

BUSINESS RESPONSIBILITY REPORT

Section A: General Information about the Company

1.	Corporate Identity Number (CIN)	L17100MH1905PLC000200
2.	Name of the Company	The Phoenix Mills Limited
3.	Registered address	462, Senapati Bapat Marg, Lower Parel, Mumbai – 400 013
4.	Website	www.thephoenixmills.com
5.	Email id	investorrelations@highstreetphoenix.com
6.	Financial year reported	2016-17
7.	Sector(s) that the Company is engaged in (industrial activity code-wise)	Real Estate Development (NIC code : 41001)
8.	List three Key products / services that the Company manufactures/ provides (as in balance sheet)	The Company is not engaged in manufacturing activities. The Company is engaged in the business of Real Estate Development.
9.	Total number of locations where business activity is undertaken by the Company	The Company, directly and through its subsidiaries, has developed and is operating retail malls and other real estate projects in Mumbai and other key gateway cities of India.
	Number of international locations (Provide details of major five)	The Company does not have any operations in foreign countries.
	Number of national locations	The Company carries out its business at Mumbai, Maharashtra.
10.	Markets served by the Company - Local / State / National / International	The Company is carrying out its real estate development activities in the state of Maharashtra.

Section B: Financial Details of the Company

1.	Paid up capital of the Company	₹ 3061.34 Lakhs
2.	Total turnover	₹ 37,590.48 Lakhs
3.	Total profit after tax	₹ 13,354.77 Lakhs
4.	Total spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%):	0.68% (₹ 90.35 lakhs)*
5.	List of activities in which expenditure in four above was incurred:	Construction of Check Dams; Promoting employment enhancing vocation skills amongst underprivileged children, livelihood enhancement projects for women, upliftment of tribals and socially and economically backward groups.

*Please refer Annexure IV of the Board's Report viz. the Annual Report on CSR activities for details.

Section C: Other Details

1.	Does the Company have any Subsidiary Company / Companies?	Yes. The Company has 24 subsidiaries of which 15 are wholly owned.
2.	Does the subsidiary Company / Companies participate in the BR initiatives of the parent Company? If yes, then indicate the number of such subsidiary company(s).	The Company has the practice of encouraging its subsidiaries to participate in BR initiatives either directly or along with the Company.
3.	Does any other entity / entities (e.g. suppliers, distributors etc.), that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%]	The Company supports and encourages its business and joint venture partners to undertake sustainability and CSR initiatives. A few initiatives have been undertaken by them as per common practice.

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Section D: BR Information

1.	Details of Director / Directors responsible for BR	The Corporate Social Responsibility (CSR) Committee of the Board of Directors is responsible for implementation of BR activities.
a)	Details of the Director / Directors responsible for the implementation of the BR policy / policies	
	DIN	00086762
	Name	Mr. Ashokkumar Ruia
	Designation	Chairman and Managing Director
	DIN	00087396
	Name	Mr. Atul Ruia
	Designation	Joint Managing Director
	DIN	06996110
	Name	Ms. Shweta Vyas
	Designation	Independent & Non Executive Director
b)	Details of the BR head:	
	Name	Mr. Ashokkumar Ruia
	Designation	Chairman and Managing Director
	Telephone No.	(022) 2496 4307/8/9
	E-mail ID	corpaffairs@highstreetphoenix.com

1. Principle-wise (as per NVGs) BR Policy / policies (Reply in Y / N)

The National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business released by the Ministry of Corporate Affairs has adopted nine areas of Business Responsibility:

Principle 1	P1	Businesses should conduct and govern themselves with Ethics, Transparency and Accountability
Principle 2	P2	Businesses should provide goods and services that are safe, and contribute to sustainability throughout their life cycle
Principle 3	P3	Businesses should promote the wellbeing of all employees
Principle 4	P4	Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized
Principle 5	P5	Businesses should respect and promote human rights
Principle 6	P6	Businesses should respect, protect and make efforts to restore the environment
Principle 7	P7	Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner
Principle 8	P8	Businesses should support inclusive growth and equitable development
Principle 9	P9	Businesses should engage with and provide value to their customers and consumers in a responsible manner

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	P1	P2	P3	P4	P5	P6	P7	P8	P9
1. Do you have a policy/ policies for	Y	Y	Y	Y	Y	Y	Y	Y	Y
2. Has the policy been formulated in consultation with the relevant stakeholders?[1]	Y	Y	Y	Y	Y	Y	Y	Y	Y
3. Does the policy conform to national / international standards? If yes, specify? (50 words) [1]	Y	Y	Y	Y	Y	Y	Y	Y	Y
4. Has the policy been approved by the Board? If yes, has it been signed by the MD / Owner / CEO appropriate Board Director? [2]	Y	Y	Y	Y	Y	Y	Y	Y	Y
5. Does the Company have a specified committee of the Board/ Director / Official to oversee the implementation of the policy? [3]	Y	Y	Y	Y	Y	Y	Y	Y	Y
6. Indicate the link to view the policy online? [4]	*	*	*	*	*	*	Y	*	*
7. Has the policy been formally communicated to all relevant internal and external stakeholders? [5]	Y	Y	Y	Y	Y	Y	Y	Y	Y
8. Does the Company have in-house structure to implement its policy / policies? [6]	Y	Y	Y	Y	Y	Y	Y	Y	Y
9. Does the Company have a grievance redressal mechanism related to the policy / policies to address stakeholders' grievances related to the policy/ policies? [7]	Y	Y	Y	Y	Y	Y	Y	Y	Y
10. Has the Company carried out independent audit/ evaluation of the working of this policy by an internal or external agency? [8]	Y	Y	Y	Y	Y	Y	Y	Y	Y

Notes

- All the policies are formulated with detailed consultation and benchmarking across industry. The policies are in compliance majorly with all applicable laws. They are developed and aligned to applicable legal and regulatory requirements, and guidelines, SEBI listing regulations and our internal mandates.
- As per company practice, all the policies are either approved by the Board or concerned authority (under supervision of the Board) depending upon the nature of policy and statutory requirements. The concerned authority could be either MD & CEO / Functional Head etc.
- All the policies have a policy owner and the respective policy owners are responsible for implementation of the policy.
- The following policies can be viewed on our website www.thephoenixmills.com
 - Code of Conduct
 - CSR Policy
 - Vigil Mechanism Policy
- Except the policies listed above, which are available on the website of the Company, all other policies being in-house are meant for internal consumption of employees and are available on the Company's intranet. All policies have been periodically communicated to the relevant stakeholders, are uploaded on the intranet and are accessible to all employees of the Company.
- All policies are owned by the respective policy owners and respective senior leadership teams are responsible for the effective implementation of policy.
- Any grievance relating to any of the policy can be escalated to the policy owner/ MD & CEO / Whistleblower Officer.
- Implementation of policies is evaluated as a part of internal governance by policy owners.

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2. If answer to question at Sr. No. 1 against any principle, is 'No', please explain why? (Tick up to two options) N.A.

	P1	P2	P3	P4	P5	P6	P7	P8	P9
1. The Company has not understood the Principles	--	--	--	--	--	--	--	--	--
2. The Company is not at a stage where it finds itself in a position to formulate and implement the policies on specified Principles	--	--	--	--	--	--	--	--	--
3. The Company does not have financial or manpower resources available for the task	--	--	--	--	--	--	--	--	--
4. It is planned to be done within next six months	--	--	--	--	--	--	--	--	--
5. It is planned to be done within next one year	--	--	--	--	--	--	--	--	--
6. Any other reason (please specify)	--	--	--	--	--	--	--	--	--

3. Governance related to BR

1. Indicate the frequency with which the Board of Directors, Committee of the Board or the CEO assess the BR performance of the Company. Within 3 months, 3-6 months, annually, more than 1 year	The CSR Committee and Board assess and review the BR performance of the Company annually and provides a strategic direction to the Company on its BR initiatives, as required.
2. Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing the report? How frequently it is published?	No. This is the first BR Report of the Company. The same will be published as per the statutory requirements.

● Section E: Principle wise Performance

Principle 1: Ethics, Transparency and Accountability

Businesses should conduct and govern themselves with Ethics, Transparency and Accountability

1. Does the policy relating to ethics, bribery and corruption cover only the Company? Yes / No. Does it extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?	The Phoenix Mills Limited's commitment towards compliance to the highest governance standard is backed by an independent and fully informed board and audit committee, comprehensive processes, policies and communication. The Company adheres to the highest level of ethical business practices as articulated by its Code of Conduct to achieve its objectives with integrity. Policy relating to ethics, bribery and corruption is duly covered under Code of Conduct of the Company. This policy extends to the entire Phoenix Group and covers employees. Further, the Company has the practice of encouraging all its stakeholders including suppliers and contractors, service providers and their employees to adhere to this policy.
2. How many stakeholder complaints were received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof in about 50 words or so.	No complaints were received from the stakeholders on ethics, transparency and accountability in the last financial year.

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Principle 2: Product Lifecycle Sustainability

Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle

1. List three of your products or services whose design has incorporated social or environmental concerns, risks and / or opportunities	The Company is engaged in the development and operation of: 1. Retail Malls 2. Commercial Offices 3. Residential Apartment Complex
2. For each such product, provide the following details in respect of resource use (energy, water, raw material and so on) per unit of product (optional)	The Company endeavors to source and use quality raw materials considered safe for usage. The Company has taken measures to reduce wastage of energy, materials and consumption in all phases of its operations. Use of Sewage Treatment Plant (STP) has reduced overall water requirements at the sites. LED lights have been installed to bring down energy consumption.
3. Does the Company have procedures in place for sustainable sourcing (including transportation)? If yes, what percentage of your inputs was sourced sustainably? Also provide details thereof, in about 50 words or so	Yes, the Company has implemented standard operating procedures for sourcing quality material which ensures cost effective deliveries.
4. Has the Company taken any steps to procure goods and services from local and small producers, including communities surrounding their place of work? If yes, what initiatives were taken to improve their capacity and capability of local and small vendors?	Yes, the Company sources most of its products locally and regional suppliers are engaged to provide services. Their capacities have improved over a period of time by the Company giving them more business in phases.
5. Does the Company have a mechanism to recycle products and waste? If yes, what is the percentage of recycling them (separately as <5%, 5-10%, >10%)? Also provide details thereof, in about 50 words or so	The Company is in the business of development & management of malls, commercial complexes. Used oil is the only hazardous waste being generated and is sold to recyclers authorized by the Central Pollution Control Board (CPCB). Other non-hazardous wastes are sold to recyclers. The domestic waste water which is generated is 100% recycled through Sewage Treatment Plants.

Principle 3: Employee Wellbeing

Businesses should promote the wellbeing of all employees

1. Total number of employees.	As on March 31, 2017, the strength of The Phoenix Mills Limited on roll workforce stands at a total of 100 employees.
2. Total number of employees hired on temporary / contractual / casual basis	As on March 31, 2017, the strength of the Company's workforce on temporary basis stands at a total of 538.
3. Total number of permanent women employees	As on March 31, 2017, the strength of the Company's permanent women employees stands at a total of 25.
4. Total number of permanent employees with disabilities	As on March 31, 2017, the Company does not have any permanent employees with disabilities.
5. Do you have an employee association that is recognized by the Management?	No
6. What percentage of your permanent employees are members of this recognised employee association?	Not Applicable
7. Please indicate the number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year	No complaints were received by the Company in the mentioned category in the last financial year.

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8. What percentage of your under-mentioned employees that were given safety and skill up-gradation training in the last year?	Category	%
	Permanent employees (includes classroom and e-learning)	58%
	Permanent women employees	60%
	Casual / temporary / contractual employees	90%
	Employees with disabilities	NA

Principle 4: Stakeholder Engagement

Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised

1. Has the Company mapped its internal and external stakeholders? Yes / No	Yes, the Company has mapped its stakeholders as a part of its stakeholder engagement process. Key categories are: Customers Shareholders/Investors Partners (Suppliers / Vendors / Landlords / Retailers) Employees Regulatory Bodies Industry forum Community at large including the disadvantaged groups and vulnerable sections like children /women and the civil society.
2. Out of the above, has the Company identified the disadvantaged, vulnerable and marginalized stakeholders?	The Company takes a continuous endeavor to identify the disadvantaged, vulnerable and marginalised stakeholders, both directly and indirectly. All its beneficiaries through the social development projects implemented are centered around the marginalised, economically weak and disadvantaged sections of the society, especially the girl child, underprivileged women and persons with disabilities. The Company's community initiatives are being implemented in both rural and urban areas. Besides the direct project implementation through these organisations, the Company with the support of its employees also contributes funds to several other non-profit organisations.
3. Are there any special initiatives undertaken by the Company to engage with the disadvantaged, vulnerable and marginalised stakeholders?	The Company's initiatives in the areas of Corporate Social Responsibility are targeted to bring meaningful difference in the lives of its associated stakeholders in thrust areas like conservation of resources, infrastructure support, education etc. Several initiatives towards, education, safe drinking water, integrated rural development, creation of sustainable livelihood, women empowerment, etc. have been taken by the Company.

Principle 5: Human Rights

Businesses should respect and promote human rights

1. Does the policy of the Company on human rights cover only the Company or extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?	The Company's policy on human rights is covered in The Phoenix Mills Code of Conduct, which extends to all its employees and of its group companies.
2. How many stakeholder complaints were received in the past financial year and what percent was satisfactorily resolved by the Management?	No complaints were received by the Company in this regard during the last financial year.

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Principle 6: Environmental Management

Businesses should respect, protect, and make efforts to restore the environment

1.	Does the policies related to Principle 6 cover only the Company or extends to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?	The CSR policy of the Company presently extends only to the Company.
2.	Does the Company have strategies / initiatives to address global environmental issues, such as climate change, global warming, and others? If yes, please give hyperlink for webpage etc.	Yes, the Company has proactively taken several initiatives to create positive impact on the environment. Refer to CSR section of the report for complete details.
3.	Does the Company identify and assess potential environmental risks? Y / N	Yes
4.	Project(s) related to Clean Development Mechanism	The management of the Company is sensitive towards global environment issues. As part of its endeavor, the management is considering various alternatives that it can evolve for a Clean Development Mechanism.
5.	Has the Company undertaken any other initiatives on clean technology, energy efficiency, renewable energy and so on? If yes, please give hyperlink to web page and others.	Yes, the Company has taken positive initiatives to enhance energy efficiency and to use renewable energy at its site.
6.	Are the emissions / waste generated by the Company within the permissible limits given by CPCB / SPCB for the financial year being reported?	The Company in most of the cases is well within the permissible limits.
7.	Number of show cause / legal notices received from CPCB / SPCB, which are pending (i.e. not resolved to satisfaction) as on the end of the financial year	There has been 1 (one) show cause / legal notice received from CPCB / SPCB by the Company in FY 2016-17, which was duly replied and closed in May 2017.

Principle 7: Public Advocacy

Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

1.	Does the Company represent in any trade and chambers/ association? If yes, name only those major ones that the Company deals with	The Company is inter alia a member of the following business associations: India Council of Shopping Centre (ICSC) Retailers Association of India (RAI) Confederation of Indian Industry (CII)
2.	Has the Company advocated / lobbied through the above associations for the advancement or improvement of public good? If yes, specify the broad areas (drop box: governance and administration, economic reforms, inclusive development polices, energy security, water, food security, sustainable business principles and others)	Whenever any consultation paper is released by any authority and / or policy / guideline related to real estate development and operations by any State or local authorities, the Company provides its inputs to the association for an appropriate representation to the regulator/ respective State Govt. or local authority.

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Principle 8: Inclusive Growth

Businesses should support inclusive growth and equitable development

1. Does the Company have specified programmes / initiatives / projects in pursuit of the policy related to Principle 8? If yes, provide details thereof	Yes, the Company considers social development as an important aspect of its operations. It has aligned its thrust areas in line with the requirements of Schedule VII to the Companies Act, 2013. To oversee implementation of various initiatives, the Company has formed a Board Level Committee called Corporate Social and Responsibility (CSR) Committee. The Committee guides the Company to undertake and discharge its social responsibilities. The details of various CSR initiatives of the Company are given in the CSR Report.
2. Are the programmes / projects undertaken through in-house team / own foundation / external NGO / government structures / any other organisation?	The projects are undertaken through Aakar Charitable Trust as well as through/ in-coordination with external agencies like NGOs, other registered trusts, etc.
3. Has the Company done any impact assessment for its initiative?	Impact assessment is conducted on regular basis by the Trust and other implementing partners with whom the Company engages for its CSR activities. Based on these impact assessments, Company decides upon appropriate intervention to be undertaken to make the social responsibility initiatives more effective.
4. What is the Company's direct contribution to community development projects (Amount in? and the details of the projects undertaken)?	The Company has spent ₹ 90.35 Lakhs in various CSR activities during year 2016-17. The details of the amount incurred and areas covered are given in the report on Corporate Social Responsibility forming part of Directors' Report.
5. Has the Company taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in around 50 words	Yes. Company has a process of engaging with local community to understand their concerns. The CSR interventions are carried out on a need based approach which is developed after consultations with the local community to ensure that the activities are adopted by them.

Principle 9: Value for Customers

Businesses should engage with and provide value to their customers and consumers in a responsible manner

1. What percentage of customer complaints / consumer cases is pending, as on the end of the financial year?	The Company is sensitive towards the concerns of its customers and consumers. All the concerns are taken up and resolved immediately to the satisfaction of the consumer.
2. Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes / No / N.A. / Remarks (additional information)	Not applicable
3. Cases filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and / or anti-competitive behaviour during the last five years and pending as on the end of the financial year. If yes, provide details thereof, in about 50 words or so	The Company never indulges in any anti-competitive behaviour and understands that consumers are most important stakeholder for the Company. The Company is committed to protect interest of all its stakeholders in a legally compliant manner with high ethical standards.
4. Did the Company carry out any consumer survey / consumer satisfaction trends?	Consumer Satisfaction Survey is carried out by the Company every year to gauge consumer sentiments and to take appropriate measures to increase customer satisfaction.