

# Stakeholder Communication: Involving those who Matter Most

**Consistent dialogues with our key stakeholders play an instrumental role in staying abreast and relevant to the current and evolving business needs, thereby creating a powerful strategy for collective and sustainable growth.**

Safeguarding the interest of our stakeholders and creating sustained value for them is a priority at Varun Beverages. To ensure this and align our ESG strategy with their ever-changing needs, we encourage an open and honest communication with our key stakeholders. Ongoing conversations, other than paving way for mutual trust and respect, help us to make the right choices

and significantly contribute towards the advancement of a sustainable society and planet.

Five key stakeholder groups have been identified and engaged in materiality assessment. The groups comprise a healthy mix of internal and external stakeholders, capable of directly participating and influencing the Company's decisions.

Separate communication strategies and engagement patterns with each stakeholder group have been thoughtfully chartered by the Deutsch Quality Systems, depending upon their accessibility and available time. A comprehensive list of ESG-related key issues and issue-wise improvement targets have also been set and communicated to the stakeholders.

## Key Stakeholder Groups



- Identify and prioritize materiality issue by conducting a materiality analysis
- Deploy standard reporting frameworks to report impact
- Set realistic, clear and measurable goals with the help of industry standard framework
- Ensure that the sustainability strategy is well-aligned with the business goals
- Engage teams and empower them to make decisions based on sustainability strategy



Stakeholder	Engagement Pattern	Key Concerns
 <p><b>Management</b></p>	<p>Interviews, Board meetings</p>	<p>Business Performance</p> <p>Business Ethics</p> <p>Supply Chain Management</p> <p>Carbon Footprint &amp; Emissions</p> <p>Energy Management</p> <p>Waste Management</p> <p>Resource Use &amp; Conservation</p>
 <p><b>Employees</b></p>	<p>Facilitated discussions, Surveys, Townhall meetings, Leadership meetings, Email communications, Employee engagement activities, Webinars</p>	<p>Occupational Health &amp; Safety</p> <p>Freedom of Association</p> <p>Diversity &amp; Inclusion</p> <p>Talent Management</p> <p>Community Engagement</p> <p>Employee Engagement &amp; Development</p> <p>Human Rights &amp; Fair Labor Practices</p>
 <p><b>Suppliers</b></p>	<p>Individual and broad-based communications, Supplier trainings, assessments, and remediation processes</p>	<p>Product Safety &amp; Quality</p> <p>Human Rights &amp; Fair Labor Practices</p> <p>Responsible Sourcing</p> <p>Sustainable Agriculture</p> <p>Packaging Lifecycle Management</p> <p>Regulation &amp; Taxation</p> <p>Environmental Stewardship</p> <p>Diversity &amp; Inclusion</p>
 <p><b>Retailers/ Consumers</b></p>	<p>Surveys, Corporate websites, Marketing activities &amp; communication, Social media</p>	<p>Product Labelling</p> <p>Responsible Marketing</p> <p>Consumer Health &amp; Nutrition</p> <p>Corporate Citizenship</p> <p>Product Safety &amp; Quality</p>
 <p><b>Industry Association</b></p>	<p>Surveys, Annual &amp; Sustainability Reports, Ratings, rankings and other indices, Social media</p>	<p>Business Performance</p> <p>Innovation and R&amp;D</p> <p>Human Rights &amp; Fair Labor Practices</p> <p>Sustainable Initiatives</p>