

FY 2007-08



Shades of Care



Primary Colours

Making Drops Count



Colouring
Twilight
Years



Global Tints

Asian Paints CSR Mission Statement

“We are committed to undertake initiatives in areas of basic Healthcare and Education, to bring about visible and measurable improvements in the lives of the underprivileged and deprived sections of the society.

We shall align our initiatives with the local and national cause and ensure sufficient resources for their sustenance and continuity.”

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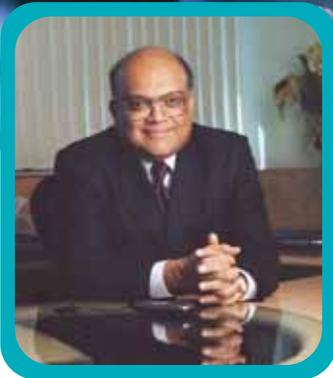
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GLOBAL TINTS

Vice Chairman & MD's Message



Dear Friends and Colleagues,

“ As a corporation we pursue profit and growth; yet we must not forget that we are members of society. Society provides us with the environment to grow and prosper, so we in turn have a responsibility to society that we must live up to. ”

As I present the CSR report of the Asian Paints group for the Financial Year 2007-08, I feel a deep sense of pride by the intensity demonstrated by us as a company to our social commitments. But I would also like to mention at the onset itself that there is a lot more that we can do. So, we need to keep up the momentum and continue to pursue our various CSR programmes with renewed vigor.

It is said that only when the well is dry we know the worth of water. Fortunately, our drive to conserve this scarce resource has not dried. The Total Water Management (TWM) Centre located within the premises of our manufacturing facility in Mumbai (Maharashtra) has been championing our movement in this regard. More and more concerned citizens are visiting the Centre to learn and implement the water management techniques that are displayed there. In 2007-08, we participated in numerous seminars on water conservation and also provided our expertise to several Rain Water Harvesting (RWH) and other water management projects.

India is a land where age and wisdom have been traditionally respected. Hence, it is a matter of irony that care for the elderly citizens is fast emerging as a critical element of public and private concern. I am glad that our manufacturing facilities in Kasna (Uttar Pradesh), Patancheru (Andhra Pradesh), Sriperumbudur (Tamil Nadu) and Ankleshwar (Gujarat) have taken up the cause of providing healthcare facilities to the disadvantaged elderly sections of the society in their localities. The Mobile Medicare Units (MMUs) which the Kasna, Patancheru and Sriperumbudur facilities operate is really a novel effort of bringing healthcare to the doorsteps of the lesser fortunate senior citizens. It's really heartening to learn that we have reached out to more than 2,00,000 senior citizens through our various age care initiatives. I am sure this will only strengthen our resolve to keep doing good work in this regard.

We have also persisted with our efforts to improve health and infrastructure in schools. The Ankleshwar plant continues to lead the brigade of our manufacturing facilities fighting for this cause. Our global units too have contributed their bit and taken up various causes in their respective countries.

A Business Leader had said “A company that undertakes activities aimed at communities (be they philanthropic, social investment or commercial initiatives) but does not comply with business basics cannot be termed socially responsible.” As an organization, Asian Paints has understood and implemented “Business Basics” since the very beginning. Environment, Health and Safety has always been a top priority for us. Whether it's India or our overseas operations, we commit ourselves to being a company which not only adheres to local regulations but also proactively takes measures to raise the existing standards.

So, it was indeed a fruitful year of caring for the community. But as we all know “success is a journey and not a destination”, so let's keep multiplying our 'Shades of Care' every year.

A handwritten signature in black ink that reads "Ashwin Dani". The signature is written in a cursive style and is positioned above a horizontal line.

Ashwin Dani
Vice Chairman & Managing Director



'The impact of our CSR Initiatives in a nutshell'

In India, our CSR initiatives displayed various shades of corporate citizenship which primarily focused on three core areas: **Water Conservation, Aged Care and Education**. Below is a snapshot of the key accomplishments of our CSR programme in the past year:

- The Total Water Management Centre located at our Mumbai facility continued with its efforts of ushering in a water literacy movement. Over 5000 concerned citizens have visited the TWM Centre till date to obtain a holistic perspective on water management.
- Asian Paints has influenced harvesting of over 300 million litres of rain water, thereby confirming our belief in the adage 'every drop counts'.
- We have impacted the lives of more than 200,000 senior citizens in a span of just four years through our various aged care initiatives. In fact, three of our plants in Patancheru (Andhra Pradesh), Kasna (Uttar Pradesh) and Sriperumbudur (Tamil Nadu) operate Mobile Medicare Units (MMUs) for the benefit of the disadvantaged elderly citizens in their respective localities.
- We have also made significant inroads in our cause of improving health and infrastructure in schools with our plants actively taking part in development programmes of institutions in their respective neighbourhoods. Our Ankleshwar (Gujarat) plant has been a forerunner of this Asian Paints Corporate Social Responsibility cause, while our Kasna, Sriperumbudur, Patancheru along with our small chemical plant at Cuddalore (Tamil Nadu) are also contributing their bit to this mission.
- Not, to be left behind, our international units continued with its efforts of making a difference in the lives of the local community.



Asian Paints strengthens its commitment to water conservation

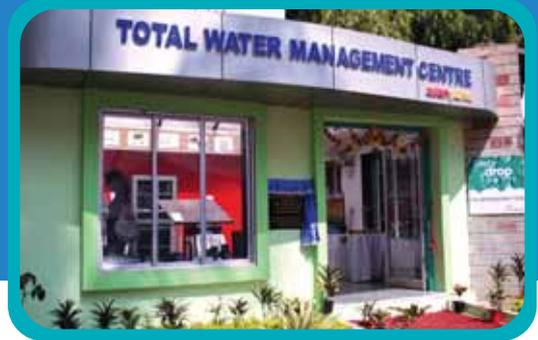


Did you know?

Asian Paints was the first corporate to install an RWH scheme at its manufacturing facility in Mumbai in 2002. It soon replicated the format at its other paint plants in Ankleshwar (Gujarat), Kasna (Uttar Pradesh), Patancheru (Andhra Pradesh) and Sriperumbudur (Tamil Nadu) and also across Asian Paints housing colonies.

“ We must treat water as if it were the most precious thing in the world, the most valuable natural resource. Be economical with water! Don't waste it! We still have time to do something about this problem before it is too late. ”

- **Mikhail Gorbachev**,
Founding President of Green
Cross International



The Total Water Management Centre at Mumbai (Bhandup) Plant

Unique features of the TWM centre

- It is an information centre on Rain Water Harvesting and other water management methods.
- The centre educates citizens on concepts of water management and explains modalities of implementing various water conservation projects for all types of building structures and natural sources.
- All expertise to implement Water Management systems are provided free of charge.
- The TWM centre boasts of various working models of RWH suited for industrial as well as for residential societies.
- Issues regarding tanker water supply and ideal process of water distribution have been showcased through working models at this centre.
- The centre houses a library of books and case studies along with a host of other reference material on water conservation.

In recognition of the importance of water and its central place in human lives, Asian Paints has taken a proactive role by making water conservation the core agenda of its CSR programme. Since 2002, it has successfully undertaken a number of initiatives to tackle critical issues surrounding water conservation. A landmark development was the establishment of the Total Water Management (TWM) Centre at its Mumbai (Bhandup) facility on February 11, 2006, the first of its kind in the country. With the setting up of the centre, Asian Paints has achieved what few companies in the world have managed i.e. putting a backend infrastructure in place in the area of CSR for the benefit of the community.

TWM Centre – Bringing about a Water Management Revolution

The TWM centre is a one-stop solution to all water conservation issues.

In the last year, the centre made a significant impact by showcasing live models on water conservation and rainwater harvesting (RWH). It also participated in exhibitions and seminars and influenced a host of RWH projects.

Growing Success

The success of the TWM centre is evident from the growing number of visitors. Concerned citizens from all walks of life have been turning up in large numbers to gain an understanding of



School students at the TWM Centre

water conservation methods and make a difference.

A large number of people visited the TWM in FY 07-08 including officials from Thane Municipal Corporation, HSBC, Bajaj Auto, Tata Motors, NTPC, Mahindra & Mahindra and Kumar Builders, Pune.

TWM Centre goes mobile

On the request of several institutions, Asian Paints' experts shared their knowledge on water management with corporates and institutes. The Centre literally went mobile, setting up stalls at different locations to spread its message of water conservation.

Presentations were made to M.N. Banajee Industrial Home for the Blind, DHL Express Ltd and other institutions as well as to housing societies in and around Mumbai. Asian Paints managed to reach out to over 2500 people directly through these sessions. Needless to say, the response truly was fantastic!

TWM Centre awarded 'Excellence Award'

The water conservation movement pioneered by the TWM Centre received international acclaim. The Centre was presented with the "Excellence Award" in the Environment Excellence Category at the Asian CSR Awards 2007. Asian Paints' efforts in the area of water conservation stood out from 117 companies in 14 countries.

The Asian CSR Awards, presented by the Asian Institute of Management (AIM), Philippines, is one of the most prestigious awards in the area of Corporate Social Responsibility in the Asian Region.

A mail from the organizers reads as "Being selected as an excellence awardee is recognition that your entry was among the best in Environmental Excellence category in the region"

It is indeed a great honour and a fitting recognition of the role played by the CSR cell crusading for this cause.



Jaideep Nandi, Chief Executive, Berger Paints - Singapore (3rd from right) receiving the award on behalf of Asian Paints



Seminar at M.N. Banajee Industrial Home for The Blind



Working models of water conservation from TWM Centre being displayed to the gathering

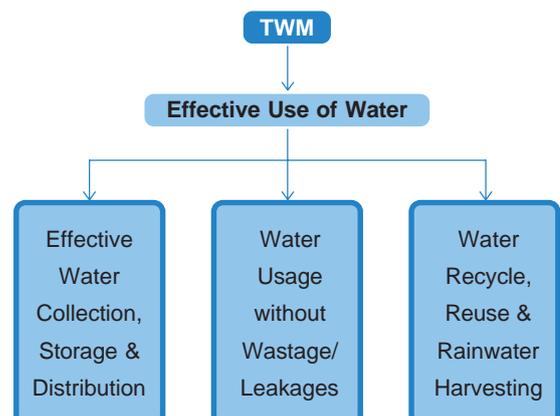
The Impact – Tiny Drops make an Ocean

Five years ago, a seed was planted in area of water conservation with a simple RWH scheme at Asian Paints' Mumbai manufacturing facility. It grew quickly with the establishment of India's only TWM centre. Today, the centre is making its impact felt in more than one way.

We cite a few facts to tell you how:

- Over 2000 people visited the TWM centre in FY 07-08. Prominent guests included officials from Thane Municipal Corporation, HSBC, Bajaj Auto, Tata Motors, NTPC, Mahindra & Mahindra and Kumar Builders – Pune
- Asian Paints' experts made presentations to several corporates and institutes to share its learnings. Through these sessions, Asian Paints managed to reach out to over **2500** people directly .
- Till date, Asian Paints has influenced harvesting of around **300** million litres of rainwater within its company premises and has provided its expertise to around **35** RWH and water conservation projects in industrial, residential, commercial and other complexes
- Besides, every year the company harvests around **25,000** Kilolitres of rain water within its company premises all over the country.

WHAT IS TOTAL WATER MANAGEMENT?



Reaching out to the elderly...touching lives and hearts...day after day.



Did you know?

Three plants of Asian Paints viz. Patancheru, Kasna and Sriperumbudur run Mobile Medicare Units (MMUs), thereby bringing medicare to the doorsteps of the disadvantaged elderly.

“ Just as it takes an entire village to raise a child, in a similar way, the entire community should take care of our elders. ”

- Annon



Patients outside the MMU run by the Kasna Plant

In 2003, Asian Paints embarked on its mission to work for the cause of the disadvantaged elderly sections of the communities in which it operates. In a short span of time, Asian Paints has directly impacted the lives of more than two lakh senior citizens, with activities ranging from managing Mobile Medicare Units (MMUs) in rural areas to conducting healthcare awareness drives to cataract eradication campaigns in adopted regions.

Patancheru:

Care on the Move

With a mission to take healthcare to the doorsteps of the elderly, the Patancheru plant, near Hyderabad, launched a fully equipped Mobile Medicare Unit (MMU) in association with HelpAge India in 2003-04. This year the plant set several new benchmarks:

- The MMUs offered treatment to over 21,000 elderly people in 2007-08.
- Treatment was provided for various old age ailments such as Hypertension, Cataract, COPD (Coronary Obstructive Pulmonary Disease), Arthritis and Diabetes.
- A Hearing Aid Distribution camp was conducted under the supervision of a senior ENT specialist. Hearing Aid equipments were distributed to over 50 patients.

- To prevent injuries, walking sticks were presented to the needy elderly. Over 400 senior citizens benefited from this drive.
- The Plant gave the elders another reason to smile. Dentures were provided to over 60 people in and around the facility.

Kasna:

Spreading its Canvas of Care

Mobile Medicare unit (MMU) Greater Noida and Ghaziabad (Uttar Pradesh) was launched on 4th February 2004 with the support of Asian Paints Ltd.

The MMU or 'Asian Paints ka Ambulance', as it is popularly referred to now, has been instrumental in providing basic health care to the poor and elderly citizens living in the nearby localities.

- The reach of the MMU has been

multiplying every year and nearby villages like Hosairpur, Salarpur, Chachula, Bhatta, Rampur, Nawada, Dhanori, Jaitpur, Usmanpur, Girdharpur and other places have been availing the benefits of this service.

- The MMU not only renders curative healthcare to the needy elderly but also organises awareness sessions on issues related to health and emotional problems of the aged.
- During the calendar year (2007), 20 specialized health camps were conducted by the MMU, benefiting 2,187 senior citizens in the process. There has also been a significant increase in the number of new patients taking advantage of the MMU services.



Hearing Aid Screening camp organised by the Patancheru Plant



Patancheru Plant employees distributing Walking sticks



Taking healthcare to the doors of senior citizens

Sriperumbudur

The journey continues

The Sriperumbudur plant near Chennai continues its colourful journey of aged care through the MMU service that it operates in association with HelpAge India. Through this initiative, the plant reaches out to 15 neighbouring villages, providing the disadvantaged elderly with the much needed medical assistance. Free medicines for ailments such as hypertension, diabetes, asthma, anemia, general weakness, body pain and cardiovascular problems were distributed to the needy patients. Asian Paints is the only company to operate such a medical unit in the region.



Cataract Camps

Bringing Colour to Aging Eyes

Cataract is the most common cause of blindness among the elderly in India. Asian Paints has special programmes dedicated to eradicating cataract and helping the aged citizens see again. A host of Asian Paints plants have been active in this noble initiative of bringing colour to the eyes of the elderly.

Kasna: The plant has been conducting Navjyoti Eye Care camps in collaboration with Eye Care Hospital, Noida since Aug 2002. This year the plant organised more than 10 eye camps, which screened patients for



which screened patients for cataract and other eye ailments. The plant facilitated surgeries of needy patients; while spectacles were distributed to more than 1000 poor senior citizens.

Patancheru: Not to be left behind, Asian Paints Patancheru was instrumental in conducting as many as 200 cataract surgeries for elderly persons in and around the factory. This was done through a series of cataract camps organized by the plant in association with HelpAge India.



Ankleshwar: Moving westwards, the Ankleshwar plant in Gujarat organised eye care camps in the neighbouring villages of Katpore, Hansot and Adol, in co-ordination with a local NGO-Seva Rural.



More than 2000 patients attended the camps. Around 500 cataract operations were successfully conducted and more than 1000 spectacles were distributed to needy elderly persons.

Improving Health & Infrastructure in Schools



Did you know?

Asian Paints along with Ankleshwar Industrial Development Society was involved in the setting up of Shree Gattu Vidyalaya in 1983. The school today boasts of around 2500 students.

“ Knowledge is power.
Information is liberating.
Education is the premise of
progress, in every society, in
every family. ”

- Kofi Annan,
former Secretary-General of the
United Nations



Shree Gattu Vidyalaya at Ankleshwar

Education is indeed the foundation of progress and realizing this, a host of Asian Paints plants are doing their bit to improve health and infrastructure facilities of schools in their vicinity.

Ankleshwar Plant:

Bringing smiles to little hearts

The Ankleshwar plant adopted primary education as its social responsibility cause way back in 1983, when it set up the Shree Gattu Vidyalaya along with the Ankleshwar Industrial Development Society. The school today boasts of around 2500 students.

It is actively spearheading the renovation works of the Shree Gattu Vidyalaya. The facility was involved in designing and charting out the entire course of the construction activity.

A 'Bhumi Puja' (ground breaking ceremony) was conducted in the presence of Asian Paints' Managing Director, Abhay Vakil and officials of the school committee to signal the start of the construction work. The renovation project is scheduled to be completed by Dec. 2008 and will greatly enhance the infrastructure facilities of the school.

Improving health and hygiene in nearby schools has been an additional focus area for this Gujarat plant. Oral Health and Vaccination Camps were organized in the neighboring Nava Dhanturiya and Nava Taria villages, through which more than 1000 school-going children were covered. Moreover, the plant championed the cause of providing safe drinking water and urinal facilities in schools of Nava Dhanturiya and Digas villages in Ankleshwar. The facility also donated plates and glasses to schools in Nava Pungam, Amboli, Mandva, Amrutpura and Samor, as these institutes come under the mid-day meal scheme of the government.

In addition, the plant also organized education trips for students of nearby rural schools. Educational tours to

destinations like Science City, Ahmedabad and Baroda Museum & Planetarium were organized during the year. What makes the initiative notable is that most of the students from these remote schools had not travelled beyond the realms of their districts or Talukas before these trips.

Penta Plant at Cuddalore:

Lending a helping hand

'If the cause is noble, then size does not matter'. This was certainly proved by the comparatively smaller chemical plant (Penta) of Asian Paints at Cuddalore. Last year, the plant took a major leap by adopting a Government High School at Karaikadu village, located within 2 kms from the factory. It donated computers,



Oral Care Camp organised by the Ankleshwar Plant



Students at the Science City, Ahmedabad



The arch at the entrance of Govt. High School at Karaikadu Village constructed by the Penta Plant

benches and desks and improved the existing drinking water and toilet facilities.

In 2007-08, the plant gave the school a brand new look by undertaking painting work of the entire institution. Some walls were painted innovatively with quotes of great leaders of the country embossed on them. To further enhance the appeal of the school, the plant constructed an arch at the entrance that bears the name and location of the institution.

Sriperumbudur Plant:

Adding colours to primary education

Down south, the Sriperumbudur plant persisted with its mission of providing infrastructure support to schools in its locality. The plant constructed the much-needed compound wall in L P School, Arneri, located in its neighbourhood. In another school, (Government Middle school, Mambakkam) the plant undertook the task of

completing the flooring work by providing materials and services. Thanks to the timely support of the plant, the school was able to start three new classrooms as mandated under the new education system guidelines.

Patancheru Plant:

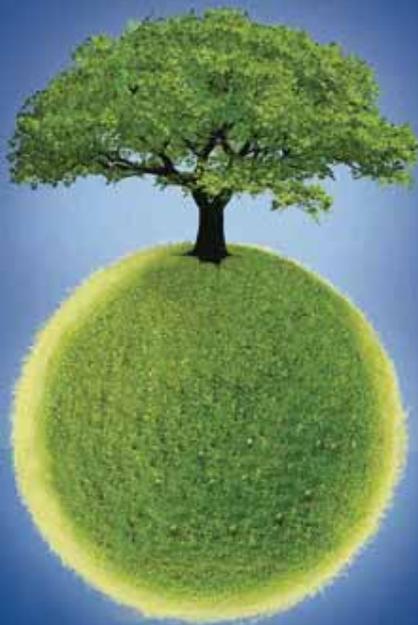
Also doing its bit

The Patancheru plant in Andhra Pradesh is doing its bit to enhance basic infrastructure facilities in Government schools in and around the region. It has provided drinking water tank, cupboards, tables and benches to the nearby Patti school.

The plant has also undertaken the painting work of the school building.



Environment & Safety: Our Primary Obligations



Did you know?

The Mumbai, Ankleshwar, Kasna and Patancheru plants of Asian Paints have received the Sword of Honour distinction twice. Sword of Honour awarded by the British Safety Council is recognised as the pinnacle of achievement in the world of safety.

“ Let every individual and institution now think and act as a responsible trustee of Earth, seeking choices in ecology, economics and ethics that will provide a sustainable future. ”

- **John McConnell**,
founder of International
Earth Day



Penta Plant receiving the CII Excellent Energy Efficient Unit Award

Asian Paints approaches the environment issue from the perspective of waste minimisation and conservation of resources. Thus, the continued attempt is to eliminate, recycle and reuse waste, which results in less and less waste being available for disposal. Accordingly, material losses at our manufacturing locations have been reducing substantially over the last few years.

All plants in India, except the Talaja plant in Maharashtra, which was

commissioned in Feb 2007 are ISO 14001 certified for international environment management standards. Further, all overseas manufacturing facilities have begun the process for ISO 14001 certification.

Asian Paints accords highest priority to safety of its people along with environment. The company's paint plants in Mumbai, Ankleshwar, Patancheru, Kasna and Sriperumbudur comply with the safety standards of the British Safety Council (BSC), which is the world's leading occupational health & safety organisation. The four paint plants were

conferred the Sword of Honour by the BSC which is recognised as the pinnacle of achievement in the world of safety. Moreover, the two chemical plants of the company at Ankleshwar (Gujarat) and Cuddalore (Tamil Nadu) have put in place management systems that comply with the requirements of OHSAS 1800 (Occupational Health and Safety Assessment Series), a stringent international standard.



Gujarat Safety Council Award Presented to Ankleshwar Plant



Warren McDonald, Berger Paints - Jamaica receiving the Environmental Awards trophy presented by Jamaica Manufacturers' Association for the 2nd year in succession.

Overseas units spreading the canvas of care



Did you know?

Our units world wide have also been active on the social responsibility front for the benefit of the local community. The goal is to build a culture of care and responsibility, and to weave this culture in the moral fabric of the company across geographies.

Our Shades of Care was not just confined to India. Our international units also have been active on the CSR front, contributing their bit for the benefit of the local community.



The Roll of Honour Award Presentation in Jamaica. From left to right: The Hon. Professor Errol Miller; Chairman, Electoral Commission of Jamaica, Mr. Warren McDonald, Regional Managing Director (Berger Paints Caribbean), Mrs. Ena Barclay, President JTA, Dr. Polly Bowes-Howell, Awardee, Lady Rheima Hall and His Excellency the Most Honourable Professor Kenneth Hall, Governor General.



Mr. Warren McDonald, Regional Managing Director, (Berger Caribbean), presenting the Berger Paints, Architecture Scholarship to winner Dane Guthrie.

Berger Jamaica

Promoting academic excellence

Berger Jamaica endeavours to promote excellence in education as a platform for economic growth and national development year after year.

Education in Architecture got a boost with the Berger Paints Architecture Scholarship being awarded to Dane Guthrie, a final year student in the Masters Degree Programme offered by the Caribbean School of Architecture.

The company continues to honour its 15-year old commitment to partner with the Jamaica Teachers' Association to encourage outstanding performance in the field of education. This year, the prestigious Roll of Honour Award was given to Dr. Polly Bowes-Howell, a veteran educator who has contributed over 46 years to the teaching profession and has touched many lives along the way.

Last Christmas, Berger Jamaica treated

over 160 children from the Riverton Meadows Early Childhood School to a load of gifts, refreshments, singing and laughter, not to mention a visit from Santa! The little ones were showered with hugs and love and they reciprocated with great joy. It was Berger Jamaica's way of making a difference to the less fortunate during the yuletide season!

Berger Barbados

A good corporate citizen

Berger Paints Barbados undertakes a wide variety of activities to make a positive impact in the areas in which it conducts business.

It continues to sponsor the "Frank Worrell Roundabout" and twenty-eight bus shelters strategically located across Barbados.

In line with the mission statement of being a good corporate citizen, donations and sponsorships were provided to "Crop Over", the popular national festival of Barbados. The company also provided

body Paints for one of the popular ritual of the festival "Foe Day Morning Jam", where revellers colour their faces.

Berger Paints continued to sponsor the "TDC & BERGER Scholarship Award" for the seventh year, jointly with one of its agents, TDC. This year, the Architectural Scholarship of \$5,500 was won by a student from Clarence Fitzroy Bryant College, whose exemplary performance gave him an edge over the eleven others who were vying for the award.

The company also donated paint to the All Saints Primary School, located in the North of Barbados, for its beautification project.

At the end of the day, making a positive difference is something that Berger Barbados passionately embraces.



The Berger Jamaica team along with the children of Riverton Meadows Early Childhood School



The Frank Worrell Roundabout sponsored by Berger Barbados

Photo Gallery



Asian Paints, Nepal - Best Industry Award
Asian Paints Nepal wins the coveted 'Best Industry of the Year' recognition presented by the Govt. of Nepal. Apart from good performance, the award considers factors like excellent environment standards and good public and employee relations



Berger Paints, Bahrain - Promoting local talent
Berger Bahrain supports a football team in the second Al-Ajaeb Football Tournament.



Berger Paints, Oman - A sporting cause
All smiles at one of the four football tournaments sponsored by Berger Oman.



Supporting Women's Sport
Berger Barbados sponsors an all ladies softball team



SCIB Egypt - A Beautiful Mind
SCIB supplies paints for the renovation of the Abbasseya Mental Health Hospital in Cairo, Egypt.

Photo Gallery



Apco Fiji - Colouring young hearts
Kids having fun at a painting competition in Fiji called 'Colour N Win with APCO'.



Festive Spirit
Berger Barbados sponsors a band "Berger Boyz" at the popular "Crop Over" festival.



Asian Paints, Bangladesh - Promoting local festival
The Asian Paints team made 'Poila Boisakh', the Bengali New Year more memorable by distributing gift hampers at the celebration



Supporting yachting in the country
Apco Coatings sponsors the popular Yacht Race at Shark Bay, Vanuatu.



Save water today... Water will save you tomorrow

'Water, water everywhere, but not a drop to drink'. Samuel Coleridge's immortal lines in 'The Rime of the Ancient Mariner' could well be the grim reality confronting our future generations.

Fresh water is a limited and scarce resource that's often taken for granted. According to the United Nations, shortage of water is one of the most serious challenges facing the world this millennium. Most Indian cities face the problem of water scarcity and this is slated to increase manifold in the near future.

So do we wait for doomsday? Or do we take steps to conserve this scarce resource in every possible way? **Your call.**



asianpaints

To know about water management methods, visit us at
www.asianpaints.com/twm/index.html

Issued in Public Interest by Asian Paints CSR Cell