

ANNEXURE - VIII

BUSINESS RESPONSIBILITY REPORT

Overview

Praxis Home Retail Limited ("PHRL"/"Company"), is India's modern organised retail and meets the aspirational needs of consumers through its presence which goes beyond brick and mortar in a vast country like India. During the year under review, the Company has expanded its small store formats at various locations. The expansion and increase of access points in under served areas has fueled creation of grass root employment and contributed significantly to social inclusion.

PHRL embraces the Group's sustainability vision "Striving to grow responsibly and achieve our dual goal of a happy environment and society, both of which are necessary ingredients for business continuity and growth". We work to create value beyond profit, putting our customers and stakeholders at the centre of our decision-making.

While nurturing the values of Indianness, Leadership, Respect & Humility, Introspection, Openness & Adaptability, Valuing and Nurturing of Relationships, Simplicity & Positivity and Flow, the Company's principles are focused on creating sustained environmental, social and economic value.

Pursuant to Regulation 34(2)(f) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), the Directors of PHRL hereby present the Business Responsibility Report ("BRR") of the Company for the financial year ended March 31, 2020.

This BRR defines the Company's endeavours to conduct business with responsibility and accountability towards all its stakeholders keeping in view the nine principles of the 'National voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business' released by Ministry of Corporate Affairs. This BRR is in line with the format proposed by Securities and Exchange Board of India ("SEBI").

Part A: General Information about the Company

Sr. No.	Particulars	Company Information
1	Corporate Identity Number (CIN) of the Company	L52100MH2011PLC212866
2	Name of the Company	Praxis Home Retail Limited
3	Registered address	iThink Techno Campus, Jolly Board Tower-D, Ground Floor, Kanjur Marg (East), Mumbai - 400042.
4	Website	www.praxisretail.in
5	E-mail id	investorrelations@praxisretail.in
6	Financial Year reported	2019-20
7	Sectors(s) that the Company is engaged in (industrial activity code-wise)	(Retail Trade, except of motor vehicles and motorcycles) NIC Code: 47
8	List three key products/services that the Company manufactures/provides (as in balance sheet)	i. Furniture; ii. Home Décor; iii. Homeware, iv. Electronics v. Customized solutions in Kitchen and wardrobe; vi. Home Improvement

Sr. No.	Particulars	Company Information
9	Total number of locations where business activity is undertaken by the Company:	
	(a) Number of International Locations (Provide details of major 5)	None
	(b) Number of National Locations	As on March 31, 2020, we have a pan India presence with 47 stores in 28 cities
10	Markets served by the Company - Local/State/ National/International	National

Part B: Financial details of the Company

Sr. No.	Particulars	Company Information
1	Paid up Capital (INR)	₹ 1381.66 lakh (2,76,33,208 equity shares of Rs.5/- each fully paid up)
2	Total Turnover (INR)	₹ 70,277.39 lakh
3	Total profit after taxes (INR)	₹ (8,073.83) lakh (loss during the year under review)
4	Total spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%)	With regard to the year under review, the Company was not required to spend any amount on CSR activities, since the Company does not fall into the criteria specified in Section 135 of the Companies Act, 2013 ("the Act").
5	List of activities in which expenditure in 4 above has been incurred	Not Applicable. The disclosures as per Rule 8 of Companies (Corporate Social Responsibility Policy) Rules, 2014 is made in the Annual Report for the period under review as Annexure - III.

Part C: Other Details

Sr. No.	Particulars	Company Information
1	Does the Company have any Subsidiary Company/ Companies?	During the previous financial year 2018-19, the Company had incorporated "PHRL International Pte Ltd." In Singapore and agreed to make investments therein to make it a "Wholly Owned Subsidiary (WOS)" of the Company. However, due to infeasibility, the same was closed on October 7, 2019 in accordance with the laws of Singapore. The Company had not made any investments in the said entity and hence the said closure did not result into any foreign disinvestment.
2	Do the Subsidiary Company / Companies participate in the BR initiatives of the parent company? If yes, then indicate the number of such subsidiary company(s)	Not Applicable

Sr. No.	Particulars	Company Information
3	Do any other entity/entities (e.g. suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%]	Future Group has duly approved sustainability policies and framework and in coming years will see familiarisation amongst its prominent business partners. Based on discussion with suppliers and distributors, currently less than 30% of other entities participate in BR initiatives of the Company.

Part D: BR Information

- Details of the Director and BR Head responsible for implementation of the BR policy / policies (DIN, Name, Designation):

Sr. No.	Particulars	Details
1	Director Identification Number (if applicable)	02412474
2	Name	Viraj Didwania
3	Designation	Chairman & Managing Director
4	Telephone number	022-71068031
5	E-mail ID	viraj@praxisretail.in

2. Principle-wise BR Policy / Policies (as per NVGs) (Replies in Y – Yes / N – No):

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

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 well-being 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.

BR Policies and coverage of NVG Nine principles:

(a) Details of compliance (Reply in Y/N)										
Sr. No.	Questions	Business Ethics	Product Responsibility	Well-being of Employees	Stakeholders	Human Rights	Environment	Public Policy	CSR	Customer Relations
		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 being formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Does the policy conform to any national / international standards? If yes, specify? (50 words)	Yes. The policies are based on voluntary sustainability guidelines such as the Global Reporting Initiative (GRI) and also based on the 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business' released by the Ministry of Corporate Affairs.								
4	Has the policy being approved by the Board? If yes, has it been signed by MD/ owner/ CEO/ appropriate Board Director?	Yes - the policies have been approved by the Board and signed by the Chairman & Managing Director.								
5	Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of policy?	Yes, the Company's officials / respective departments are authorised to oversee the implementation of the policy.								
6	Indicate the link for the policy to be viewed online?	www.praxisretail.in/policies.html								
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
8	Does the company have in-house structure to implement the policy/ policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
9	Does the company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/ policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
(a) Details of compliance (Reply in Y/N)										
10	Has the company carried out independent audit / evaluation of the working of this policy by an internal or external agency?	In the upcoming reporting period, PHRL will evaluate its operations including its suppliers on various parameters - environmental, social, quality and safety norms and compliance requirements vide a self-assessment questionnaire and will verify the declarations by third party on achieving robustness in the process and Reporting.								
(b)	If answer to the question at serial number 1 against any principle, is 'No', please explain why	Not Applicable								

3. Governance related to BR:

Part D: BR Information

1. Details of the Director and BR Head responsible for implementation of the BR policy / policies (DIN, Name, Designation):

Indicate the frequency with which the Board of Directors, Committee of the Board or CEO assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year.	The Board of Directors of the Company and its Committees shall continue to assess various business responsibility initiatives undertaken by the Company annually.
Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?	BRR for the year 2019-20 inadvertently did not form a part of the Annual Report, which is being published now as an addendum and is also available on the website of the Company: www.praxisretail.in/policies.html

Part E: Principle-wise Performance

Principle 1: Ethics, Transparency & Accountability

Business should conduct and govern themselves with ethics, transparency and accountability

PHRL diligently follows good corporate governance practices, policies and procedures that ensures ethical conduct at all levels. The Company's employees are committed to the highest standards of personal and professional ethical conduct. Employees at all levels are expected to comply with the Future Group's policies and code of conduct.

PHRL's Directors and Senior Management are required to abide by a separate Code of Conduct ("CoC"). Their affirmation to the CoC is communicated to all stakeholders by Managing Director through a declaration in the Annual Report.

Governance

PHRL has established robust governance structure, which consists of various committees such as Audit Committee, Nomination and Remuneration Committee, Stakeholders' Relationship Committee and Corporate Social Responsibility Committee. These committees inter-alia help to address concerns with respect to policies and procedures enforced across the Company's business and operations.

The Company discloses all necessary legal and financial disclosures to stakeholders through Stock Exchanges, Company's website, Annual Report, including Newspapers and other media as required.

Vigilance Policy

The Company's Vigil mechanism empowers employees and other stakeholders who have concerns about suspected misconduct, unethical behaviour, actual or suspected

fraud or violation of the code of conduct or ethics policy to come forward and express their concerns without fear of punishment or unfair treatment. The mechanism promotes responsible and secure whistle blowing and provides adequate safeguards to the whistle blower.

There were no complaints received by PHRL under the Whistle Blower Policy as on March 31, 2020.

Grievance Redressal Mechanism

Stakeholder complaints, concerns and queries are addressed vide grievance mechanisms and processes to ensure that the Company resolves such cases satisfactorily, thus improving its relationship with its stakeholders and adding value to business through transparency and disclosure. We have a whistle blower mechanism platform called Aap Ki Aawaaz. Employees can anonymously mail their concerns on Aapkiaawaaz@praxisretail.in

- **Employees**

Grievance boxes are made available at all stores and store employees are made aware of the same. At the outset, efforts are made that grievances are resolved at the store level itself. For all unresolved grievances the escalation matrix is followed.

For POSH related grievances, the Company's Internal Complaints Committee ("ICC") receives the complaints, investigates the issue and resolves the grievance.

The POSH policy is accessible to employees via the intranet. Employees are entitled to report potential cases of sexual harassment by writing at - posh@praxisretail.in and seek redressal of their grievances.

During the year under review, 2 (two) complaints were filed pursuant to the POSH Act with the Company and the same have been resolved.

- **Investors**

The Company has a good system in place for servicing investor related queries and grievances through its Registrar and Share Transfer Agents (R&T Agent) and the Compliance Officer is responsible for the same.

The Stakeholders' Relationship Committee regularly meets to resolve queries, grievances, if any, and provides guidance for any Company related matter. The Company has a designated e-mail ID - investorrelations@praxisretail.in for addressing the investor complaints.

During the reporting period, the Company has received a total of 4 (Four) investor complaints and all of them were resolved during the year and none are pending at the end of the year. In summary, complaints received are satisfactorily resolved by the Company and its R&T Agent.

- **Customers**

The Company is constantly working on ways to improve its customer grievance redressal mechanism. Any service or product deficiencies

through offline and online interfaces are mapped on database in CRM systems and taken up for necessary action by concerned team members. Customers are updated about the actions taken and the customer service team ensures that necessary actions are being taken.

Details of consumer complaints: Opening balance - 796 received during the year - 42,901; resolved during the year - 42,981; and pending at the end of the year - 716 (due to stock/spare procurement process/customer site not ready).

Principle 2: Product Stewardship / Products contributing to Sustainability

Business should provide goods and services that are safe and contribute to sustainability throughout their lifecycle.

Customers trust PHRL to provide affordable, safe and healthier products for them and their families. The Company understands that trust is earned by advocating these values among value chain members and encouraging innovation and transparency on product development and production.

The Company has begun engaging with its large suppliers to reduce environmental and social impacts of products and services in its value chain.

Affordable, Healthy and Safe Products

As on year end, PHRL operates 47 retail stores across 28 cities. The Company has always placed its Customers amongst its top priorities and in order to cater to its needs, the Company always strives to ensure timely delivery and complete satisfaction and to achieve this goal the Company operates through the outsource support total 25 warehouse and distribution centres spread across 21 cities in India. All the vendor managed warehouses and distribution centres distribution centres are well equipped with packing infrastructure and quality equipment. Also during the COVID-19, the Company has ensured that all the warehouses are safety compliant and also the Home Deliveries to the customers are being made with due safety precautions.

Environment Friendly Products

The Company does not manufacture any products, and also not in the business of products falling into essential category but demonstrates responsible procurement in sourcing of products that meet the aspirational needs and addresses customer requirements.

With the increasing notifications on the ban of single use plastic across the country and changing perception of Indian consumers, the Company witnessed an exponential increase in the awareness about eco-friendly products such as cotton bags and bags made of paper roll and cornstarch and its benefits. The Company too is committed to work in fulfilling its responsibility for the environment and do not encourage the usage of plastic bags in its stores.

Further, the Company is in the process of stepping up even more robust initiatives and measures to comply with the provisions of Plastic Waste Management (Amendment) Rules, 2018 in the forthcoming year(s).

The Company retails Electronics under the private label brand name 'KORYO' and various other brands which include BEE Star rated Kitchen Appliances, Water Heaters, LED Lighting and Ceiling Fans

- (a) Water & Energy efficient washing machines ranging from 6 Kg to 10 Kg
- (b) Inverter Air Conditioners and Refrigerators having BEE certifications ranging from 3 Star and 5 Star and utilizing environment friendly refrigerants.
- (c) BEE Certified LED TV's ranging from 32 inches to 55 inches with star rating.

Product Labelling

Products retailed at stores comply with the applicable regulations such as the Legal Metrology Act, Bureau of Indian Standards Specifications, Legal Metrology (Packaging and Labelling) Regulations, 2011 in addition to local applicable laws. The Company also ensures compliance of labelling requirements as required to comply E-Waste Management Rules and Plastic Waste Management (Amendment) Rules, 2018.

The brand Koryo provides clear information on the safe and responsible usage of its products including

guidelines for product handling, storage and disposal and makes sure that the same is explicitly visible. Procurement teams at Koryo, sources from large vendors who demonstrate compliance to local/national statutory requirements.

The Company is committed to build trust by disclosing information truthfully and factually including cautionary statements and through transparent communication.

Sustainable Sourcing

PHRL endeavours to create minimum environmental impact from logistics and transportation and promotes local entrepreneurship.

In the upcoming financial years, the Company plans to procure carry bags and fabrics made from natural cotton made by women entrepreneurs from small cities / town.

The Company is in the process of creating awareness and will assess its suppliers on specific parameters which inter-alia includes quality, compliances, human rights, health & safety and environment in the coming reporting period. The Company intends to ensure our suppliers adhere to our broad based sustainability targets for responsible supply chain in coming years. (Please refer to Principle 4 for more details).

Principle 3: Employee Welfare

Business should promote the well-being of all employees

The Company's retail processes create opportunities for a large number of value chain members and those employed at the Company's stores and offices. The Company remains committed to inclusion and hires those from diverse backgrounds and provides them the opportunity to experience and grow in the retail industry.

PHRL's human resource policies are guided by the inherent values of the Group and are aligned with labour and human rights regulations that is applicable from time to time. PHRL's HR policies ensure that there is no child labour, forced labour or any form of involuntary labour, paid or unpaid at any of its premises.

Non-Discrimination in Recruitment and Employment

With the presence of stores across the country, diversity and richness of culture the Company constantly seeks to maintain a diverse workforce through employments of Customer Service Associates (CSA) and identification of supply chain members, both of which are critical to the Company.

The Company's recruitment process evaluates candidates from entry through their journey on a values based assessment process. The Company uses gender neutral job descriptions and removes potential biases in screening, shortlisting and sourcing of candidate which is also consistent with employment related legislation.

At a pan India level, zonal offices have tied up with multiple not-for-profits organisations in villages and

towns for sourcing of CSAs, thus providing entry level employees an opportunity to learn, grow and advance their careers.

Vedanta Program

The Company through its Campus Connect program hires management graduates from different colleges. This year 14 students were hired and they went through a robust learning program ensuring fast track career progression.

The permanent manpower at PHRL as on March 31, 2020 was as follows:

Total Employee Strength	No. of female employees	No. of differently abled
2012	277	0

Level Band Wise	Home Office		Stores		Zone		Total	
	Female	Male	Female	Male	Female	Male	Female	Male
1	2	15	123	1051	14	107	139	1173
2	15	54	81	300	4	55	100	409
3	13	31	4	45	9	41	26	117
4	6	13	1	6	3	9	10	28
5	2	6	0	0	0	2	2	8
Total	38	119	209	1402	30	214	277	1735

Employee growth, training and development and overall well-being

The Company believes that a skilled and confident workforce will create greater value and in turn stronger communities. The Company ensures continuous skill and competence upgradation of all employees including customer service associates and new employees at stores by providing access to necessary learning opportunities, on an equal and non-discriminatory basis. Training assessments are conducted on an annual basis for all employees. Some of the training programs conducted for our stores in the reporting period are

STORE TRAINING

Our organization had focused to improve Customer Service from Band 1 to the Band 3 (ASM levels) in the store. So, in order to cater to these needs, 5 core modules were designed to bring a difference.

STORE TRAININGS	Training Description	Participants	Hours
Name of the Training Program			
Customer Service Excellence	Customer Demographics, What do customers want, What does HT Offer, 7 Attitudes of Great Customer Service	1213	927
Moment Of Truth	Moments of Magic & Misery, Emotional Bank Account, Smallest Moments Matter, Trust Formula & Creating Goodwill	776	585
Service With a Smile	Smile as a source of others Joy, Smile is contagious, reciprocal relationships, Smile as an attitude, Smile as an Invitation, Smile to make a difference	776	585
Grooming	Head to Toe Grooming Guidelines for Male & Female Employees	720	549
Sales Excellence	GOHOME Selling Steps - Greeting, Observe & Approach, Help Identify Needs, Offer a Solution / Options, Make a Link Sale & End of Sale	876	702
Retraining Customer Service Excellence	Retraining on this topic for those who have not cleared the assessment	65	54
Retraining Moment Of Truth	Retraining on this topic for those who have not cleared the assessment	15	18
Retraining Service with a Smile	Retraining on this topic for those who have not cleared the assessment	10	18
Retraining Grooming	Retraining on this topic for those who have not cleared the assessment	22	27
Retraining Sales Excellence	Retraining on this topic for those who have not cleared the assessment	74	63

New Hire Trainings

All stores new hires all India were given an initial handholding with a 5 day training program. This helps every new joiner understand the culture of the organization. The scope of the training covers the History Of Future Group + an overview of our business + an overview of every department / function in our organization.

STORE TRAINING	Training Description	Participants	Hours
Name of the Training Program			
New Hire Training	FutuReady, Praxis Brand, HR Policies & Procedures, Introduction to Furniture, Homeware, Modular Kitchen, Supply Chain, Visual Merchandising, CSE, Sales Excellence, Moment of Truth, Greeting, Grooming, Sales Excellence & Floor Walk	135	603

PRODUCT & PROCESS TRAINING

Furniture contributing a massive income % to the business. Core emphasis for training on Product Training & Salesforce application was laid for the store staff.

STORE TRAINING	Training Description	Participants	Hours
Name of the Training Program			
Salesforce Application	Transactional Working of the Salesforce Application	102	63
Product Training / OJT	Overview of VM + USPs + Theme Collections by Floor Walk Thru	204	99

INDIVIDUAL COACHING

Trainers also had the task of observing the floor staff through the entire process of Customer Handling & giving specific feedback & individual coaching which was done in the presence of the Store Manager.

STORE TRAINING	Training Description	Participants	Hours
Name of the Initiative			
Individual Coaching	The trainer observes the entire process of employees attending to customers on the floor & gives both positive & negative feedback which is recorded & duly signed by the employee & the Store Manager	171	171

TTT – SALES IMPROVEMENT

Train the Trainer for Sales Improvement was an initiative taken by the Training Team to empower Sales Champs / Leaders at the store to impart immediate training to those who need it / buddy up with Sales Champs / observe the performance of all the floor staff to give immediate training or feedback. This initiative was taken due to the Covid Pandemic as traveling was restricted.

STORE TRAINING	Training Description	Participants	Hours
Name of the Initiative			
TTT - Sales Improvement Training	TTT for all Furniture DMs / RMs & above to help with immediate training assistance on the floor. Modules curated to map the entire sales process in small nuggets	90	18

CAREER PATH TRAININGS

Employees who are eligible to move up the Career Path by meeting our Career Progression criteria, have undergone these following trainings during the year. Avatar Programs for ADMs / DMs, Udaan Programs for REs / RMs.

CAREER PATH TRAININGS	Training Description	Participants	Hours
Avatar 4 - Analytical Acumen	<ul style="list-style-type: none"> - Discover the need of analytical & critical thinking in everyday business decisions. - Use tools and apply techniques in analytical thinking for problem solving - Explain the key terms used in business finance - Plan their activities by keeping the business goals at its core. 	6	18
Avatar 5 - Embracing Leadership	<ul style="list-style-type: none"> - To discover the leader within - To adopt and apply proactivity in everyday work life - To explain the difference between authority and responsibility - To compare different leadership styles and adopt appropriate style as per the situation - To demonstrate coaching skills learned in the classroom for the given situations. 	20	54
Udaan 3 - Business Acumen	<ul style="list-style-type: none"> - Understand the elements of developing business acumen - Create a business model canvas - Identify and practice the revenue generating factors - Identify the costs and practice reducing costs - Understand and calculate the elements of P & L - Recognize the impact of shrinkage and DAD on bottom line - Discuss the measures to control shrinkage/DAD - Create a force filed analysis report to identify the driving and restraining forces - Create a WIG plan for enhancing the driving forces. 	5	9
Udaan 4 - Creativity & Lateral Thinking	<ul style="list-style-type: none"> - Recognize the need to use creative thinking to derive business outcome. - Distinguish between linear and lateral methods of thinking. - Learn the six hats thinking model of creative thinking. - Apply the six hats thinking model of creative thinking. 	11	18

Udaan 6 - Leadership Skills	<ul style="list-style-type: none"> - State the importance of being ACE Manager. - Differentiate between task and people-oriented leadership styles. - Identify one's own leadership style. - Analyze different personality styles - Combine the personality style and leadership type to choose appropriate leadership style for each of their team members. - Empower the team by balancing competency and commitment. - Draw the game plan to implement learning from the session 	5	18
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Assessor Certification:

People are at the source of everything that we do. We strongly believe that it is people's belief system that impacts their behaviour and therefore the way they do business. It is imperative that we understand our people better as we hire or grow them. In order to do so, we had put together the Assessor Certification Program that focused on training us on evaluating our people through the common lens of Organisation values. The program aimed to build a **common understanding of the Organisation Values** and taught us the **STAR technique** of interviewing which helps to elicit value-based behaviours as responses. This 16-hour training assessor certification programme was conducted for senior management.

Sensitisation of employees towards Persons with Disabilities (PWDs)

As a part of agenda on diversity, training programs were organized for employees with the objective of sensitising them to important aspects of dealing with People with Disabilities (PWDs). We had hired two differently abled apprentices as one of our small step towards workplace inclusivity.

A plan to create awareness was also executed successfully in the reporting period, the sensitisation training also introduced participants to sign languages.

Promotion and Recognition

The Company through an internal evaluation process has advanced a number of its employees providing higher financial incentives.

Inter Band Promotion for 2018-19

Revised Band (2 to 5)	Band Description	No. of Employees
2	Specialist	37
3	Mid-Management	20
4	Management Advisory	4
5	Strategic	0
Total		61

Intra Band Promotion for 2019-20 (for performance based on 2018-19)

Revised Band (1 to 5)	Band Description	No. of Employees
1	Coordinator	63
2	Specialist	24
3	Mid-Management	10
4	Management Advisory	0
5	Strategic	0
Total		97

Khushali program (Employee wellbeing)

Employees are benefitted through a host of corporate partnerships under the Group's Khushali program focusing on home, education and health.

Insurance policies such as Medclaim, EDLI and Life security plans continue at Group level for eligible employees as per their grade.

Employee incentives

The Company provides benefits to its employees and dependents upto a maximum of five who can avail employee discount benefits at any of Future Group stores including Big Bazaar, Hypercity, fbb, Central, Brand Factory, Foodhall, HomeTown, easyday and Nilgiris. This helps meet the daily and aspirational needs of the employees and its dependents in various categories like food, bakery, fashion, homeware, electronics and personal care product categories.

Other benefits

Employees are provided the liberty of a flexi time window to enable employees to achieve a work life balance on need basis.

The Company provides its employees an assistance plan to help address personal and professional challenges and situations that might be hindering growth and well-being of employee(s).

The Company's stores in remote locations engages with its employees to explore ways to address store specific local challenges:

- Local conveyance and rental accommodation benefits are being provided to employees who are deployed at store locations;
- Organizing free health check-up and other wellness programs;
- Providing transfer options for our Customer Service Associates (CSAs) to other stores at selected locations or relocation to home stores locations.

Employee Health and Safety

The Company embraces the Group's policy of health and safety to ensure employee welfare through accident free operations.

The concerned team at Group level works on a regular basis to strengthen its checks and processes and the asset health and functioning of safety equipment at stores and offices. The Company is in process of setting up separate teams at office and identification of specific personnel at every store in addition to regular and periodical audit and mock drills as per requirement of local laws and authorities.

POSH Training

The Company believes in providing equal opportunity and has a policy on Prevention of Sexual Harassment to ensure a harassment-free workspace for the employees. Awareness on the code of conduct and the sexual harassment policy is provided to all new employees during induction.

POSH trainings were conducted across that was attended by employees who were sensitized about the definition, scope, investigation skills, identifying sexual harassment, how to avoid/protect oneself from being a victim of sexual harassment and the reporting procedure of sexual harassment complaints.

Principle 4: Stakeholder Engagement

Business should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.

PHRL believes that meaningful engagement and collaboration with stakeholders helps the Company envision, address various opportunities and challenges proactively.

This common dialogue allows learning, understanding of the operating environment, pooling of resources to positively impact and resolve problems that makes the organization perform better.

The Company has identified its stakeholders and established periodic and effective communication with them.

Investor Engagement

The Company regularly interacts with its shareholders and investors through results announcements, annual report, Company's website and subject-specific communications. The Annual General Meeting gives the shareholders an opportunity to engage directly with the Board of Directors and the Management. During this meeting, the Board engages with shareholders and answers their queries on varied subjects.

This common dialogue allows learning, understanding of the operating environment, pooling of resources to positively impact and resolve problems that makes the organization perform better.

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Employee Engagement

PHRL engages with employees irrespective of their function and position within the organization and organizes various programs and activities to boost their morale, provide equal opportunities to nurture talent and develop their creativity. The employees in return are committed and passionate towards their individual, organizational goals and self-development.

The following are the Initiatives / Touch Points / Activities that the HR Department had organized for the stores

Event Name	Initiative / Activity Description
Health Check up camps	Free eye-check and BMI check
Environment Day	Planting Tulsi Seeds
Celebrating special days	Independence day, Republic day, Retail Employee Day, Women's Day, Mother's Day, Store anniversary
Celebrating festivals	Ganesh festival, Navratri, Garba, Diwali, Eid & Iftar get together
Talent Hunt	Musical instruments, singing, dancing, Rangoli making
Sports events	Cricket, Kabaddi
Team Building Activities	Balloon Drill, Know your team, Cup Race, building pyramids, Flip your lid, Plane factory, Blind games to know teams
Birthday celebrations	Employees birthdays are celebrated by the end of every month
Safety drill	Conducted Fire & Safety drills

SSO TRAINING / ACTIVITIES / INITIATIVES

Employees joining the SSO are given a 2-day induction to Handhold them with information about the business. Senior Leaders are introduced & take them through their individual departments.

SSO TRAINING	Training Description	Participants	Hours
SSO Induction	1 representative from all departments give an hour session on the overview of departmental work & performance	27	45

The following are the Initiatives / Touch Points / Activities that the HR Department had organized for the Head Office Staff

Event Name	Initiative / Activity Description
Eye Check up	Free eye-check up by Lenskart
Environment Day	Planting Tulsi Seeds
Independence Day	Flag hoisting & Office Staff Lunch
Navratri-Halo re Halo	Team Selfie in color co-ordinated attire. Participants -50
Garba Night	Food, DJ & Dance
Joy of Giving	Voluntary Contribution to Goonj foundation
Diwali Pooja	Diwali Laxmi Pooja
Bring your kids to work	Games, Food and fun for kids and parents
Christmas Celebration	Office & Desk Decoration, Secret Santa Gifts & Carol Singing
Women's Day	Free Self-Defense Training Session for All Employees
Health Check-Up Camp	Free Health Check-up organized with 14 health check parameters.

HR-Employee connect Program

HR Employee connect Program has been conducted at Head Office to understand the pulse of employees. The objective was to understand how comfortable are employees working with their manager and what better can be done to enhance their experience in the organization.

Customer

The Company is constantly working on ways to improve the customer experience by providing proactive service and communication to the customer. There are various channels available for the customer to connect with the company which is tracked through CRM. Any service or product performance/deficiencies trends through store and online interfaces are mapped on database in CRM systems and taken up for necessary action by concerned team members. Customers are updated about the actions taken and the customer service team ensures that necessary actions are being taken for the service requests/grievances.

Supplier / Vendor Engagement

PHRL is committed for promoting, increasing and improving the participation of the suppliers within its value chain.

The diversity within the value chain not only allows the Company to broaden the range of products and services provided to the communities served, but also develop product in line with the changing habits and local tastes of a given store or region. The Company is able to source from both large and small players including its Future Group's private brands.

PHRL also partners with its suppliers on new product development initiatives. In the reporting period, the Company collaborated with a major paper producer and identified convertors to develop paper bags that are sourced from sustainable sources, which helped the organization reduce its environmental footprint.

In the upcoming reporting years, the Company shall endeavour to incorporate key aspects (quality, compliance to applicable regulations, human rights, health and safety and environment) of the Future Group's sustainability guidelines during vendor registration and assess suppliers through a self-

assessment questionnaire to ensure compliance to local regulations, adherence to social and environmental standards and monitor key aspects in an endeavour towards supply chain improvement.

Communities

The Company, through its stores and employees have identified and created multiple platforms to undertake community service. The coming years will see scaling up of these efforts, and ensuring that the community including the employees and customers are an integral part of this.

(Please refer to Store outreach efforts in this section and Principle 8 for more details)

Principle 5: Human Rights

Business should respect and promote human rights

The Company seeks to uphold and promote human rights in its operations, in relationships with business and partners through its human rights policy.

The Company's human rights policy recognizes the following priority issues: compliance with applicable labour laws, zero tolerance to child, forced or compulsory labour in operations and supply chains, equal opportunity, provide opportunities for all employees to express concerns and seek redressal, health and safety of our employees, respect and support of social and cultural norms of local communities.

In order to ensure no child labour in its operations, the Company documents age proofs and PAN cards or identical proof of all candidates hired or contracted. PHRL ensures non-discrimination while communicating the job description through recruitment channels to give equal opportunity to all candidates irrespective of their caste, race, religion or gender.

The upcoming reporting period will see the Company sensitise value chain members and include key sustainability criteria in contracts of suppliers, contractors and vendors such as compliances to applicable labour laws, salary / wage payments within prescribed time limits, medical facilities, and also ensuring compliance of applicable deductions including PF, ESIC, contributions to various funds like Gratuity and other retirement benefits as applicable from time to time.

Employees at PHRL are provided with ample opportunities to voice their needs. With an open door policy within the Company, it helps employees to express their grievances, feedback or suggestion to senior management for sound resolution. In view of this, the need of employees to participate in collective bargaining activities was not required. No complaints were received during the year under review.

The Chairman & Managing Director regularly interacts with all employees through e-mails and regular briefings, and all employees are encouraged to directly write to him on his email address. The Company ensures that stakeholders including consumers and communities impacted by the business have access to grievance mechanism.

Principle 6: Environment

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

Resource efficiency is an important pillar of the sustainability framework of the organisation. The Company embraces the Future Group's policies with respect to the Environment including its Energy and Carbon, Water Stewardship, Waste to Wealth and Health & Safety policies in an endeavour to use resources efficiently and comply with applicable environmental norms within the local and national boundaries.

Energy Efficiency and Climate Stewardship

The Company has taken due steps to reduce its energy consumption across all stores and looking at efficiencies such as replacement of older technologies (lighting and air conditioning) with newer ones. The Company is committed towards low carbon transformation by sourcing energy from renewable sources.

The Company has reduced its carbon footprint through various actions, some of these are mentioned herein:

- Aircosavers were installed at Hyderabad - Punjgutta and Bangalore - Marathalli stores.
- We also started following peak and non-peak timings to ensure lower consumption of power as well as minimize carbon emission.

Various sensitization activities including switching off unessential lighting at stores and offices was

undertaken on Earth Day. The Company empowers employees at offices to make a choice and improve their energy consumption by providing manual overhead controls for lighting fixtures.

Material consumption

With Responsible Consumption as the objective, the Company took a pledge to reduce paper consumption by 50% in offices and at stores by 2022 over 2019 baseline. The Company sensitized employees on the environmental impacts of paper wasted and promoted the concept, ways and means to reduce - reuse - recycle.

Waste management

PHRL's compliance to waste management is limited to disposal of e-wastes generated through electronic product brand 'KORYO' and have partnered with authorised e-waste handlers across India.

Further, there were no show cause and legal notices received by the Company which are pending from the Central Pollution Control Board or State Pollution Control Board at any of the Company's operations.

Principle 7: Public Advocacy

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

PHRL focuses on building excellence in retail, while interacting with key stakeholders. The senior leadership team continue to share invaluable experience to provide incisive insights at various conferences involving industry leaders as knowledge sharing practice.

PHRL is committed to public good, however the Company has not actively advocated or lobbied directly with government officials or institutions. PHRL is a member of the Retailers Association of India (RAI). The operational team continue to learn from the best practices of others. Management and the senior leadership team interacts with various professional bodies and organizations to anticipate and understand the government regulations, economic scenario, industrial environment and advancement of public goods and services.

Principle 8: Inclusive Growth

Business should support inclusive growth and equitable development

Inclusive growth and sustainability are key components of strategy and business practices at PHRL in creating 'Happy Communities'. The Company listens to the voice of the disadvantaged stakeholder and strives to reach out and support these in partnership with its customers and third sector partners.

Engagement with People with disabilities

The Company believes that shopping should be accessible to everyone. The joy of shopping is a feeling which everyone i.e. senior citizen, pregnant women, temporarily disabled & people with disabilities should experience to navigate, bargain, talk, discover and shop like any other shopper. Our Stores - HomeTown wants to foster inclusiveness and is on a mission to make everyone shop irrespective of race, religion, income, age or disability.

With this mission in mind, the Company provides wheel chairs at all the stores across for enabling specially abled shoppers to have a seamless experience, with personalized attention to the such customers to make their shopping not contented, but filled with joy.

Women Customers and Fit India Movement

Since the Company is in the retail business of transforming a house with four walls into a home, the Company believes that "the Lady of Every House" partners with the Company in its this endeavour to transform a house into a "Home".

Hence, towards fulfilling this mission, all the stores celebrate Women's Wednesday by providing them with gift vouchers, live cooking classes and other value added services, to encourage women shoppers at our stores and make their shopping experience a joyful one.

Further, to encourage the Fit India Movement, Vizag stores used to distribute free packaged drinking waters to the morning walkers which was positively appraised by the local community.

Further disclosures with reference to non-discrimination at the work place including persons with disabilities and minorities, respecting employee dignity and human rights may be referred to under Principles 3, and 5 of this report.

Social Responsibility Programs

Pursuant to the requirements detailed in Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014 issued by the Ministry of Corporate Affairs ("MCA") the Company has in place its Corporate Social Responsibility ("CSR") policy.

With regard to the year under review, the Company was not required to spend any amount on CSR activities, since the Company does not fall into the criteria specified in Section 135 of the Companies Act, 2013 ("the Act").

However, the Company actively participates in various social responsibility initiated by the Future Group.

Projects scheduled for deployment in the course of FY 20-21

The Company is also in talks for partnerships with various not-for- profits organisations in various cities on pan India basis aimed at vocational training and employment opportunities for persons with disabilities

Principle 9: Value to customers and consumers

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

PHRL adheres to key customer values that matters and constantly works towards increasing customer loyalty by adhering to highest standards of quality and compliance requirements.

The Learning and Development Team and the Operations SPOC are continually involved in training of employees from Customer Service Team on pan India basis for better customer service, improving knowledge of technology, especially the CRM at the Customer interface to cater to sales and feedback.

PHRL has integrated Salesforce CRM with Field service application for complete transparency and visibility of field service.

The customer based survey, internally branded as Voice of Customer (VOC) runs on the Net Promoter Score (NPS) platform. During the reporting period, the Company saw a marked improvement in the NPS score and it has set out internal target going forward.

The Company proactively interacts with customers for higher customer centricity and better response (Please refer to Principle 4 for more details related to customers) and have set in place a strong grievance mechanism, conducted through CRM software to address complaints (Please refer to Principle 1 for more details on grievance mechanism).

PHRL ensures that its marketing and advertising campaign and communications do not confuse or

mislead the consumers or violate any of the principles in these Guidelines. (Please refer to Principle 2 for more details with regards to Product Labeling).

There are no cases filed by any stakeholder against the Company regarding irresponsible advertising and/or anti-competitive behaving during the last three years and pending as on end of this financial year.

Place: Mumbai

Date: Dec 1, 2020

For & on behalf of the Board of Directors of

PRAXIS HOME RETAIL LIMITED

Viraj Didwania

Chairman & Managing Director

DIN: 02412474