and stakeholder interactions

HIGHLIGHTS

HUMAN RIGHTS POLICY
that extends to suppliers and partners

FORMAL GRIEVANCE REDRESSAL MECHANISM
for internal and external stakeholders

0 REPORTED CASES OF CHILD LABOUR
or forced labour in FY 15

0 HUMAN RIGHTS VIOLATIONS
reported in FY15

WELL ESTABLISHED ENTERPRISE-WIDE RISK MANAGEMENT (ERM)

MATERIAL ISSUES

CORPORATE GOVERNANCE

RISK MANAGEMENT

GRIEVANCE REDRESSAL

COMMITMENT TO HUMAN RIGHTS

APPROACH

The Vision, Mission and Values adopted by the Aditya Birla Group (ABG) govern and guide all our business activities and stakeholder interactions. The employees of the Company and its subsidiaries are guided by the senior management along the values of the Group. Along with the core values, all Board Members and senior management personnel affirm their compliance to the Code of Conduct, derived from the three fundamental principles of good corporate governance, good corporate citizenship and exemplary personal conduct.

INTEGRITY	**COMMITMENT**	**PASSION**	**SEAMLESSNESS**	**SPEED**

CORPORATE GOVERNANCE

The Aditya Birla Group has been one of the frontrunners in India to adopt and implement best governance practices. The Group's governance practices reflect the culture of trust that is pervasive in the value system and reflects in the Group's strategic thought process. Our governance philosophy rests on five basic tenets:

- Board accountability to the Company and shareholders
- Strategic guidance and effective monitoring by the Board
- Protection of minority interests and rights
- Equitable treatment of all shareholders
- Transparency and timely disclosure

In line with this philosophy, we strive for excellence through adoption of best governance and disclosure practices.

Board of Directors

The Company has a balanced and diverse Board with an optimum mix of Executive and Non-Executive Directors, which includes independent professionals and conforms to the provisions of the Indian Companies Act, 2013, and the Listing Regulations. As on the date of this report, the Board has eleven members comprising of a Non-Executive Chairman,a Managing Director, five Independent Directors and three Non- Executive Directors and a Whole-Time Director.

There are currently seven committees of the Board, namely:

- Audit Committee
- Nomination & Remuneration Committee
- Stakeholders' Relationship Committee
- Risk Management Committee
- Corporate Social Responsibility Committee
- Finance Committee
- Securities Allotment Committee

Mr. Kumar Mangalam Birla,
Non-Executive Chairman

Mr. Himanshu Kapania,
Managing Director

Mrs. Rajashree Birla,
Non-Executive Director

Mr. Sanjeev Aga,
Non-Executive Director

Dr. Shridhir Sariputta Hansa Wijayasuriya,
Non-Executive Director

Mr. Arun Thiagarajan,
Independent Director

Ms. Madhabi Puri Buch,
Independent Director

Mr. Mohan Gyani,
Independent Director

Ms. Tarjani Vakil,
Independent Director

Mr. P. Murari,
Independent Director

Mr. Akshaya Moondra,
Whole Time Director and Chief Financial Officer

Details of the Committees along with their composition, charter and meetings held during the year are provided in the Corporate Governance Report, which forms part of the Annual report. Sustainability and Materiality Assessment is addressed as part of the Risk Management Committee.

Executive compensation guidelines

At Aditya Birla Group, the Executive Team strives to foster a culture of growth and entrepreneurial risk-taking. Our Executive remuneration philosophy/policy supports the design of programmes that align with executive rewards – including incentive programmes, retirement benefit programmes, promotion and advancement opportunities - with the long term success of our stakeholders.

GRIEVANCE REDRESSAL

We have set up a formal grievance redressal mechanism for key internal and external stakeholders. We understand and acknowledge the wide range of issues faced by our stakeholders given our nationwide presence, the increased mobility of people across circles, functions and roles as well as a more diverse workforce. The grievance redressal mechanism provides a formal process of addressing stakeholder concerns in a fair, consistent and objective manner across the organisation, thereby enhancing our stakeholder satisfaction. This also serves as a feedback mechanism for the senior management on issues affecting our stakeholders.

In addition to the Grievance redressal mechanism, we have a dedicated process and policy to address any concern related to sexual harassment within the organisation. Concerns related to the reporting/action on any acts of fraud(s), any act of ethical misconduct including financial wrongdoings would be taken up for resolution as per the Whistle blower policy.

Whistle blower policy

The Whistle blower Policy provides a platform and mechanism for internal and external stakeholders to voice genuine concerns or grievances about unprofessional conduct without fear of reprisal. The policy is intended to provide an environment that promotes responsible and protected whistle blowing, and helps in realigning various processes to take corrective actions as part of good governance practice.

In the last financial year, there have been no reported cases relating to child labour, forced labour or involuntary labour. Two cases of sexual harassment has been reported and appropriate actions have been taken.

COMMITMENT TO HUMAN RIGHTS

The Company is of the firm belief that every employee should be able to live with social and economic dignity and with freedom, irrespective of his nationality, gender or religion. The Company complies with all applicable local, state and national laws regarding human rights and workers' rights wherever it does business.

Reinforcing its dedication to human rights issues, Idea has recently adopted a Human Rights Policy that outlines the Company's commitment to developing a culture of respect and

support for human rights - including diversity in workplace, provision of secure environment for all personnel, proactive communication and contribution to socio-economic development of communities where the Company operates.

As covered under the Human Rights Policy, the key suppliers of the Company are encouraged to uphold and create awareness about human rights in their operations and communities. The Company's Human Rights Policy is applicable to all employees of Idea and its subsidiaries and suppliers. No complaints related to human rights were received in the past financial year.

Professional affiliations

Idea is a member of several key Indian and global industry associations:

- Federation of Indian Chambers of Commerce & Industry (FICCI)

- Confederation of Indian Industry (CII)

- The Associated Chambers of Commerce and Industry of India (ASSOCHAM)

- Cellular Operators Association of India (COAI)

- GSM Association (GSMA)

- Telecom Sector Skill Council

- Telecommunications Standards Development Society, India (TSDSI)

Idea is a part of several leading policy advocacy bodies:

- Co-Chair of the FICCI Communication and Digital Economy Committee

- Member of CII National Committee on Telecom and Broadband, which actively advocates on telecom industry issues such as inclusive growth, rural telecom, driving higher quality of service and security for customers and industry challenges and opportunities

- Idea MD is on the governing body of Telecom Sector Skill Council

- The Company's Managing Director is the Chairman of COAI till July 2016. He has also been elected to the Board of GSMA for a period of two years starting January 2015

Ecosystem initiatives

Idea is the principal sponsor of the IIMA Idea Telecom Centre of Excellence (IIT-CoE) at the Indian Institute of Management Ahmedabad (IIM-A). The Centre came into existence in 2007 as a result of a tripartite Memorandum of Understanding (MoU) between the Company, the DoT, and IIM-A. The Idea Telecom Centre of Excellence, along with other TCoEs, is playing an instrumental role in capacity building and all round growth of the Indian telecom industry (including manufacturing through Application Research). It also serves as a think tank to the Government and industry decision makers.

The Company is represented through the COAI in TSDSI, which is a not for profit legal entity with participation from stakeholders including Government, service providers, vendors,

manufacturers, academic institutes and research laboratories. Idea is a core member of the COAI. The industry body is the lead interlocutor between the policymaker (DoT), the Regulator (TRAI), and the ecosystem at large. The association has been involved in facilitating a smooth and productive dialogue on behalf of the operators in the country on various public policy matters such as driving rural penetration of telecom, higher quality of service and security for customers, environmental and EMF issues in telecom, innovation and technology etc. Idea is also part of the Idea-IIMA Telecom Centre of Excellence (IITCOE), which is actively involved in creating better telecom standards and technological excellence in this field.

Alignment with National and International standards

Idea has sought voluntary alignment with:

- International Finance Corporation (IFC)

- The International Standards Organisation (ISO)

- Global Reporting Initiative (GRI)

- United Nations (UN) SDGs (Sustainable Development Goals), which were adopted by the GSM Association (GSMA) at the Mobile World Congress in Barcelona in February 2016

- Working towards achieving the World Business Council for Sustainable Development's Water and Sanitation and Hygiene pledge (WASH) to ensure that the company provides safe drinking water, sanitation and hygiene in all its operations

AKSHAYA MOONDRA
Chief Financial Officer
Idea Cellular Limited

"Sustainability is a 'must have' for our organisation as we operate in an industry characterised by capex intensity and frequent technological changes. We rigorously work to adapt advanced risk management practices, analyse and suggest alternatives to reduce environmental impact of our activities, bring more transparency in disclosures and ensure adherence to our policy framework. The finance function ensures that processes are designed to achieve optimal utilisation of resources towards planned business priorities and create long-term value for all stakeholders."

RESPONSIBLE STEWARDSHIP

Spearheading green technologies and initiatives to reduce energy costs and **minimize environmental impact**

HIGHLIGHTS

100% OF TELECOM hardware procured in FY16 comprises low power devices

99.39% Radio network uptime Maintain & improve network infrastructure

100% COMPLIANCE with relevant EMF radiation limits

90% of servers are virtualized across the data centre

Over 19% of Idea owned telecom towers are operational with **HYBRID POWER SOLUTIONS**

Over 73% of employees across India have been trained for health and safety

Idea Calling tomorrow A Sustainability Initiative

CONTEXT

As every member of the global telecom industry grows increasingly cognizant of the fact that they need to decrease their carbon footprint, Idea has been spearheading efforts towards reducing environmental impact through the Responsible Stewardship focus. Idea has been at the forefront of discovering and adopting green energy alternatives in India. Efficient power management, infrastructure sharing, use of eco-friendly renewable energy sources, leveraging the latest technology to reach out to a large audience in the most energy efficient manner such as video and teleconferencing, smart logistics, etc. are some of the practices in Idea's network infrastructure and day-to-day business operations.

These practices have been taken up primarily from the point of view of reducing energy costs and minimizing the environmental impact of the company's operations. What has also been a guiding principle is the adoption of viable green technologies and solutions that bring equitable business value to all stakeholders and sustainability in the long run.

MATERIAL ISSUES

EMF

RESPONSIBLE MARKETING

ENERGY & EMISSIONS

NETWORK RELIABILITY & AVAILABILITY

E-WASTE MANAGEMENT

OH&S

NETWORK DEPLOYMENT

COMPLIANCE

APPROACH

We at Idea understand the impact of our business operations and recognise our responsibility towards bringing green initiatives into practice. The Telecom sector today contributes 0.7% to global emissions, amounting to 230 million tonnes, which is only going to grow as telecommunications get more pervasive.

Every year while focusing on integrating greater environmental sustainability, we strive to bring new technologies and best practices in the industry and drive them towards implementation at Idea.

We base our environmentally sustainable practices on the 'Green Idea' objectives:

Green Idea objectives

Carbon emission reduction at existing and new telecom sites

Abating emissions through power purchase agreements with renewable energy producers

Procurement of energy efficient telecom hardware

Encouraging Infrastructure provider partners to adopt low carbon operations

We are enabling network infrastructure resource efficiency by optimising energy consumption from fossil fuels and grids and promoting Renewable Energy (RE) Technology based power generation. The emission levels of the Network are base-lined as of FY 2012 and being tracked half yearly. We are completely compliant to the EMF Radiation norms.

We are working on achieving resource efficiency by reducing energy consumption and increasing efficiency in all our data centres. We are working on the proportion of virtual to physical servers and renewable devices. We are recycling our products and E-Waste by building processes within the office for efficient use and disposal.

In all cases, Idea has adopted commercially viable models which offer business benefits to all stakeholders involved – where reduction in CO_2 emissions and in operating costs are the primary driving forces. While building systems on one hand, we are also ensuring that all our stakeholders are aligned on the mission of responsible stewardship. We work together with our employees to ensure that sustainability thinking is integrated in all decision-making. We are extending this sensitivity to all partners we work with.

"We are building Networks to bridge the digital divide and enabling Internet for all. At Idea Networks, we are committed to minimising our environmental footprint across infrastructure and activities without compromising our steady business growth."

ANIL TANDAN
Chief Technology Officer,
Idea Cellular Limited

ENERGY AND EMISSIONS

Idea has always been a frontrunner in adopting energy saving technologies. Idea spearheaded passive infrastructure sharing in 2001, much ahead of other Industry players. Idea also adopted the deployment of Outdoor (OD) BTSs as soon as that technology was commercially available. The use of outdoor hardware, which does not require air conditioning, leads to almost 25% less energy need per site.

Idea is also a pioneer in implementing renewable energy technologies for cell sites in India, and has been at the forefront of adopting environmentally sustainable practices to reduce carbon emissions. As far back as 2006, Idea along with GSMA completed a project for using Bio-fuel for running diesel generators. It was marginally cheaper than commercial diesel and emissions were also considerably less than the fossil fuel.

Telecom tower with AST hybrid solar solution

Energy And Emissions Through Network Operations

What we measure

Direct Emissions- GHG from Fuel (tCO2)

Current Status (FY16)
0.56 Million (tCO2)
FY21 Targets
0.94 Million tCO2

Emissions from Diesel consumptions used for NWS operations

Indirect Emissions- GHG from Grid (tCO2)

Current Status (FY16)
1.25 Million (tCO2)
FY21 Targets
1.37 Million tCo2

Emissions from Grid consumptions used for NWS operations

GHG Emission Intensity

	Current Status (FY16)	FY21 Targets
Emissions for NWS operations measured per Node (tCO2/ Node)	9.43 tCo2/node	7.14 tCo2/node
Emissions for NWS operations measured in Tera Bits (tCO2/ TB)	3.66 tCO2/TB	1.57 tCO2/TB
Emissions for NWS operations measured per revenue earned in USD Millions (tCO2/ USD)	298 tCO2/USD (million)	235 tCO2/USD (million)
Percentage Reduction in emission intensity (tCO2/TB) w.r.t base year (FY 15)		70 % Reduction
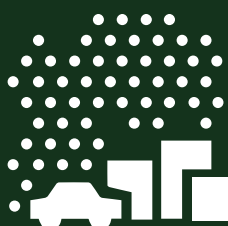
Direct Energy Consumption (Terajoules - TJ)

Current Status (FY16)
8,135 TJ
FY21 Targets
13,705 TJ

Energy consumed from Diesel usage for NWS operations

Indirect Energy Consumption (MWh)

Current Status (FY16)
1.34 Mn MWh
FY21 Targets
1.47 Mn MWh

Energy consumed from Diesel usage for NWS operations

Energy intensity

	Current year (FY16)	FY21 Targets
Energy consumed for NWS operations measured per Node (MWh/ Node)	7.01 MWh/Node	4.56 MWh/Node
Energy consumed for NWS operations measured in Tera Bits (Mwh/ TB)	2.71 MWh/TB	1.006 MWh/TB
Energy consumed for NWS operations measured per revenue earned in USD Millions (Mwh/ USD)	222 MWh/USD (million)	150 MWh/USD (million)
Percentage Reduction in energy intensity (MWh/TB) w.r.t. base Year(FY 15)		74 % Reduction

Idea Cellular's 30 kWp at Noida MSC Exchange

Cumulative installed capacity of RET based generation through Hybrid Installations & PPAs (Power Purchase Agreements) is approx. **12 MW.**

Progress

- Over 19% of Idea Owned telecom towers are operational with hybrid solutions. Through this, CO_2 emission reduction of about 52,000 tons per annum has been achieved by end of FY16

- 10,500 Sites converted from indoor to outdoor, reducing carbon emissions by 62,000 tons

- Over 40% of Idea's BTS portfolio is equipped with Outdoor BTS. They offer 25% reduction in Energy consumption compared to Indoor BTS

- The tenancy ratio of Idea is about 2.72, which is highest in the country that further reduces the size of its carbon footprint

- 100% of the telecom hardware procurement in FY16 comprise of low power consumption Telecom Hardware

Harnessing Solar Power

- **Trial of new energy solutions:** Idea, in association with the United States Trade Development Agency (USTDA), has conducted trials of Solar Hybrid Methanol based Fuel Cell systems to power telecom towers. Five such sites are commissioned and have been operating for over 6 months. This is part of an effort to identify viable substitutes to fossil fuel for telecom site operations

- **Off-site Solar deployment:** This is based on the Power Purchase Agreement (PPA) under Open Access Scheme. A total of 7.5 MW RET Power is contracted by Idea in various Circles so far and more such discussions are underway

- **On-site Solar implementation:** This project was initiated last year and a 25 KW Solar Plant was constructed on the roof of Idea Delhi MSC. This will reduce the power being drawn from the grid or the load on the DG, thus reducing the Diesel consumption

- **Exclusive Solar solutions at over 1,200 sites:** This concept was initiated in the year 2012, at the non-grid sites in Bihar in the name of Energy Management Services (EMS). Solar generating Plants were deployed in about 1200 Sites which have poor grid or no grid power, with an average 4.5 KW Solar capacity per site. The Cumulative Solar Generating Capacity deployed under this scheme is about 5.5 MW.

Energy And Emissions At The Data Centre

What we measure

Indicator	Description
Energy use by technology centres	Amount of energy used by technology centres of the company (in GWh)
Energy Efficiency in IT	Reduction in energy consumption (in MWh)
Reduction in number of physical machines	Percentage of virtual servers compared to physical servers

Idea's Data Centre located in Hinjewadi, Pune has an AVERAGE POWER USAGE EFFECTIVENESS (PUE) of 1.82, which is well under the "EFFICIENT" category on the standard parameter of PUE.

PRAKASH PARANJAPE
Chief Information Officer,
Idea Cellular Limited

"It shall remain our endeavour in Idea Cellular to minimize our environmental footprint through constantly improving energy efficiency of our Data Centres and judiciously managing our E waste. Customer Data privacy is paramount to us as a business and minimizing risks due to customer information is a critical element in our sustainability journey."

Progress

The following measures are being undertaken to reduce energy use and/or save energy and related emissions in our data centre:

- Data centres use **Water-based air-cooled chillers** to reduce energy consumption and **Active Floor based cooling system,** which directs the cool air to areas where it is required

- **Different temperature zones**, such as hot and cold aisles set up to reduce air loss. Cold aisle containment to increase HVAC efficiency, reduce energy consumption and reduce related emissions

- **APFC (Automatic Power Factor Correlation)** has been used to improve Power Factor in electrical distribution system and reduce the energy consumption

- **DAPC (Digital Active Power Conditioning) for Harmonic Distortion** to avoid Power Losses, Protection of Non-Linear load and to improve Power Quality

- **False Flooring & False Ceiling** void for better cooling; In addition, **Thermal insulation** laid along the flooring/ceiling reduces heat dissipation

- **Blanking panels** have been used in empty server racks toreduce short cycling of cold air and hence improve HVAC efficiency

- **Usage of PAC (Precision Air Conditioner)** - Non DX units (without compressor and HVAC gases)

- Based on power audits and an extensive study of energy usage, various initiatives have been undertaken over the years to **identify and rectify hot spots and optimize lighting and AC usage**

90% OF SERVERS ARE VIRTUALISED across the data centre. Virtualisation enables us to reduce the power utilisation per day at the data centre from 9KVA to 3 KVA, resulting in a third of the original power consumption.

Energy And Emissions At Offices

We are working to reduce our carbon footprint by adopting newer technologies and changing the consumption mix to include more renewable energy generators. The company's new projects are conceptualized giving high priority to energy efficient design. All new Facilities are being designed to conform to LEED certification standards.

Measures To Reduce Emissions

- The company operates with **lux levels below 300** and keeps a good mix of natural and artificial lighting to conserve energy

- **Use of star rated BEE** (Bureau of Energy Efficiency) certified air conditioners in a/c facilities

- **Logic controlling for emergency lights** is automatically set on during power failure

- **Switching off all non-critical loads** (office AC, lights, unused meeting rooms/cabins etc.) after working

- **Lighter surface colours and patterns,** which absorb less and contribute to better lighting. All new projects have LED fittings

- **Electronic ballasts** instead of Copper ballasts

- **Variable Refrigerant Volume (VRV) based air conditioning** is being used in office area instead of a centralized system. The VRV Systems are set to 24ºC set point and scheduled for all office areas between 8:30AM to 6:00PM. Apart from Workstation Area, the VRV System operates on need basis in Meeting Rooms & Cabins

- Switching off all facade lights near the outer glass of premises

Idea's Energy Management includes regular monitoring of energy consumption on a daily basis, which helps the company take corrective measures on an immediate basis. The company's average square feet consumptions have reduced over a period and match the benchmarks for office spaces.

IPMPlus, which is a solution implemented by Vigyan labs to monitor and manage power utilisation by laptops and desktops, implements predetermined power management policies on the host system to curb wastage of power. IPMPlus has successfully enabled savings of around 65% in power consumption and helped reduce emissions. We are going ahead with 6,988 machines under IPMPlus solution, which will give us additional power savings.

Way Forward

Idea is committed to continuing its efforts to reduce energy and emissions by addressing the following strategic priorities:

Increasing the renewable energy generation and leveraging open access schemes to enter into power purchase agreements with the government.

Offsite solar deployment across various Circles in the country and use of renewable energy sources such as wind energy.

Continue our efforts to reduce energy consumption by increasing the indoor to outdoor conversions at towers with higher tenancies and increasing the use of outdoor BTS.

We will continue to invest in virtualisation of our infrastructure by increasing the percentage of virtualised servers from 62% to 70% by 2021.

Idea is building a data centre in Bhosari, Pune, which will take significant steps towards energy savings. A 100KW solar power generation is planned on the office building terrace and the power generated will be utilised for office lighting. Lighting and cooling initiatives are expected to provide a savings of around 850 KWH per hour, resulting in over 3% of savings of the total load in the premises.

Through all of these efforts, we are looking to achieve a 75% reduction in energy consumption.

E-WASTE MANAGEMENT

What we measure

Indicator	Description
Recycleable E-waste	% of network equipment and e-waste sent for reuse and recycling
Recycleable devices	Number of recycleable devices collected by organisation
E-waste generated	Amount of e-waste effectively recycled

E-waste management is done at 3 levels:

CENTRAL

- Servers and storage are part of IBM e-waste management policies

- Ink and toner cartridge management and recycling partnership with HP

CIRCLES

- E-Waste management practices institutionalized at cluster level
- Clusters are handled by certified vendors registered with the Pollution Control Board (PCB)
- Reusable assets are donated to schools and other organisations

CLUSTERS

- Third-party recycling vendors ensure responsible disposal
- E-waste certificates provided for material and scrap

Way Forward

Idea is committed to ensure responsible recycling of all its e-waste. We will continue to institutionally address the recycling of our server and storage equipment and toner through our institutional partners. In addition, we will monitor and continuously improve the percentage of network equipment sent for reuse and recycling across all Circles and are committed to doubling the percentage of such equipment in the next five years. We will also increase the number of recyclable devices collected by the organisation by at least 40%.

OCCUPATIONAL HEALTH AND SAFETY(OH & S)

What we measure

Indicator	Description
Lost Time Injuries (LTIs)	Lost Time Case / Injury is considered as cases where injured person does not return to work in his next scheduled shift
Lost Time Injury Frequency Rate (LTIFR)	LTIFR = (Number of LTI injuries X 10^6) / Manhours worked i.e. Number of LTI injuries per 1 million manhours worked
Fatalities (Number)	Number of fatal Injuries reported in a reporting cycle
Man-days Lost (Number of days)	Number of man-days lost, excluding the day of injury and return to work

Employee Awareness And Training For OH&S

A critical component to ensure success of Occupational Health and Safety is the awareness and adoption by the employees. In order to achieve this adoption, the following have been taken up :

- **Regular training programmes** held at various Circle locations on specific safety subjects. "Competency Based Working" at Height Trainings conducted

- **Regular campaigns to reinforce specific aspects**. For instance, Road Safety Week celebrated at all locations to raise awareness on occupational road risks. As part of the same, ground rules on road safety were defined and enforced for the use of crash helmets by all two-wheeler riders. Similarly, ABG OH&S Vision of "Zero Harm" was communicated during Safety Week campaign 2016

- **Daily e-mailers sent to all the employees since Jan 2015** to create awareness on Health & Safety. In addition, weekly communication on OH&S sent to the warehouse community from Nov 2015

- **'10 Life Saving Rules' formulated and communicated to all employees for compliance**

HEALTH SERVICES

As part of the Aditya Birla Group (ABG), we have implemented the ABG Code Red Programme. The programme has a tie up with Apollo Hospitals for Emergency Medical Services. The programme also engages International SOS to provide integrated medical, clinical, and security services to organizations with international operations. Services include planning & preventative programs, in-country expertise and emergency response. In addition, the company has Code Red volunteers across the Group.

DESIGN SAFETY

New tower designs have been modified to include best-in-class Fall Protection Systems. GIN Poles have been included in the new tower design, which will enhance safety while handling material on the towers. Occupational health and safety competencies have been integrated as part of the process for contracting and for acquisition of new tower sites.

SAFETY SCORECARD

All the Circles administer the Safety Scorecard System every month. Safety engagement sessions for riggers and technicians have been organized at Circles for enhancing their skills for tower climbing. A Permit-to-Work System has been established for tower operations.

AUDITS

Fire and Evacuation drills are conducted across all Circle locations on a half yearly basis. Safety audits are being conducted at Warehouses, Facilities and MSC locations. Process of Planned Safety Inspections has been initiated across Warehouses and at Cellular Tower sites. Qualitative Exposure Assessment (QLEA) of Health Risks are conducted at Idea locations e.g. MSCs, Data Centre and Corporate Office by consultants deployed by ABG Sustainability Cell.

73% OF EMPLOYEES across India have attended SAFETY INDUCTION TRAININGS

Our focus on Occupational Health and Safety extends beyond employees to our partners as well. Hence, a process of reviewing the OH&S competencies of prospect vendors/suppliers has been initiated. Generic OH&S clauses framed for inclusion in the service contracts as a part of Contractor Safety Management.

Way Forward

We are committed to achieving zero error on fatalities and are committed to ensure that we do not lose any of our employees to fatalities in the coming years. We will also reduce the Lost Time Injury Frequency rate (LTIFR) per quarter to 1 by 2021. Towards the same, we are committed to training 100% of our employees on Health and Safety measures. We will also continue to strengthen our internal policies and processes to build a rigorous system towards ensuring Occupational Health and Safety.

ELECTRO-MAGNETIC FREQUENCY (EMF) RADIATION

What we measure

Indicator	Description
Meeting the Indian regulation on EMF exposure limits (1/10th of ICNIRP limit)	Ensuring that all commercially working sites are 100% EMF exposure compliant before being put on air and during their entire service period
Compliance with all GoI EMF Audits*	Ensuring that all Sites where Audit is carried out by the Govt Enforcement Agency – TERM Cell- are 100% compliant with all the EMF regulation limits

Compliance on EMF radiation related regulation is a business priority at Idea. We have made significant financial investments in the purchase of EMF testing and monitoring equipment and are compliant with existing Department of Telecommunications (DoT) regulations. Idea continues to strengthen its internal systems and processes to be EMF compliant. Resources required to help meet compliance standards have been appointed at all Circles.

> **All of the Company's network sites are in compliance with the relevant radiation limits prescribed by the regulatory agency.**

Idea has a dedicated team of senior officials who engage with external and internal stakeholders for awareness and education on EMF. As specified by DoT, the company has been working with Cellular Operators Association of India (COAI) on the EMF portal.

To enhance the awareness, the industry is collaborating with several local bodies, consumer advocacy groups and the government to host consumer outreach programmes that empower decision makers to deal with myths regarding mobile phone tower emissions. In this regard, educating ward officers of the municipalities are proving valuable as the local authorities face daily public agitation and queries.

The Interphone Study, conducted by a consortium of researchers from 13 countries, is the largest health-related case-control study on use of cell phones and head and neck tumors. Most published analyses from this study have shown no statistically significant increases in brain or central nervous system cancers related to higher amounts of cell phone use.

RESPONSIBLE MARKETING

What we measure

Indicator	Description
Non-compliance	Total number of incidents of non-compliance concerning marketing communications (Including warnings and notices)
Product and Service Labelling	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information labelling (including warnings and notices)
Compliance across partners and vendors	Total number of incidents of non-compliance concerning marketing communications sent out by partners and vendors (e.g. VAS vendors)
Audit trail	Establishment of clear audit process with trail for approval of communication messages

The Company adheres to all product labelling and product information requirements as per laws. It is our responsibility to ensure that whatever we communicate is compliant with the regulatory framework and follows our internal guidelines.

Transparency in tariff is achieved through detailed plans made available on the Idea website. Responsible advertising is an important area of focus at Idea.

So far, there have been 7 incidents of non-compliance concerning marketing and communications and 1 notice from TRAI on product filing. There are no cases pending in relation to unfair trade practices, irresponsible advertising and/or anti-competitive behaviour. However, dissatisfied subscribers of the Company generally file their cases in consumer protection forums for alleged deficiency in expected level of service by the Company, in the normal course of business, which the Company defends appropriately. Some of these cases are pending with such forums.

> Our commitment is to have zero incidents of Non-compliance concerning marketing communications and regulations and voluntary codes concerning product and service information labelling.

NETWORK DEPLOYMENT

What we measure

Indicator	Description
Number of Eco-friendly radio stations	Following radio station sites are termed as eco-friendly: • Operating without Air Conditioning (AC) • Using RET power for site operations • Hybrid solutions for reducing diesel consumption • Any site consuming less than 400 L of Diesel/ year

Baseline Value (F15)	Targets (F21)
36,283 sites out of 1,26,833 sites (29%)	66,592 sites out of projected 1,47,984 sites (45%)

We have clearly defined policies for setting up and dismantling network sites. Through detailed build guidelines and an internal approval process, it is ensured that all sites are made as per the specified quality and safety standards. Stakeholder engagement is an integral part of the process and statutory approvals are received from all relevant local governance bodies including Gram panchayat, Municipal Council & Municipal Corporation. All sites also adhere to the NOC Guidelines defined by the Department of Telecommunications.

Similarly, clear guidelines and processes have been defined for the dismantling of sites and scrap disposal. The specified process ensures that the resultant ecosystem and bio-diversity impact is considered and minimised.

NETWORK RELIABILITY AND AVAILABILITY

COMPLIANCE

What we measure

Indicator	Description
Network Up Time	Network availability % calculated per day averaged over a month
Call Drop percentage	Call drop % calculated per day averaged over a month (disruption of call continuity)
Call Congestion	Call congestion % calculated per day averaged over a month (ability to access the network for making calls)
Network Up Time during Disaster	Restoral of NW outages caused by disasters/natural calamities in minimum possible time

Idea places a strong priority on Compliance, especially since we operate in a highly regulated environment. The level of non-compliance within the organisation is an important criterion for Idea while evaluating impact of a risk. It helps to indicate the ability of Idea management to ensure that operations conform to certain performance parameters. From an economic perspective, ensuring compliance helps to reduce financial risks that occur either directly through fines or indirectly through impacts on reputation. Idea's compliance record affects its ability to expand operations or gain permits. Hence, Idea strives to achieve minimal if not zero non-compliance related to all aspects/issues.

We have built a Compliance Tracking System internally that serves as the single source of tracking our organisation's compliances in an accurate and timely manner. The tracking system provides a centralised database of all compliances, categorises them based on severity, provides clarity on ownership and ensures visibility across multiple levels. The system also ensures that the content is relevant and accurate based on the changes in the compliance landscape. The system currently tracks the following compliance categories :

- Labour Laws
- Secretarial Laws
- Direct Tax and Indirect Tax Laws
- Regulatory and Environmental Laws
- Other Laws

The reliability and availability of network is a topic of critical importance to Idea and is covered as part of the Enterprise Risk Management. This includes continuing network operations during natural calamities and safeguarding the network against external risks. In order to ensure the reliability of the network, we have built geo-redundancies of the User Data Registers (UDR) and Signalling Transfer Points (STP) Units.

STAKEHOLDER ENGAGEMENT

Creating sustained value for **our people, customers, partners and society** at large

OUR
PEOPLE

![Idea Calling tomorrow - A Sustainability Initiative]

HIGHLIGHTS

6.27 average
TRAINING MAN-DAYS
Per Employee

62,572
man-days of training
conducted in FY16

Awarded the
**'MOST ACTIVE
COMPANY'**
in the Telecom category in the
100-day Stepathlon held globally

115
differently-abled people
employed across call centres

10%
of Idea Cellular employees are women
There has been a 35% increase in number
of women in the previous financial year alone

One-third
of the new young leaders hired
in FY16 are **women**

99.3%
participation from 8,863
strong employee force in
the Annual Vibes survey

According to the Vibes Employee survey,

94% of employees have an overwhelming **sense of pride**
in the Group

More than **85%** are engaged employees

92% say that they understand **the connection**
between their work and goals of business

CONTEXT

We strive to attract and retain the best talent, be an employer of choice and create a holistic workplace environment, where employees get opportunities to realise their potential. Idea has been recognised as being amongst the **"Top 25 Best Companies to Work For"** in a survey conducted by Business Today. Companies are judged on career growth prospects, rewards, work life balance, performance evaluation and stability. Our standing here is a reflection of not just our employees' views but also of the larger Indian work force.

Idea has continued to maintain high employee engagement scores overall and re-kindled its focus on diversity, by taking various steps to make Idea a more women friendly workplace. All these efforts have resulted in increasing women net additions by more than 5 times compared to last year.

We foster a culture of continuous learning and development, creating future leaders, building capability in digital space and ensuring continued high employee engagement along with effective and efficient talent development and deployment. We want to sustain the Company's standing as one of India's most admired and valuable corporations despite unrelenting competitive pressures.

MATERIAL ISSUES

EMPLOYEE RELATIONS

EMPLOYEE DEVELOPMENT

DIVERSITY & INCLUSION

APPROACH

VINAY RAZDAN
Chief Human Resource Officer,
Idea Cellular Limited

"Sustainability in Human Resources (HR) lays the foundation for achieving sustainable results as a business."

Sustainability is the future currency of any business. As part of the Aditya Birla Group, we envision Sustainability as an all-pervasive initiative, including its link to employees across diverse roles and profiles. Ensuring occupational health and safety, professional development, upholding our code of conduct, gender diversity and inclusion are important parts in HR's journey towards sustainability.

By recognizing and rewarding excellence in performance, nurturing talent and inculcating integrity, we are setting the foundation for a culture where employees are deeply committed to the core purpose of our organization.

We are committed to developing the potential and capabilities of all our employees, promoting equal opportunity and establishing a safe and inclusive workplace in our journey as a responsible company.

In order to achieve this excellence, we are working on the following:

• Rigorous training programs and awareness sessions on our Code of Conduct, values, health and safety

• Talent management, Development programs and Diversity focus

• Focus on succession planning, building capabilities in the digital space and analytics, and ensuring continued high employee engagement

The company's efforts in nurturing talent was recognised and subsequently awarded the "HR Excellence Award" given for best practices in Talent Acquisition, presented at the Economic Times HR Excellence Summit 2014.

EMPLOYEE RELATIONS

The Vibes Employee Survey

Idea Cellular conducts feedback in an institutionalized way across the Group to gauge employee engagement with the Company. In FY16, 99.3% of 8,863 executives participated in the Vibes survey, which by itself is an indication of their engagement with the Group.

Key Survey Highlights

97% ABG fares better on ethical workplace when compared to its competitors

81% I believe employees in my Business are held accountable for non-adherence to our values

82% Compared to the competition, my Business is well positioned for future success

85% My department/function `has a clear understanding of our customers' needs

83% In my Business, we regularly try new ideas in order to improve our products or processes

Platforms for Employee Engagement

'iFinity'

'iFinity' is Idea's own social enterprise network. The platform features communities, forums and blogs that enable employees across the country to connect beyond physical boundaries.

'Voice'

'VOICE' provides employees across the organization a platform to voice any unresolved workplace concerns and seek resolution in a fair and transparent manner. Under this initiative, Employee Satisfaction Champions and Employee Satisfaction Teams have been entrusted with the task of addressing employee concerns in accordance with a defined process.

Employee connect forums

Forums like Leadership Meet, Functional Meets, Circle Strategy meet, 'Samvaad', 'MD's chat', 'Team Meets/Town Halls' and 'Idea Connect' are ways for employees to connect with the management, peers and leaders. Idea's Human Resources operations and communication to its employee base of 13,000 are mainly carried out online with the help of ICT solutions such as teleconferencing, videoconferencing, web chats, and internal social networking platforms in order to minimise commute time and increase productivity.

Idea Post

Idea Post is the company's monthly newsletter sent out to all employees across the country, updating them on business highlights and key achievements of the month.

Kiran

Kiran is a monthly newsletter to create EMF awareness amongst employees.

Stepathlon: Walking together

At Idea, we have always encouraged our team members to adopt a healthier lifestyle. In partnership with Stepathlon Lifestyle Pvt. Ltd., a global company, Idea holds a 100-day virtual global race. Teams of 5 members compete by walking a minimum of 10,000 steps in a day and recording their steps through a pedometer.

In 2013, Idea was awarded the 'Most Active Company' in the Telecom category. In 2015, **there were 580 employees** participating and Idea stood 30th amongst 292 participating companies and 1st in the telecom sector.

Within 3 years, this initiative has come to evoke a great sense of excitement and anticipation among employees. Employees have come to understand that they could invest in their health and wellbeing without having to drastically change their work routines by creatively "making time", and these lessons can be applied both at work and at home.

EMPLOYEE DEVELOPMENT

To make employees more effective in their current and future roles, Idea has instituted various initiatives in order to develop and build an environment that facilitates employee development, encourages open and transparent communication.

!NVEST	!Aspire	!Evolve	i-Mitra	Pragya initiative
Framework for enabling career conversations	Framework of internal development centers for high potential and high performing employees	'Competency based grid' training framework to develop people through different interventions on competencies	Employee query / request management tool	Building a culture of inclusion based on gender diversity

Other initiatives

Mid-career education: All employees who have completed two years of service within Idea are eligible to enlist in professional courses offered by universities or seek membership in professional bodies. Talent Councils have been launched across circles to consolidate talent management efforts.

Performance Management: A structured assessment through the Performance Management System (PMS) is offered to all employees twice a year. Trainings are offered on the basis of the results of the PMS.

In FY16, we have invested 62,572 MAN-DAYS IN TRAINING, which accounts for 6.27 AVERAGE TRAINING MAN-DAY PER EMPLOYEE. There has also been a specific focus on building the capacity of the sales team. We invested 10,278 DAYS IN THE TRAINING OF THE SALES TEAM IN FY16.

DIVERSITY AND INCLUSION

Inclusion

Idea's inclusive growth plan encourages its partners to employ differently-abled people at its call centres. Currently Idea employs 115 differently-abled people at its call centres. Idea is also an equal opportunities employer.

Gender Diversity

The Company maintains gender equality at all levels. Of the eleven Board of Directors, three members are women. Diversity is included as a part of leadership reviews. There is no discrimination in remuneration on the basis of gender. Since 2014, there has been a steady increase in the number of women employees in the company.

There has been a 35% increase in number of women in the previous financial year alone. One-third of the new young leaders hired in the financial year are women.

Idea constantly endeavours to inspire more women participation through support, coaching and motivation and by creating opportunities to help them realize their potential. The company prides itself for its women centric initiatives such as providing a crèche facility at work place, differential referral payment and mobility support.

Accelerated Women Development: Springboard

'Springboard – The Accelerated Women's Development Program' is aimed at developing high potential women managers across the Aditya Birla Group. The key objective of the program is the development of women managers who are currently at mid-management levels. Till date there have been 17 participants from Idea.

Maternity Program

Idea provides a best-in-class Maternity Support Program to ensure women enjoy precious moments of their life with no professional pressure. Based on the results of the satisfaction survey on the Maternity Support Program, a transition support program was launched across circles along with an experience checklist. In addition, Idea ran an engagement program to ensure all stakeholders are aligned to ensure uniform experience during maternity. As a result of the program, close to 100% of the women are returning to work after their maternity leave.

Supporting women professionals: ONUS

The objective of the ONUS program is to support women in senior roles in sustaining career aspirations. The program aims to create support mechanisms through online networking opportunities to enable women to plan and pursue a focused career path that is rewarding and fulfilling. Women understand how to leverage their inherent strengths – the ability to collaborate, work in teams, patience, compassion etc – to achieve business goals and learn how to develop business acumen, build a personal identity and brand. The idea has been piloted in FY16 and is expected to scale in coming years.

WAY FORWARD

Idea is committed to the engagement and development of all its employees. We will continue to ensure that all our employees receive development opportunities including performance review opportunities. At the same time, we will ensure that all our employees adhere to the Company's Code of Conduct and to the values of the organisation.

Key Performance Indicators	Goals	
Gender Balance	Increase the Gender Balance	Diversity & Inclusion
Policies and Benefits	Maintain the current 100% rate of women employees returning to work after maternity leave	
Ethnic Diversity (Deployment on Ethnicity)	Maintain the current 100% inclusion of ethnic groups	
Employee training days	Increase the no. of Training Days	Employee Development
Ensuring all employees receive Performance review and Feedback	Maintain the current 100% inclusion of employees receiving regular performance and career development reviews	
Leadership development	Increase the number of employees chosen for leadership & top talent development program.	
Talent Management	Increase the Talent Management positions filled internally	
Engagement Index	Increase the participation in employee engagement survey	Employee Relations
Rewards & Recognitions	Increase the number of employees rewarded & recognized	
Engagement - Action Planning	Increase the completion of Team Vibes Action Plan	

OUR
COMMUNITY

HIGHLIGHTS

6,136

Rural Service Centers (Idea Points and Idea Service Points) across **6,100 rural towns** i.e. additional **1,336 Rural Service Centres** as compared to previous year

Products with starting prices as low as

INR 4/5

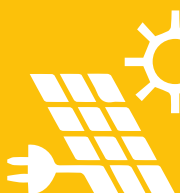ensure that everyone can experience these products

3.25 lakh

children reached with nutrition, **mid-day meals**

9 States 33 districts

and **3250** villages reached through CSR

2.97 lakh

solar lamps distributed to children to continue their studies; 700 youth and women trained in livelihood enhancement through solar kits assembly

18.6 crores

spent on CSR in FY15

CONTEXT

The Idea Cellular Roadmap for Social Inclusion and Equitable Development aims at ensuring maximum people are empowered by connecting them to sustainable economic growth. Idea has developed mobile applications for the rural population and provides employment opportunities to rural youth through initiatives such as 'Son of Soil'. Affordable telecommunication access to rural populations is one of Idea's biggest contributions to sustainable development in India.

MATERIAL ISSUES

COMMUNITY DEVELOPMENT

ACCESSIBILITY AND INCLUSION

ACCESSIBILITY AND INCLUSION

Idea has set up its rural distribution network to cater to customers who are located in far flung areas across the country. As of 31st March 2016, the Company has 6,136 Rural Service Centres (Idea Points and Idea Service Points) across 6,100 rural towns i.e. an additional 1,336 Rural Service Centres as compared to previous year. Products with starting prices as low as INR 4 or 5 ensure that everyone can experience these products.

The Company's services are available in remote towns and villages across India. Idea has succeeded in reaching out to 60% of villages in India, and 74% of the village population in these areas, which is more than its licensing obligation.

Reaching rural communities

In order to cater to remote communities, Idea has taken up the following initiatives:

> Camps in rural areas where customers are unable to easily access its service centres

> Call centres in Tier 2 and Tier 3 cities and towns employing 15,800 call centre agents so as to reach out to the rural customers

> Interactive Voice Response (IVR) in 17 regional languages so that customers are able to understand and avail of various services without any dependency and as per their own convenience

> Promotes schemes such as minimum top up of Rs.10/- in order to provide affordable access to communication to the economically disadvantaged population

> Awareness kiosks in urban areas at select Service Centres to create awareness about data (2G, 3G & 4G) services that the Company offers

Idea has always been committed to providing skill development and employment to local businesses in rural areas. Idea commissions call centres in various towns and recruits rural youth for local sales operations. A major portion of the procured goods and services are de-centralized to local offices in various States.

> Exclusive outlets and call centres located deep within tier-2, tier-3 towns and villages has given a big boost to local employment.

Bridging mobile literacy barriers

Research by the GSMA and the Digital Inclusion report have classified mobile literacy barriers into:

> Traditional literacy barriers: reading, writing, numeracy

> Basic mobile literacy barriers: how to make a voice call

> Mobile technical literacy barriers: using features like, SMS, calendar, clock and camera

> Mobile internet literacy: ability to search via internet browser or apps

> Advanced mobile internet literacy: ability to access, create, navigate and consume online content

In order to address the digital literacy barrier and support people's access to mobile internet, we are creating a Digital Skills Toolkit for operators and the broader ecosystem to implement in markets and enhance digital literacy skills.

GSM team along with partners conducted a two-day "Train the Trainers" workshop in Pune and Maharashtra, extending to a group of users (low to non-users) on the usage of mobile internet. A group of trainers from Idea service centres participated in this program and assisted in imparting training to end users. This in turn helped the trainers gain skills themselves and further apply these skills in day-to-day dealings with customers to bring them on board for mobile data usage.

COMMUNITY DEVELOPMENT

For over seven decades now, Aditya Birla Group has been engaged in meaningful welfare driven activities that qualitatively impact the lives of the underprivileged in India and globally. The Group's overarching CSR vision in India is to help bring in inclusive growth. We, at Idea, are guided by this vision as well.

In line with the Companies Act, Idea Cellular has a Board level Committee chaired by Mrs. Rajashree Birla, Director, Idea and Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development. The Committee provides the oversight for Idea's CSR engagement. Furthermore, Idea has a dedicated CSR team that ensures project execution.

All projects are identified in a participatory manner and are need based and encompass education, healthcare and sustainable livelihoods. CSR projects have clearly defined objectives, mark milestones in problem solution, and entail impact assessment by a reputed external agency in this domain. All along, the beneficiaries / communities are also engaged to foster the sense of ownership and responsibility. Reputed NGOs and developmental institutes, the academia as well as business forums such as FICCI, CII, ASSOCHAM, among others, actively partner with Idea Cellular in project implementation.

Idea Cellular has made a definitive and humble beginning in the CSR domain over the last 2 years. It has reached out to a populace of 4 lakhs straddling 9 States encompassing 33 Districts across geographies.

Key partners/collaborators :

Rotary International's India National Polio Plus Society "RIINPS"

Ministry of New and Renewable Energy

Department of Rural Development, Govt. of Jammu & Kashmir

IIT Bombay

Pratham Educational Trust

Akshaya Patra Foundation

CSR Spend in FY 15-16
For the year 2015-16, Idea Cellular CSR spent around Rs 18.6 crore. In addition, Idea CSR mobilized resources from Ministry of New & Renewable Energy (MNRE) and State Government for mid-day meals and Ministry of Health and Family Welfare for the Polio Programme.

Education

We focus on improving access to education and ensure that poor children in rural India get the necessary support to continue their schooling. We help improve school infrastructure and also provide educational aid to students.

Solar Lamps for education and skill

43% of rural households in India still use kerosene to light their houses; children study with the aid of kerosene lamps. Idea has initiated distribution of Solar 'Urja' lamps in partnership with IIT Bombay with the objective of providing clean energy to students for studying at night as well as skill development through learning assembling of the lamp.

Under the project we have planned to assemble and distribute 3.25 lakh lamps in 26 rural blocks of MP, Rajasthan, Odisha and Maharashtra. The pilot phase started with the training and distribution of lamps in Mohgaon and Mawai blocks of Mandla district in Madhya Pradesh. According to the Census of India 2011, these two blocks have more than 60% of tribal population and more than 50% households are dependent on kerosene for lighting.

The project areas have observed a reduction of kerosene use by about 7.2 litres per year per household. In total, the consumption of kerosene has been reduced by about 23.4 lakh litres in a year.

Project Reach

Students		Districts	9	Livelihood opportunity
3.25 lakhs		States	4	700 youth and women
		Blocks	26	

Angrezi Seekho

One of the important challenges among rural and underprivileged children is English medium of education, which is a critical skill to obtain employment. Idea has partnered with Pratham Education Foundation to initiate the Angrezi Seekho project through the use of IVRS system on a cell phone.

The objective of the project is to test the effectiveness of cell phone as an English-learning tool for underprivileged children, motivate students to read and comprehend simple sentences, enable students to understand syntax and grammar and learn new words.

The project is running in seven locations: Delhi, Mumbai, Lucknow, Pilani, Pune, Talasari and Vikramgad. The initial impact of the project has shown that 65% students are able to read, comprehend and explain the meaning of simple English sentences (subject-verb, subject verb and prepositions).

Project Reach

Locations	Students
7	2800

Mid-day Meals to School Children

The inability of students to access even one nutritional meal per day is severely limiting their capacity to concentrate in the classroom.

Idea Cellular has supported Akshaya Patra Foundation in providing hygienic and nutritious mid-day meals to school children in nine locations (Ahmedabad, Vadodara, Surat, Cuttack, Puri, Jaipur, Lucknow, Bengaluru and Mysore).

Project Outreach

Children	Schools	Locations
4,66,656	611	9

School infrastructure to children affected in Chennai floods

Tamil Nadu was hit by unexpected and incessant rains in December 2015 that completely disrupted normal life. Schools, health centres and individual houses required restoration support. The Idea TN and Chennai Circle Team have supported infrastructure restoration - civil structure, furniture, computers and printers, books and journals. Renovated toilets, provided water purifiers and water storage tanks in 19 schools in Chennai.

Project Reach

Location	No. of Schools
Chennai	19

Health Care

The preventive healthcare programme addresses the primary healthcare needs of both adults and children through 2 projects:

Polio elimination

Idea Cellular partnered with Rotary International's India National Polio Plus Society (RIINPS) to continue vaccination of children, organize camps and launch awareness campaigns across India.

It is a pan - India initiative and approximately 17 crore children will be covered for polio vaccination in every round.

Cochlear Implants for hearing impaired children

Idea Cellular's subsidiary companies ITL, ICISL, ABTL aligned with ENT World LLP to provide support in pre-operation counselling to the family and pre-evaluation of the child, pre-operative vaccines to prevent infection, Cochlear implants and post-operative rehabilitation including switch on and auditory verbal therapy. The children (mostly under 5 years of age) identified for the Cochlear implant are from the weaker sections of the society and are mostly drawn from the special schools.

Sanitation

In order to contribute to the Swachh Bharat Abhiyan and make Gram Panchayats Open Defecation Free, we partnered with the Department of Rural Development, Government of Jammu & Kashmir, for the construction of 2010 toilets in 10 Sansad Adarsh Gram Yojana Gram Panchayats.

Project Reach

🏠 Households
2010

🌳 Gram Panchayats covered
10

"As we voyage into a sensational future, we must find it within ourselves to look beyond ourselves. It is the responsibility of every generation to leave behind a safer, superior, more enlightened world than the one that they inherit. As they say, giving is true having. The teachings of the Buddha tell us that thousands of candles can be lit from a single candle, and yet the life of that candle will not be shortened. Service to society is at the very heart of our value system. We attempt to reach out with a sense of purpose to those with distressed lives. We endeavour to find prosthetics for amputated souls, show them a future that they never believed existed for them."

KUMAR MANGALAM BIRLA
Chairman
Aditya Birla Group

CUSTOMER EXPERIENCE

HIGHLIGHTS

#1 position
in National Level C-SAT surveys

First operators to introduce
'Magic Recharge'
LEADERSHIP POSITION
in the Net Promoter Score in the last 2 years

Pilot project with Pratham
on the effectiveness of
Cellular Technology
in learning the
Basics Of English

Over **8,000**
My Idea Service centres, Idea Points and Idea Service Points comprising of 14,000 service personnel spread over 6000 villages and small towns with over 6100 sales executives

Introduced
'Idea Money'
to help the unbanked carry out financial transactions and payments through
Digital Wallet
(Available on Android & iPhones)

Idea Money Operations -
Expanded to
17 Circles & with
2 Million customers
at exit of FY16

CONTEXT

Customers are at the core of our business success. Our endeavour in enhancing customer experience helps us win and retain customers and continue to be leaders in customer satisfaction.

We base our work in customer experience around Idea's Value Book, which highlights the need for us to stay relevant to our customers by anticipating and fulfilling their requirements in a timely, effective and efficient manner.

MATERIAL ISSUES

CUSTOMER SATISFACTION

CUSTOMER FAIRNESS

CUSTOMER DATA PRIVACY

INNOVATIVE PRODUCTS AND SOLUTIONS

APPROACH

NAVANIT NARAYAN
Chief Service Delivery Officer,
Idea Cellular Limited

"Customer centricity has always been our focus and we at Idea are committed towards delivering efficient and timely service to our customers, whilst maintaining honesty, integrity and fairness."

We wish to retain and strengthen our #1 Customer Satisfaction rank in India, hence a consistent focus on customer acquisition, retention and loyalty is key to the Sustainability Roadmap for Service Delivery.

Idea is expanding its service footprint in rural & deep rural areas as well through multiple service center formats and generating livelihood opportunities, especially among underserved populations. We are pursuing customer fairness through rigorous compliance with privacy norms and consent on data.

We would like to play a leadership role in supporting the 'Digital India' vision, bringing social transformation to communities through providing digital access through Selfcare, My Idea and Web Self Care.

We recognise that customers, employees and other stakeholders care about the privacy and security of their personal information and data. Idea takes this responsibility very seriously. We protect customer data by designing systems, processes and technologies that ensure data privacy and protection of personal information across our engagement cycle with the customer.

Our highly motivated and trained employees and partners play a pivotal role in helping us accomplish exceptional standards of customer service. They spearhead all our customer centric initiatives, address day to day customer needs and ensure delivery of a truly satisfying service experience.

CUSTOMER SATISFACTION

We strive to fulfil the Company's mission statement, "We will delight our customers while meeting their individual communication needs anytime anywhere."

We conduct customer satisfaction (C-SAT) studies at regular intervals in order to track the quality of customer experience with the Company's products and services and to benchmark the Company's performance with respect to its competitors.

We also conduct a slew of other studies which help us measure the satisfaction levels of partners as well as their employees, in addition to various customer segments like 'Enterprise', 'Data' and 'Loyalty' customers. We conduct various studies at regular intervals to measure the effectiveness of our service delivery channels.

The "Idea Care" project is running OVER 8,000 MY IDEA SERVICE CENTRES, IDEA POINTS AND IDEA SERVICE POINTS. These service centres are spread over 6,000 villages and small towns with over 6,100 sales executives catering to the sales and service requirements of Idea rural and semi-urban subscribers.

CUSTOMER FAIRNESS

The Company strongly believes in being ethical in all its dealings with customers.

• Idea displays all tariff plans on the web in an unambiguous manner. This information is easily accessible to customers either by telecom circle or by offer category

• Idea addresses its customers' need to be constantly updated about their usage through instantaneous pop-up messages informing them about their data consumption and balance left

• We have also ensured that customers have multiple channels to access relevant information about their account and their usage

Balance Enquiry Portal

The *121# USSD Balance Enquiry portal is popular with Idea Customers. The portal has been enhanced to share best offers in addition to the Talktime balance, providing non-intrusive customer communication. *191#, the portal for additional services informs the customer about the other aspects of his tariff plan (such as information about minute packs, call tariff and tariff/minute expiry). Also *191# hosts other customer-centric features such as Talktime transfer & Ask for Talktime which are helpful for subscribers who are low on balance.

INNOVATIVE PRODUCTS & SOLUTIONS

It is essential that we innovate and invest in products, technologies and processes that promote the wellbeing of society. Idea has launched several mobile applications aimed at improving information access and quality of life. These initiatives pertain to education and learning, mobile banking, agricultural information, health and safety, government schemes and employment generation.

Marketing does not stop at product communication; it has to encompass and reflect all consumer activities and their impact on society. Sustainability helps in reflecting the changing attitudes and values of consumers. Sustainability also helps tracking these consumer values across all our communication, driving new innovative products and solutions, thus enhancing customer experience.

"An Idea can change your life" is our brand philosophy. Our communication encompasses areas that go beyond mere transactions. We do believe that our products, services and communication help deliver Innovation and a great Customer Experience.

SASHI SHANKAR
Chief Marketing Officer,
Idea Cellular Limited

"As a brand, Idea has always stood for bringing about a change in people's lives."

Idea Money

Idea Money is an RBI mandated Digital Wallet (Prepaid Instrument (PPI)) used to transfer money to bank accounts (IMPS & NEFT), pay bills, recharge, DMR, Person to Person payments & merchant payments online & offline. It is also called Semi - closed Wallet.

IMCSL (Idea M-Commerce Services Ltd.) launched its PPI services in July 2015 on TCS platform. The services were initially launched in four Circles i.e. Mumbai, Delhi, UPE & Bihar and are now available in all 17 circles across India for the entire Idea & non - Idea Base.

Idea Money is operational on self-assisted as well as retailer assisted modes across USSD, website & mobile app channels. It is instant, safe, secure and not necessarily dependent on smartphone/data usage.

Advantages:

- Convenient - accessible anytime, anywhere
- One stop solutions for all payments needs
- 24*7 Customer Support
- Special customized Offers for Idea Customers
- Exciting Offers across segments for all customers
- Safe, Secure
- Available on feature phone via USSD *400

Existing Wallet Services/Features (via Retailer/Self channel)

Prepaid Recharge

Customer can do recharge for any operator of any denomination using Idea Money

Advantage : Instantaneous

DTH Recharge

Customer can do recharge for any operator of any denomination except Airtel DTH using Idea Money

Advantage : 24*7 anywhere

Postpaid Bill Payment

Customer can pay post-paid bill of any operator for any denomination using Idea Money

Advantage : Accessible

Utility Bill Payment - Landline

Customer can pay bills for 30+ operators across India using Idea Money

Advantage : Cashbacks/discounts available

Utility Bill Payment - Electricity

Customer can pay bills for 50+ players across India using Idea Money

Advantage : Safe & Secure

Utility Bill Payment - Gas

Customer can pay bills for 10+ operators across India using Idea Money

Advantage : Time saving

Money Transfer P2B (NEFT, IMPS)

Money can be sent into any account for any bank across India using Idea Money

Advantage : Minimum effort

Money Transfer P2P

Money can be sent to any person anytime, anywhere

Advantage : Minimum effort

Magic Recharge

We were the first operator to introduce Magic Recharge, where the simple recharge process got converted to one filled with excitement and customer delight. Customers recharging their Talktime had an opportunity to win extra Talktime with every recharge. Over time the Magic Recharge success has been replicated across product categories (Talktime, Data, SMS and Bulk Packs). While the "Magic" concept has been linked closely to Idea its popularity can be gauged from the fact that similar Magic products are now being offered by all other operators as well.

English learning with Idea app

Idea Cellular in partnership with Pratham has implemented a pilot project with an objective to test the effectiveness of cellular technology for learning the basics of English language. The project was implemented in five locations. Under the project English clubs have been set up at each location. At English clubs students have access to cell phones to dial into dedicated Idea Number (52111) to access the pre-recorded English content along with the study material.

Behtar Zindagi

An initiative mainly for rural population, Behtar Zindagi provides information on following aspects over mobile phones: Agriculture (crops and cultivation), Weather forecast and advisory, Livestock management, Inland and coastal fisheries, Health, Education and Finance.

CUSTOMER DATA PRIVACY

We have established a company wide privacy governance model. This includes having policies, processes and checklists in place to ensure the continuing confidence of our customers and stakeholders who entrust us with their personal information. The Governance structure consists of senior management who meet on a periodic basis and are kept abreast of key privacy matters as well as nominated Customer Data Privacy SPOCs organization wide who have been educated on responding to privacy grievances.

We understand the importance of employee awareness and alignment to ensure the effectiveness of these initiatives. Hence, dedicated training programs are conducted at all Circle levels. In addition, we provide information through regular newsletters to all employees.

We have taken the following steps towards ensuring complete customer data privacy:

Privacy Impact Assessment

We have undertaken a Privacy Impact Assessment of all business processes which deal with collecting, handling of personal information to retention and disposal of such information. The Assessment identified privacy gaps and included mutually agreed recommendations on mitigating these gaps.

Contractual Terms

We have strengthened our contractual terms and conditions related to privacy with our 3rd party vendors to ensure they build privacy into the products and services they provide us and our customers.

Privacy Information Management System (PIMS)

We have a Privacy Information Management System (PIMS) consisting of policies, procedures, checklists and guidelines which includes how information of an individual should be collected, processed, stored or transferred to a 3rd party with the intent to protect the Personal Information and preserve the privacy of customers, employees and third parties.

Security Checks

We have 5 levels of security checks for accessing the Data Center including 24x7 Deployment of BMS Team for monitoring of CCTV, Access Control system and other security systems for complete Data Center Utility.

Building a customer - centric culture

The success of all our initiatives hinges on building a customer-centric culture. Keeping this in mind, a senior cross functional team has been formed focused on customer centricity. The team travelled across the country to the contact centres to emphasize the importance of customer centricity. We conducted 31 Focus Group Discussions across Idea with employees, channel partners to get their feedback. Based on the discussions, an action plan has been drafted, which will be implemented in FY17.
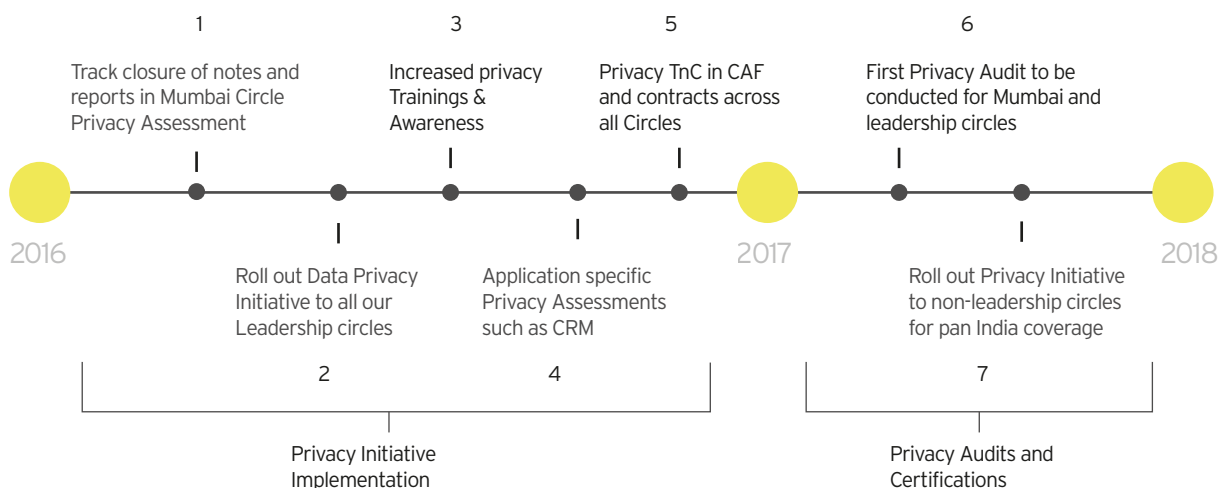
WAY FORWARD

Idea is committed to retaining the number one position in National level CSAT Surveys. We will ensure that our customers have round-the-clock access to our self-service channels.

We will continue to invest in building innovative products and solutions. **We will benchmark best practices and technological enhancements across other operators (nationally and globally) to launch at least 2 new solutions every year.** We will lay special emphasis on solutions that impact rural communities and focus on improving penetration of our current solutions and developing similar solutions/products.

We will also enrich our current portfolio of solutions in the entertainment space and intend to introduce our own range of Content services under banner of 'Idea Movies', 'Idea Music' and 'Idea Games' across various categories like entertainment, information, communication, utilities and API services from FY17 onwards.

We will continue our commitment to not just meet the law of the land with regard to Customer Data Privacy, but to ensure that Personal data is secure and is used fairly by us.

Way Forward for Sustainability of Privacy Initiative

2016

1 — Track closure of notes and reports in Mumbai Circle Privacy Assessment

2 — Roll out Data Privacy Initiative to all our Leadership circles

3 — Increased privacy Trainings & Awareness

4 — Application specific Privacy Assessments such as CRM

5 — Privacy TnC in CAF and contracts across all Circles

2017

6 — First Privacy Audit to be conducted for Mumbai and leadership circles

7 — Roll out Privacy Initiative to non-leadership circles for pan India coverage

2018

Privacy Initiative Implementation

Privacy Audits and Certifications

Key Performance Indicators	Goals	
CSAT Score Net Promoter Score Mobile Number Portability	Retain leadership in CSAT Score Retain leadership in Net Promoter Score Retain leadership in Mobile Number Portability	**Customer Satisfaction**
Customer Consent	100% customer Consent logs for all products and services	**Customer Fairness**
Data Privacy	Maintain the current standards of Data Privacy	**Customer Data Privacy**
Innovative Products and Solutions	More innovations in Products and Services	**Innovative Products and Solutions**

''The highly dynamic, competitive and regulated Indian telecom market presents several challenges to operators which can pose a serious threat to business sustainability. Over the years, Idea has nurtured relationships with external stakeholders and built trust through proactive disclosure and transparency. Consistent and effective communication along with on-going dialogue and engagement have helped us build goodwill for the brand, and the reputation of being a serious, long-term player in the market.''

RAJAT MUKARJI
Chief Corporate Affairs Officer
Idea Cellular Limited

PARTNERS

HIGHLIGHTS

Renewed
ISO 9001 : 2008
certification across all circles
and corporate offices

Idea's partners operate
8,288
exclusive stores in 6,700 towns across
the length and breadth of the country

Environmentally conscious transportation
practices including route optimization,
vehicle optimization and co-loading of shipment

Code of Conduct (CoC)
for Idea Suppliers to address sustainable
sourcing covering waste management,
health and safety, child labour
and environment

CONTEXT

There is growing concern about environmental issues, social inequality and business ethics in the world today. As one of the most trusted brands in telecom space in India, it is our responsibility to assure our stakeholders that we are a responsible business and that our services are delivered through a supply chain that is ethical, fair and sustainable. We are committed to regulatory compliances, respecting human rights and following ethical sourcing practices.

MATERIAL ISSUES
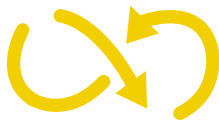
RESPONSIBLE SUPPLY CHAIN

PARTNER ENGAGEMENT

SUPPLIER CODE OF CONDUCT

APPROACH

Idea's approach towards building a sustainable supply-chain is through implementing in-built processes and by supporting capacity building in our supplier network towards sustainable practices. We have a rigorous due diligence process to on-board suppliers and they accept a Code of Conduct that must be adhered to at all times. We conduct regular supplier assessments that influence renewal of contracts. All our employees have an equal responsibility in upholding Idea's business ethics and fair practices and ensuring the same in dealings with our supplier ecosystem.
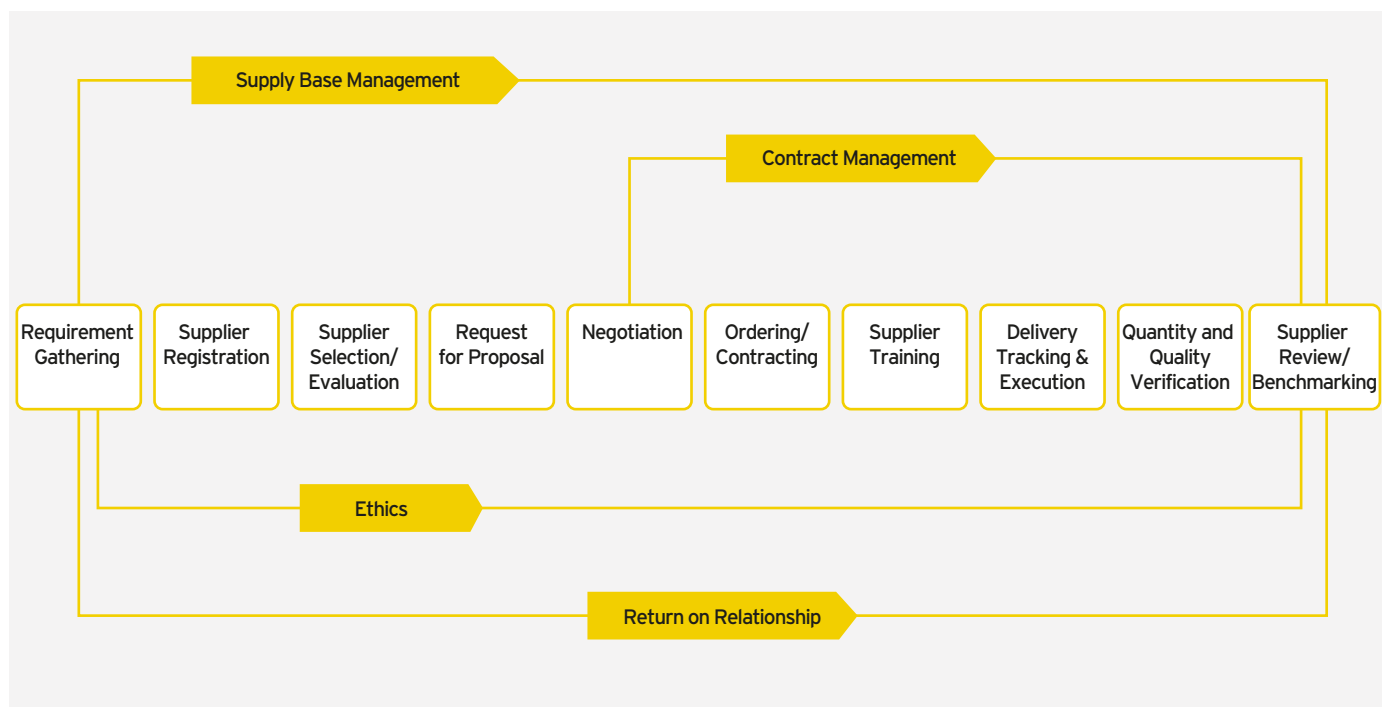
In FY2016, we contracted around 7,500 suppliers worldwide and have procured services and goods worth INR 15000 Cr.

Key Suppliers

Core Equipment

Infrastructure Sharing Contracts

Infrastructure like Batteries, Antennas, Feeder Cables, Accessories

IT Software, Hardware and systems

Marketing related (Media/Agency/VAS)

Marketing material (POP/Leaflets/Flex/ Recharge vouchers)

Tradable items (SIM/ Datacard/ Handsets)

Administrative suppliers – Stationery, Electrical, Furniture & Office infrastructure

Various services

How we work with suppliers

Supply Base Management

Contract Management

| Requirement Gathering | Supplier Registration | Supplier Selection/ Evaluation | Request for Proposal | Negotiation | Ordering/ Contracting | Supplier Training | Delivery Tracking & Execution | Quantity and Quality Verification | Supplier Review/ Benchmarking |

Ethics

Return on Relationship

"We are committed to regulatory compliances, respecting human rights & following ethical sourcing practices. We work closely with our entire network of over 7,500 suppliers and business partners so that our Code of Conduct is adhered to at all times, to minimize risk to business reputation, viability and reliability."

RAJESH SRIVASTAVA
Chief Commercial Officer,
Idea Cellular Limited

RESPONSIBLE SUPPLY CHAIN

It has been our constant endeavour to ensure that our suppliers and partners maintain the highest ethical standards in their conduct. This applies equally for all subsidiaries and associated companies of Idea Cellular. We renewed ISO 9001 : 2008 certification in the Commercial department across all Circles and Corporate offices, ensuring our continued commitment to compliance and efficient processes.

The Company has already adopted several environmentally conscious transportation practices including route optimization, vehicle optimization and co-loading of shipment. Further, the company seeks vendor commitments to good sustainability practices before

registering them on board. There is a revised Code of Conduct (CoC) for Idea Suppliers to address sustainable sourcing covering waste management, health and safety, child labour and environment.

Our Code of Conduct is applicable to all vendors and suppliers who engage with Idea today. So far none of the suppliers have been identified as having potential negative impacts for any of the practices outlined as part of the code of conduct. We maximise long term contracting to minimise repeated RFPs and negotiations. We also on-board vendors through an efficient transparent e-bidding process.

SUPPLIER CODE OF CONDUCT

ETHICAL PRACTICES

- We will work together to ensure the highest standards of ethical and professional conduct in all interactions and dealings

- Strict policy against gratification in any form of bribes/kickbacks/gifts/hospitality offered in a direct or indirect manner

- Suppliers, Vendors & Partners are strongly advised against indulging in any business or monetary transaction either directly with an Idea employee or his/her next of kin

- Stakeholders should neither promote nor get into any restrictive or unfair trade practices

- Idea will work with stakeholders to ensure that there are no restrictions or compromises to free competition

LABOUR, HUMAN RIGHTS AND NON-DISCRIMINATION

- Suppliers, Vendors & Partners comply with laws and regulations relating to labour, including those pertaining to women and children and adherence to the national and local labour laws

- No use of forced or compulsory labour

- Ensuring equal opportunity without discrimination

- Stakeholders should make sure that unskilled or poorly trained persons do not perform any hazardous or skilled work

HEALTH & SAFETY

- Stakeholders are committed to ensuring a safe working environment for all employees/contractors, equipped with necessary precautionary measures taken against accidents and occupational hazards

- Providing adequate training to all workers on health and safety issues and ensuring that accommodations and other facilities, if provided, are safe, clean and secure

ENVIRONMENT

- Stakeholders should optimize the use of natural resources and reduce release of harmful emissions to the environment

- Ensure compliance with all laws pertaining to sustainability, pollution and environment protection

- Take initiatives to promote environmental responsibility and encourage environment friendly processes and technologies

Waste Management

- Stakeholders should ensure treatment and disposal of all waste categories - hazardous, non-hazardous, industrial, solid/liquid/gaseous effectively as per the prevailing/recommended laws.

- Stakeholders should have processes to monitor and correct any activities that fall below the standards of this Code of Conduct and report any breach to Idea Cellular for corrective action. In case of persistent occurrences of serious breach of the Code of Conduct, Idea Cellular may consider penal action including the termination of business relationship with the partner and supplier.

PARTNER ENGAGEMENT

Idea's partners operate 8,288 exclusive stores in 6,700 towns across the length & breadth of the country. We treat our partners as part of our Idea family and ensure they stay sustainable & profitable as we engage with them in providing world class service to our customers.

Partner selection happens through a series of evaluations involving senior Circle management team members. In addition to financial capability and business acumen, partners are also selected for their sensitivity and conviction in servicing customers. Needless to say this is documented with appropriate contracts of engagement with partners, clearly laying out the desired actions and ensuring they are fully cognizant of all required regulatory & privacy norms.

Idea recognizes that the partner's financial viability is critical for a sustainable relationship, so all efforts are made to train and equip the partners with necessary information and systems for them to be able to fulfil the requirements of servicing and sales effectively. Performance monitoring and interventions are regular occurrences at Idea. Third party surveys, audits and mystery shopping exercises are routinely carried out to ensure a high level of performance & service standards. Partner compensation also includes elements related to maintenance of appropriate service infrastructure in addition to just performance.

Partner capability building is a key focus area and dedicated teams work with Partners to ensure partner employees are trained and capable along with the deployment of technology such as Webcams, dedicated hotlines etc.

We have a dedicated 'Partner Engagement Study' carried out by an independent research agency at regular intervals which helps us discover areas of improvement and continuously work on them.
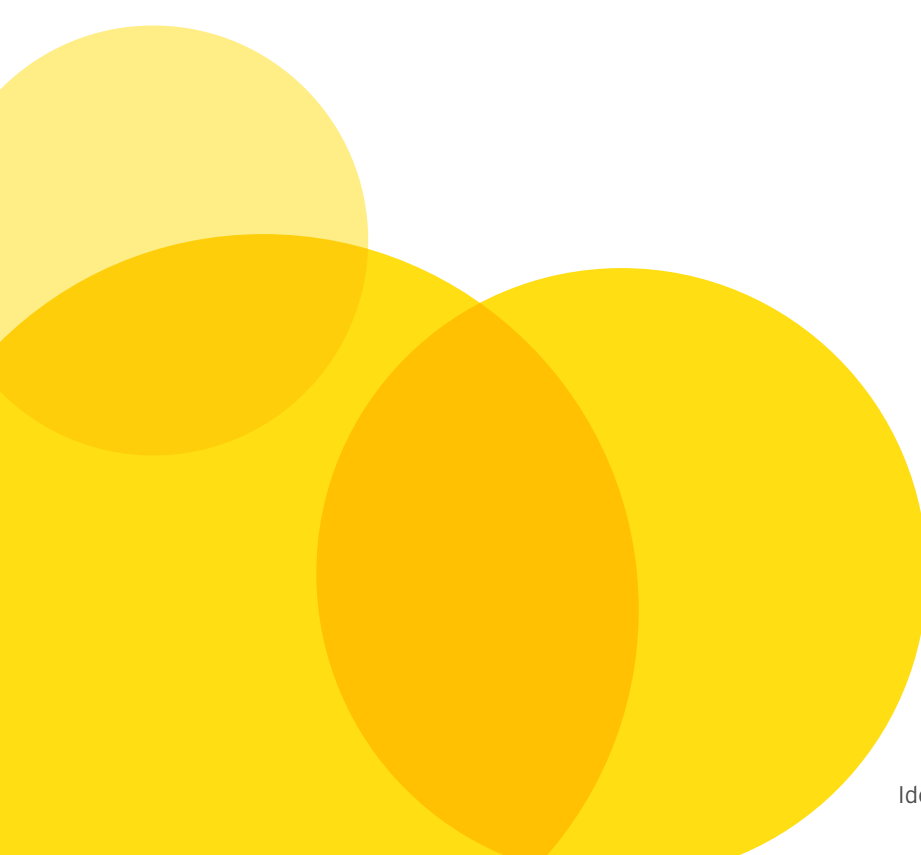
WAY FORWARD

We at Idea are committed to regulatory compliances, adherence to Code of Conduct at all times to minimize risk to business. Going forward, we will continue to strengthen our efforts in ensuring a responsible supply chain. We will strengthen our new supplier assessment system to ensure all new suppliers are assessed and there is a system in place to enable disclosure on rejected suppliers. By FY18, we will complement our online assessments with the physical site assessments, institutionalise a system to report the gaps in compliance and provide trainings to suppliers to address the gaps. **By FY20, we aim to train 50% of our suppliers on Idea's Code of Conduct.**

Key Performance Indicators	Goals	
New Supplier Assessment system	Maintain the current system; Automate	
Compliance Confirmation	Increase to 100% compliance confirmation	
Rejection of Suppliers	Put a system in place for disclosure of rejected suppliers	**Responsible Supply Chain**
Physical Site assessment Gaps in Compliance	Increase the number of supplier sites assessment conducted	
	Improve the recommendations to the suppliers in relation to the Supply Chain, Business ethics and Fair Practices	
Training on ethical Code of Conduct	Increase the number of suppliers trained	**Supplier Code of Conduct**
Supplier Code of Conduct Compliance	Maintain supplier Code of Conduct compliance	
Employment from local community at locations of operation	Maintain current levels of employment from local community at locations of operation	**Partner Engagement**
Employment Generation in our contact centres	Maintain current levels of employment generation in contact centres	

FUTURE PROOFING

Future Proofing for Idea is a structured way of thinking about the future, to improve decision making today. It enables us to make sense of the diverse range of future possibilities and choose what to focus on, discern the most significant implications for our business, and proactively develop a more resilient strategy that accounts for these possibilities.

Idea has a comprehensive Responsible Stewardship programme that considers the business' immediate impacts on the environment and society and sets comprehensive plans, acted upon across the business, to reduce and manage the impacts identified. Idea combines that with an effective stakeholder engagement model related to these impacts. In addition to this, Idea recognizes the need to take a systematic approach towards identifying and evaluating the impact of plausible trends over a timeframe and its implications for the short to medium term.

Enterprise Risk Management

Idea initiated Enterprise Risk Management (ERM) system four years ago. ERM is embedded within the organization's strategic planning process and day-to-day operations. The system identifies risks to the business through strategic engagements with internal business & technology experts. We prioritize them according to impact and likelihood and set comprehensive plans for mitigating and managing these risks. This forms a strong basis for future proofing.
Idea has constituted a Risk Management Committee and has formally adopted a Risk Management Policy to identify and assess the key risk areas, monitor and report compliance and effectiveness of the policy and procedure. Company has a well-established Enterprise-wide Risk Management (ERM) framework in place for identifying, evaluating and managing risks. In line with Company's commitment to deliver sustainable value, this framework aims to provide an integrated and organized approach for evaluating and managing risks.

- **Board of Directors** oversee ERM process

- **Risk Management Committee (RMC)** assists Board to overall monitor & manage key risks with EC through review of Guidelines, Policies & Processes

- **EC (MD & CXOs)** are Risk Owners & ensure all Functions (SPOCs) adopt risk based approach; Establish and implement risk mitigation measures & regularly report to RMC: Identify new & reassess existing risks periodically

- **Head ERM & team** ensures effectiveness of Risk Management Framework by implementing ERM programmes.

The Board of Directors is responsible for overview of the ERM process in Idea. The Risk Management Committee is responsible to assist the board in its overseeing of the management of key risks, as well as the guidelines, policies and processes for monitoring and mitigating such risks.

Going Forward

Idea is committed to conducting future proofing as per the ABG Sustainability framework. Through a structured framework and approach, Idea will identify and understand plausible scenarios for how the future might unfold and discussing the risks and opportunities that these scenarios present. Based on the same, we will understand the level of certainty in each current risk, therefore confirming the manner in which they need to be managed. The execution of these risks will be managed through the robust Enterprise Risk Management Framework.

APPENDIX

Overview of the Company

Name of the Company	Idea Cellular Limited
Registration Date	March 14, 1995
Type	Company limited by Shared / Indian Non-Government Company
Address of the registered office and contact details	Suman Tower, Plot No. 18, Sector-11, Gandhinagar, Gujarat- 382 011 Tel : +91-79-66714000 Fax : +91-79-23232251 E-mail: shs@idea.adityabirla.com
Principle Business Activity of the Company	Wireless telecommunication and services
Types of customers	Individual and Enterprise customers across rural and urban India
Countries of Operation	India
Total Number of Employees (Permanent)	12,663

GRI Content Index

GRI	Detailed description	Page	Page No.
Section: Strategy & Analysis			
G4 - 1	Provide a statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability.	Chairman's Message Managing Director's Message Chief Sustainability Officer's Message	2 3 4
G4 - 2	The organization should provide two concise narrative sections on key impacts, risks, and opportunities. Section One should focus on the organization's key impacts on sustainability and effects on stakeholders, including rights as defined by national laws and relevant internationally recognized standards. This should take into account the range of reasonable expectations and interests of the organization's stakeholders. Section Two should focus on the impact of sustainability trends, risks, and opportunities on the long-term prospects and financial performance of the organization. This should concentrate specifically on information relevant to financial stakeholders or that could become so in the future.	Governance and Enablers Future Proofing	26-31 76-77
Section: Organisational Profile			
G4 - 3	Name of the organization.	Appendix – Company overview	78
G4 - 4	Primary brands, products and services.	Idea Cellular limited- The Company	5-12
G4 - 5	Location of the organization's headquarters.	Appendix – Company overview	78
G4 - 6	Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	Appendix – Company overview	78
G4 - 7	Nature of ownership and legal form.	Idea Cellular limited- The Company	5-12
G4 - 8	Markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries).	Idea Cellular limited- The Company	5-12
G4 - 9	Scale of the organization, including: ◉ Total number of employees ◉ Total number of operations ◉ Net sales (for private sector organizations) or net revenues (for public sector organizations) ◉ Total capitalization broken down in terms of debt and equity (for private sector organizations) ◉ Quantity of products or services provided	Idea Cellular limited- The Company Appendix	5-12 78
G4 - 10	a. Total number of employees by employment contract and gender. b. Total number of permanent employees by employment type and gender. c. Total workforce by employees and supervised workers and by gender. d. Total workforce by region and gender. e. Whether a substantial portion of the organization's work is performed by workers who are legally recognized as self-employed, or by individuals other than employees or supervised workers, including employees and supervised employees of contractors. f. Any significant variations in employment numbers (such as seasonal variations in employment in the tourism or agricultural industries).	Idea Cellular limited- The Company Appendix	5-12 78
G4 - 12	Describe the organization's supply chain.	Responsible Stewardship Stakeholder Engagement: Partners	32-45 69-75

G4 - 14	Whether and how the precautionary approach or principle is addressed by the organization.	Governance and Enablers	26-31
G4 - 15	List externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.	Sustainability at Idea Cellular Limited	17-25
G4 - 16	List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization: ◉ Holds a position on the governance body ◉ Participates in projects or committees ◉ Provides substantive funding beyond routine membership dues ◉ Views membership as strategic	Sustainability at Idea Cellular Limited	17-25
G4 - 17	a. List all entities included in the organization's consolidated financial statements or equivalent documents. b. Whether any entity included in the organization's consolidated financial statements or equivalent documents is not covered by the report.	Sustainability at Idea Cellular Limited	17-25
G4 - 24	List of stakeholder groups engaged by the organization.	Sustainability at Idea Cellular Limited	17-25
G4 - 25	Basis for identification and selection of stakeholders with whom to engage.	Sustainability at Idea Cellular Limited	17-25
G4 - 26	Organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process.	Stakeholder Engagement: Our People, Our Community, Customer Experience, Our Partners	47-53 61-68 69-75 54-60
G4 - 27	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns.	Stakeholder Engagement: Our People	47-53

Section: Governance

G4 - 34	Governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental, and social impacts.	Governance and Enablers	26-31
G4 - 39	Whether the Chair of the highest governance body is also an executive officer (and, if so, his or her function within the organization's management and the reasons for this arrangement).	Governance and Enablers	26-31
G4 - 40	Nomination and selection processes for the highest governance body and its committees, and the criteria used for nominating and selecting highest governance body members, including: ◉ Whether and how diversity is considered ◉ Whether and how independence is considered ◉ Whether and how expertise and experience relating to economic, environmental, and social topics are considered ◉ Whether and how stakeholders (including shareholders) are involved	Governance and Enablers	26-31
G4 - 41	Processes for the highest governance body to ensure conflicts of interest are avoided and managed. Whether conflicts of interest are disclosed to stakeholders, including, as a minimum: ◉ Cross-board membership ◉ Cross-shareholding with suppliers and other stakeholders ◉ Existence of controlling shareholder ◉ Related party disclosures	Governance and Enablers	26-31
G4 - 42	Highest governance body's and senior executives' roles in the development, approval, and updating of the organization's purpose, value or mission statements, strategies, policies, and goals related to economic, environmental, and social impacts.	Sustainability at Idea Cellular Limited Governance and Enablers	17-25 26-31

G4 - 51	a. Remuneration policies for the highest governance body and senior executives for the below types of remuneration:
	◉Fixed pay and variable pay:
	  - Performance-based pay
	  - Equity-based pay
	  - Bonuses
	  - Deferred or vested shares
	◉Sign-on bonuses or recruitment incentive payments
	◉Termination payments
	◉Clawbacks
	◉Retirement benefits, including the difference between benefit schemes and contribution rates for the highest governance body, senior executives, and all other employees
	b. How performance criteria in the remuneration policy relate to the highest governance body's and senior executives' economic, environmental, and social objectives.
		Governance and Enablers	26-31

G4 - 52	Process for determining remuneration. Report whether remuneration consultants are involved in determining remuneration and whether they are independent of management. Report any other relationships which the remuneration consultants have with the organization.	Governance and Enablers	26-31
G4 - 53	How stakeholders' views are sought and taken into account regarding remuneration, including the results of votes on remuneration policies and proposals, if applicable.	Governance and Enablers	26-31

Section: Ethics and Integrity

G4 - 56	Organization's values, principles, standards, and norms of behavior such as codes of conduct and codes of ethics.	Governance and Enablers Responsible Stewardship	26-31 32-45

G4 Specific Disclosures

G4 - DMA	Narrative information on how an organization identifies, analyzes, and responds to its actual and potential material economic, environmental, and social impacts. a. Why the Aspect is material. Report the impacts that make this Aspect material. b. How the organization manages the material Aspect or its impacts. c. Evaluation of the management approach, including: ◉The mechanisms for evaluating the effectiveness of the management approach ◉The results of the evaluation of the management approach ◉Any related adjustments to the management approach	Sustainability at the Aditya Birla Group Sustainability at Idea Cellular Limited	14-16 17-25

Category: Economic

G4-EC1T	a. Direct economic value generated and distributed (EVG&D) on an accruals basis, including the basic components for the organization's global operations as listed below. If data is presented on a cash basis, report the justification for this decision and report the basic components as listed below:
	◉Direct economic value generated:
	  - Revenues
	◉Economic value distributed:
	  - Operating costs
	  - Employee wages and benefits
	  - Payments to providers of capital
	  - Payments to government (by country)
	  - Community investments
	◉Economic value retained (calculated as 'Direct economic value generated' less 'Economic value distributed')
	b. To better assess local economic impacts, report EVG&D separately at country, regional, or market levels, where significant. Report the criteria used for defining significance.
		Idea Cellular limited- The Company	5-12

G4-EC7	a. Extent of development of significant infrastructure investments and services supported. b. Current or expected impacts on communities and local economies. Report positive and negative impacts, where relevant. c. Whether these investments and services are commercial, in-kind, or pro bono engagements.	Responsible Stewardship	32-45
G4-EC8	a. Examples of the significant identified positive and negative indirect economic impacts the organization has. These may include: ◉ Changing the productivity of organizations, sectors, or the whole economy ◉ Economic development in areas of high poverty ◉ Economic impact of improving or deteriorating social or environmental conditions ◉ Availability of products and services for those on low incomes ◉ Enhancing skills and knowledge amongst a professional community or in a geographical region ◉ Jobs supported in the supply chain or distribution chain ◉ Stimulating, enabling, or limiting foreign direct investment ◉ Economic impact of change in location of operations or activities ◉ Economic impact of the use of products and services b. Significance of the impacts in the context of external benchmarks and stakeholder priorities, such as national and international standards, protocols, and policy agendas.	Message From CSO Idea Cellular Limited – the Company Stakeholder Engagement – Our People Stakeholder Engagement – Our Community Sustainability at Idea Cellular Limited	4 5-12 47-53 54-60 17-25
G4-EC9	a. Percentage of the procurement budget used for significant locations of operation spent on suppliers local to that operation (such as percentage of products and services purchased locally). b. Report the organization's geographical definition of 'local'. c. Report the definition used for 'significant locations of operation'.	Idea Cellular Limited – the Company Responsible Stewardship	5-12 32-45

G4-EC6	a. Percentage of senior management at significant locations of operation that are hired from the local community. b. Definition of 'senior management' used. c. Organization's geographical definition of 'local'. d. Definition used for 'significant locations of operation'.	Appendix: Employees	78

G4-EN3	a. Total fuel consumption from nonrenewable sources in joules or multiples, including fuel types used. b. Total fuel consumption from renewable fuel sources in joules or multiples, including fuel types used. c. Report in joules, watt-hours or multiples, the total: ◉ Electricity consumption ◉ Heating consumption ◉ Cooling consumption ◉ Steam consumption d. In joules, watt-hours or multiples, the total: ◉ Electricity sold ◉ Heating sold ◉ Cooling sold ◉ Steam sold e. Total energy consumption in joules or multiples. f. Standards, methodologies, and assumptions used. g. Source of the conversion factors used.	Responsible Stewardship	32-45
G4-EN4	a. Energy consumed outside of the organization, in joules or multiples. b. Standards, methodologies, and assumptions used. c. Source of the conversion factors used.	Responsible Stewardship	32-45

G4-EN5	a. Energy intensity ratio. b. Organization-specific metric (the ratio denominator) chosen to calculate the ratio. c. Types of energy included in the intensity ratio: fuel, electricity, heating, cooling, steam, or all. d. Whether the ratio uses energy consumed within the organization, outside of it or both.	Responsible Stewardship	32-45
G4-EN6	a. Amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives, in joules or multiples. b. Types of energy included in the reductions: fuel, electricity, heating, cooling, and steam. c. Basis for calculating reductions in energy consumption such as base year or baseline, and the rationale for choosing it. d. Standards, methodologies, and assumptions used.	Responsible Stewardship	32-45
G4-EN7	a. Reductions in the energy requirements of sold products and services achieved during the reporting period, in joules or multiples. b. Basis for calculating reductions in energy consumption such as base year or baseline, and the rationale for choosing it. c. Report standards, methodologies, and assumptions used.	Responsible Stewardship	32-45
G4-EN15	a. Gross direct (Scope 1) GHG emissions in metric tons of CO_2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances. b. Gases included in the calculation (whether CO_2, CH_4, N_2O, HFCs, PFCs, SF_6, NF_3, or all). c. Biogenic CO_2 emissions in metric tons of CO_2 equivalent separately from the gross direct (Scope 1) GHG emissions. d. Chosen base year, the rationale for choosing the base year, emissions in the base year, and the context for any significant changes in emissions that triggered recalculations of base year emissions. e. Standards, methodologies, and assumptions used. f. Source of the emission factors used and the global warming potential (GWP) rates used or a reference to the GWP source. g. Chosen consolidation approach for emissions (equity share, financial control, operational control).	Responsible Stewardship	32-45
G4-EN16	a. Gross energy indirect (Scope 2) GHG emissions in metric tons of CO_2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances. b. Gases included in the calculation, if available. c. Chosen base year, the rationale for choosing the base year, emissions in the base year, and the context for any significant changes in emissions that triggered recalculations of base year emissions. d. Standards, methodologies, and assumptions used. e. Source of the emission factors used and the global warming potential (GWP) rates used or a reference to the GWP source, if available. f. Chosen consolidation approach for emissions (equity share, financial control, operational control).	Responsible Stewardship	32-45
G4-EN17	a. Gross other indirect (Scope 3) GHG emissions in metric tons of CO_2 equivalent, excluding indirect emissions from the generation of purchased or acquired electricity, heating, cooling, and steam consumed by the organization (these indirect emissions are reported in Indicator G4-EN16). Exclude any GHG trades, such as purchases, sales, or transfers of offsets or allowances. b. Gases included in the calculation, if available. c. Biogenic CO_2 emissions in metric tons of CO_2 equivalent separately from the gross other indirect (Scope 3) GHG emissions. d. Other indirect (Scope 3) emissions categories and activities included in the calculation. e. Chosen base year, the rationale for choosing the base year, emissions in the base year, and the context for any significant changes in emissions that triggered recalculations of base year emissions. f. Standards, methodologies, and assumptions used. g. Source of the emission factors used and the global warming potential (GWP) rates used or a reference to the GWP source, if available.	Responsible Stewardship	32-45

G4-EN18	a. GHG emissions intensity ratio. b. Organization-specific metric (the ratio denominator) chosen to calculate the ratio. c. Types of GHG emissions included in the intensity ratio: direct (Scope 1), energy indirect (Scope 2), other indirect (Scope 3). d. Gases included in the calculation.	Responsible Stewardship	32-45
G4-EN19	a. Amount of GHG emissions reductions achieved as a direct result of initiatives to reduce emissions, in metric tons of CO2 equivalent. b. Gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all). c. Chosen base year or baseline and the rationale for choosing it. d. Standards, methodologies, and assumptions used. e. Whether the reductions in GHG emissions occurred in direct (Scope 1), energy indirect (Scope 2), or other indirect (Scope 3) emissions	Responsible Stewardship	32-45
G4-EN25	a. Total weight for each of the following: ◉ Hazardous waste transported ◉ Hazardous waste imported ◉ Hazardous waste exported ◉ Hazardous waste treated b. Percentage of hazardous waste shipped internationally.	Responsible Stewardship	32-45
G4-EN29	a. Significant fines and non-monetary sanctions in terms of: ◉Total monetary value of significant fines ◉Total number of non-monetary sanctions ◉ Cases brought through dispute resolution mechanisms ◉Where organizations have not identified any noncompliance with laws or regulations, a brief statement of this fact is sufficient.	Responsible Stewardship	32-45
G4-EN32	Percentage of new suppliers that were screened using environmental criteria.	Stakeholder Engagement: Partners	69-75
G4-EN33	a. Number of suppliers subject to environmental impact assessments. b. Number of suppliers identified as having significant actual and potential negative environmental impacts. c. Significant actual and potential negative environmental impacts identified in the supply chain. d. Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which improvements were agreed upon as a result of assessment. e. Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which relationships were terminated as a result of assessment, and why.	Stakeholder Engagement: Partners	69-75
Category: Social **Sub-category: Labor Practices & Decent Work**			
G4 -LA1	a. Total number and rate of new employee hires during the reporting period, by age group, gender, and region. b. Total number and rate of employee turnover during the reporting period, by age group, gender, and region.	Stakeholder Engagement - Our People: Appendix	47-53 78
G4 -LA2	a. Benefits which are standard for full-time employees of the organization but are not provided to temporary or part-time employees, by significant locations of operation. These include, as a minimum: ◉ Life insurance ◉ Health care ◉ Disability and invalidity coverage ◉ Parental leave ◉ Retirement provision ◉ Stock ownership ◉ Others b. Definition used for 'significant locations of operation'.	Stakeholder Engagement - Our People:	47-53

G4-LA3	a. Total number of employees that were entitled to parental leave, by gender. b. Total number of employees that took parental leave, by gender. c. Total number of employees who returned to work after parental leave ended, by gender. d. Total number of employees who returned to work after parental leave ended who were still employed twelve months after their return to work, by gender. e. Return to work and retention rates of employees who took parental leave, by gender.	Appendix:Employees	78
G4-LA9	Average hours of training that the organization's employees have undertaken during the reporting period, by: ◈ Gender ◈ Employee category	Stakeholder Engagement: Our People	47-53
G4-LA11	Percentage of total employees by gender and by employee category who received a regular performance and career development review during the reporting period.	Stakeholder Engagement: Our People	47-53
G4 -LA12	a. Percentage of individuals within the organization's governance bodies in each of the following diversity categories: ◈ Gender ◈ Age group: under 30 years old, 30–50 years old, over 50 years old ◈ Minority groups ◈ Other indicators of diversity, where relevant b. Percentage of employees per employee category in each of the following diversity categories: ◈ Gender ◈ Age group: under 30 years old, 30–50 years old, over 50 years old ◈ Minority groups ◈ Other indicators of diversity, where relevant	Appendix: Employees	78
G4-LA14	Percentage of new suppliers that were screened using labor practices criteria.	Stakeholder Engagement: Our Partners	69-75
G4 -LA15	a. Number of suppliers subject to impact assessments for labor practices. b. Number of suppliers identified as having significant actual and potential negative impacts for labor practices. c. Significant actual and potential negative impacts for labor practices identified in the supply chain. d. Percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which improvements were agreed upon as a result of assessment. e. Percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which relationships were terminated as a result of assessment, and why.	Stakeholder Engagement - Our People Stakeholder Engagement - Our Partners	47-53 69-75
G4 -LA16	a. Total number of grievances about labor practices filed through formal grievance mechanisms during the reporting period. b. Of the identified grievances, report how many were: ◈ Addressed during the reporting period ◈ Resolved during the reporting period c. Total number of grievances about labor practices filed prior to the reporting period that were resolved during the reporting period.	Governance & Enablers Responsible Stewardship	26-31 32-45

Category: Social
Sub-category: Human Rights

G4- HR3	a. Total number of incidents of discrimination during the reporting period. b. Status of the incidents and the actions taken with reference to the following: ◈ Incident reviewed by the organization ◈ Remediation plans being implemented ◈ Remediation plans have been implemented and results reviewed through routine internal management review processes ◈ Incident no longer subject to action	Governance & Enablers	26-31

G4- HR5	a. Operations and suppliers considered to have significant risk for incidents of: ◉ Child labor ◉ Young workers exposed to hazardous work b. Operations and suppliers considered to have significant risk for incidents of child labor either in terms of: ◉ Type of operation (such as manufacturing plant) and supplier ◉ Countries or geographical areas with operations and suppliers considered at risk c. Measures taken by the organization in the reporting period intended to contribute to the effective abolition of child labor.	Governance & Enablers	26-31
G4- HR6	a. Operations and suppliers considered to have significant risk for incidents of forced or compulsory labor either in terms of: ◉ Type of operation (such as manufacturing plant) and supplier ◉ Countries or geographical areas with operations and suppliers considered at risk b. Measures taken by the organization in the reporting period intended to contribute to the elimination of all forms of forced or compulsory labor.	Governance & Enablers	26-31
G4- HR10	Percentage of new suppliers that were screened using human rights criteria	Governance & Enablers Stakeholder Engagement – Our Partners	26-31 69-75
G4- HR11	a. Number of suppliers subject to human rights impact assessments. b. Number of suppliers identified as having significant actual and potential negative human rights impacts. c. Significant actual and potential negative human rights impacts identified in the supply chain. d. Percentage of suppliers identified as having significant actual and potential negative human rights impacts with which improvements were agreed upon as a result of assessment. e. Percentage of suppliers identified as having significant actual and potential negative human rights impacts with which relationships were terminated as a result of assessment, and why.	Governance & Enablers Stakeholder Engagement – Our Partners	26-31 69-75

Category: Social
Sub-category: Society

G4-SO1	Percentage of operations with implemented local community engagement, impact assessments, and development programs, including the use of: ◉ Social impact assessments, including gender impact assessments, based on participatory processes ◉ Environmental impact assessments and ongoing monitoring ◉ Public disclosure of results of environmental and social impact assessments ◉ Local community development programs based on local communities' needs ◉ Stakeholder engagement plans based on stakeholder mapping ◉ Broad-based local community consultation committees and processes that include vulnerable groups ◉ Works councils, occupational health and safety committees and other employee representation bodies to deal with impacts ◉ Formal local community grievance processes	Stakeholder Engagement: Our Community	54-60
G4- SO2	Operations with significant actual and potential negative impacts on local communities, including: ◉ The location of the operations ◉ The significant actual and potential negative impacts of operations	Stakeholder Engagement: Our Community	54-60
G4- SO6	a. Total monetary value of financial and in-kind political contributions made directly and indirectly by the organization by country and recipient/beneficiary. b. How the monetary value of in-kind contributions was estimated, if applicable.	Governance and Enablers	26-31

G4- SO8	a. Significant fines and non-monetary sanctions in terms of: ◉ Total monetary value of significant fines ◉ Total number of non-monetary sanctions ◉ Cases brought through dispute resolution mechanisms b. If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient. c. Context against which significant fines and non-monetary sanctions were incurred.	Responsible Stewardship	32-45
G4- SO9	Percentage of new suppliers that were screened using criteria for impacts on society.	Stakeholder Engagement: Our Partners	69-75
G4- SO10	a. Number of suppliers subject to assessments for impacts on society. b. Number of suppliers identified as having significant actual and potential negative impacts on society. c. Significant actual and potential negative impacts on society identified in the supply chain. d. Percentage of suppliers identified as having significant actual and potential negative impacts on society with which improvements were agreed upon as a result of assessment. e. Percentage of suppliers identified as having significant actual and potential negative impacts on society with which relationships were terminated as a result of assessment, and why.	Stakeholder Engagement: Our Partners	69-75
G4- SO11	a. Total number of grievances about impacts on society filed through formal grievance mechanisms during the reporting period. b. Of the identified grievances, report how many were: ◉ Addressed during the reporting period ◉ Resolved during the reporting period c. Total number of grievances about impacts on society filed prior to the reporting period that were resolved during the reporting period.	Stakeholder Engagement: Our Community	54-60
Category: Social **Sub-category: Product Responsibility**			
G4-PR1	Percentage of significant product and service categories for which health and safety impacts are assessed for improvement.	Responsible Stewardship	32-45
G4- PR2	a. Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services within the reporting period, by: ◉ Incidents of non-compliance with regulations resulting in a fine or penalty ◉ Incidents of non-compliance with regulations resulting in a warning ◉ Incidents of non-compliance with voluntary codes b. If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.	Responsible Stewardship	32-45
G4- PR4	a. Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by: ◉ Incidents of non-compliance with regulations resulting in a fine or penalty ◉ Incidents of non-compliance with regulations resulting in a warning ◉ Incidents of non-compliance with voluntary codes b. If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.	Responsible Stewardship	32-45
G4- PR5	Results or key conclusions of customer satisfaction surveys (based on statistically relevant sample sizes) conducted in the reporting period relating to information about: ◉ The organization as a whole ◉ A major product or service category ◉ Significant locations of operation	Stakeholder Engagement: Customer Experience	61-68

G4- PR7	a. Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by: ◉ Incidents of non-compliance with regulations resulting in a fine or penalty ◉ Incidents of non-compliance with regulations resulting in a warning ◉ Incidents of non-compliance with voluntary codes b. If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.	Responsible Stewardship	32-45
G4- PR8	a. Total number of substantiated complaints received concerning breaches of customer privacy, categorized by: ◉ Complaints received from outside parties and substantiated by the organization ◉ Complaints from regulatory bodies b. Total number of identified leaks, thefts, or losses of customer data. c. If the organization has not identified any substantiated complaints, a brief statement of this fact is sufficient.	Stakeholder Engagement: Customer Experience	61-68
G4- PR9	a. Total monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services. b. If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient.	Responsible Stewardship	32-45

Glossary

ABG	Aditya Birla Group		EC	Executive Committee
ABNL	Aditya Birla Nuvo Ltd		EMF	Electro Magnetic Frequency
ACC	Air Cooled Condenser		EMS	Energy Management Service
AGM	Annual General Meeting		EOP	Eye Opening Penalty
APFC	Automatic Power Factor Control		ERMF	Enterprise Risk Management Framework
ASSOCHAM	Associated Chambers of Commerce and Industry in India		FI	Financial Institutions
BEE	Bureau of Energy Efficiency		FICCI	Federation of Indian Chambers of Commerce and Industry
BIS	Bureau of Indian Standards		FY	Financial Year
BTS	Base Transceiver Station		GHG	Green House Gas
CFT	Cross Functional Team		GRI	Global Reporting Initiative
CII	Confederation of Indian Industry		GSM	Global System for Mobile
COAI	Cellular Operator Association of India		HP	Hewlett Packard
COC	Code of Conduct		HVAC	Heating Ventilation and Air Conditioning
CPCB	Central Pollution Control Board		ICL	Inserted Connection Loss
CSAT	Customer Satisfaction		ICNIRP	International Commission on Non Ionizing Radiation Protection
CSO	Chief Sustainability Officer		IFC	International Finance Corporation
CSR	Corporate Social Responsibility		IIT COE	Indian Institute of Management Ahmedabad, Idea Telecom Centre of Excellence
CTO	Chief Technology Officer		ILD	International Long Distance
DAPC	Digital Active Power Conditioning		IP	Internet Protocol
DG	Diesel Generator		ISO	International Standard Organisations
DoT	Department of Telecommunications		ISP	Internet Service Provider
E- Waste	Electronic Waste		IVR	Interactive Voice Response
EBIT	Earnings Before Interest and Tax		IMCSL	Idea Mobile Commerce Service Limited
EBITDA	Earnings Before Interest, Taxes, Depreciation and Amortization		IMPS	Immediate Payment Service
IOS	Iphone Operating System		RET	Remote Electrical Tilt
KVA	Kilo Volt Ampere		RMS	Revenue Market Share
kWh	Kilowatt-hour		SDG	Sustainable Development Goals
LEED	Leadership in Energy and Environmental Design		SF	Sustainability Framework
LED	Light Emitting Diode		SIM	Subscriber Identity Model
LTI	Lost Time Injuries		SME	Subject Matter Expert
LTE	Long Term Evolution		SMS	Short Message Service
LTIFR	Loss Time Injury Frequency Rate		SOP	Standard Operating Procedure
MD	Managing Director		SPOC	Single Point of Contact
MNRE	Ministry of New and Renewable Energy		SPS	Safety Perception Survey
MSC	Mobile Switching Centre		SR	Sustainability Report
MWH	Mega Watt Hour		STP	Signalling Transferring Points
NEFT	National Electronic Funds Transfer		TCoE	Telecom Centre of Excellence
NGO	Non-governmental Organization		TRAI	Telecom Regulatory Authority of India
NLD	National Long Distance		TSDSI	Telecommunications Standards Development Society India
NOC	Network Operations Centre		UDR	User Data Registers
NPS	Net Promoter Score		UN	United Nations
NWS	Networks			

OECD	Organization for Economic Cooperation and Development
OFC	Optical Fibre Connectivity
OH&S	Occupational Health & Safety
OHSAS	Occupational Health and Safety Assessment Series
PAC	Precision Air Conditioner
PIMS	Privacy Information Management System
PoP	Point of Presence
PPI	Prepaid Payment Instrument
PUE	Power Usage Effectiveness
QLEA	Qualitative Exposure Assessment

UNGC	United Nations Global Compact
USSD	Unstructured Supplementary Service Data
USTDA	United States Trade Development Agency
VAS	Value Added Services
VRV	Variant Refrigerant Volume
WASH	Water Sanitation and Hygiene
2G	Second Generation
3G	Third Generation
4G	Fourth Generation

Aspect Boundaries

For each identified material issue, we assessed the impacts related to it, and determined whether the impacts occur internally or externally. Below table reflects the aspect boundaries relevant to Idea as well as its subsidiaries.

Business Function	Material Aspect	IDEA Cellular Ltd. (ICL)	Idea Cellular Infrastructure Services Ltd. (ICISL)	Idea Telesystems Limited (ITL)	Idea Cellular Services Limited(ICSL)	Idea Mobile Commerce Services Limited (IMCSL)	Aditya Birla Idea Payments Bank Limited (ABIPBL)	Aditya Birla Telecom Limited (ABTL)
Commercial	Responsible Supply Chain	Yes						
	Waste Management	Yes	Yes					
Finance	Risk Management	Yes						
	Corporate Governance	Yes						
	Compliance	Yes						
Business HR	Diversity & Inclusion	Yes						
	Occupational Health & Safety	Yes						
	Employee Relations	Yes						
	Employee Development	Yes						
	Grievance Redressal	Yes						
Business IT	Customer Data Privacy	Yes			Yes	Yes		
	E-Waste Management	Yes			Yes	Yes		
	Energy & Emissions	Yes			Yes	Yes		
Business Marketing	Innovative Products & Services	Yes						
	Responsible Marketing Enhancing Customer Experience	Yes						
	Energy & Emissions	Yes						
Business Networks	EMF	Yes						
	Energy & Emissions	Yes	Yes					
	Network Reliability and Availability	Yes						
	Others							
	Digital Inclusion (Coverage)	Yes	Yes					
	Factors for setting up Network Infrastructure	Yes	Yes					
	Policy Advocacy	Yes						
Service Delivery	Customer Satisfaction	Yes						
	Customer Fairness	Yes						
	Accessibility & Inclusion	Yes						
	Partner Engagement	Yes						
	Compliance	Yes						

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