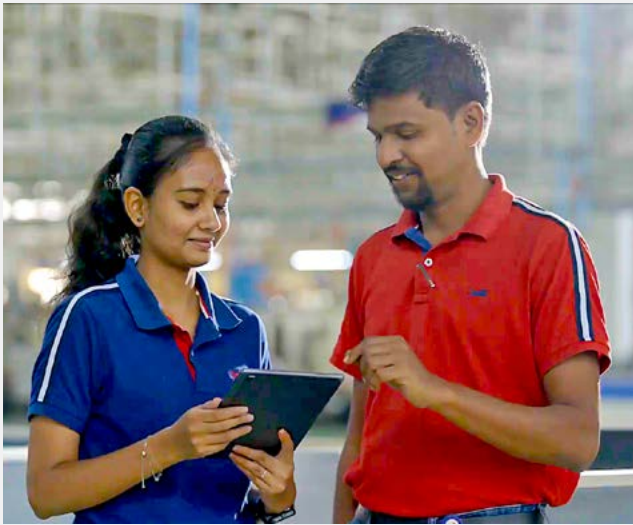


# Building social capital

TVSM is committed to creating an open, enabling, and inclusive workplace, recognising social responsibility, and promoting long-term ties with communities, partners, and customers. Through its CSR arm, the Srinivasan Services Trust (SST), it has driven positive change in rural communities. TVSM ensures a responsible and sustainable supply chain and engages customers in sustainability initiatives. It prioritises customer satisfaction through product excellence, customer-centric services, and continuous innovation.



## PEOPLE-POWERED EXCELLENCE



TVSM is committed to building a high-performance, future-ready organisation that values its people and invests in their development and long-term success.

### TVSM has been certified as a ‘Great Place to Work in Manufacturing – Top 50’ by GPTW



#### Enhancing Diversity

The Company has always prioritised workplace diversity, and has won recognition as the 'Best Company for Women in India'. It has also received the prestigious Helen Keller Award for its commitment to creating equal opportunities for Persons with Disabilities (PwD).

The Company has implemented several leadership-driven initiatives aimed at enhancing gender diversity within the organisation. These include providing on-campus childcare facilities, offering industry-leading maternity and paternity policies, extending medical coverage to parents and in-laws, offering flexible working hours, implementing POSH directives together with sensitisation on gender diversity.

#### Offering Fair Working and Living Conditions

- Hybrid working policy
- Flexible working hours
- Menstrual leave policy
- Guidelines for the engagement of expectant and nursing mothers in the workplace

# >12%

Share of Women in the Workforce

# 2%

Share of PwDs in the Workforce

# 11<sup>th</sup>

Rank in ‘Best Companies for Women’ across All Companies and Industries in India



## Creating an Efficient Workplace



Great Place to Work certified organisation

Best Companies for Women in India (BWCI) consecutively for past 3 years

Great Place to Work Accredited for Inclusive Practices

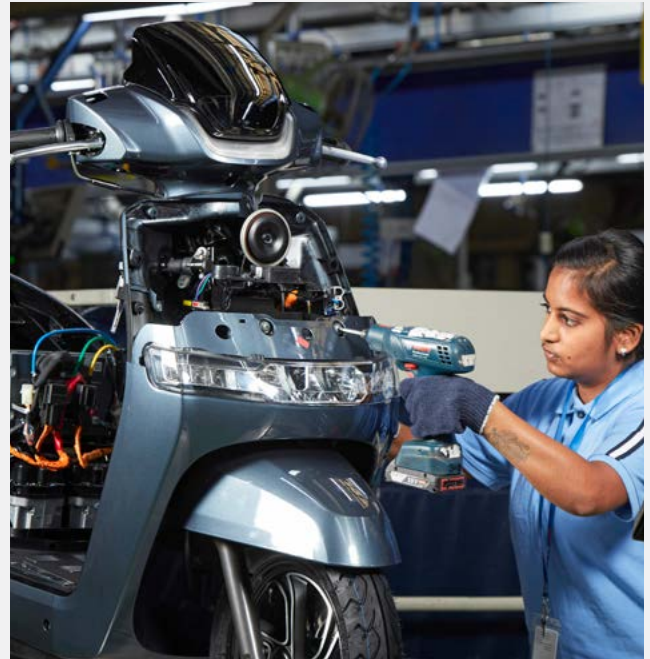
Most Inclusive Companies in India (MICI) consecutively for 3 years

Awarded Diversity Champion by NASSCOM for our Inclusive Practices

### Building People Capabilities

The Company employs a multi-faceted approach to building competencies, including leadership development through in-house programmes, global partnerships, ongoing education, challenging projects and job rotations. TVSM's online platform, Pathways, offers courses on various topics, fostering skill building for all employees. The Company has integrated new capabilities such as EV expertise, software, data analytics and AI, while embedding sustainability as a core organisational pillar.

TVSM has implemented innovative learning solutions like Communities of Practice (CoP), strategic continuing education, annual conferences, and symposiums. It integrates chapters from professional bodies and focuses on fundamental skill development using technologies like Virtual Reality (VR), Augmented Reality (AR), and the Internet of Things (IoT). As a result, the Company has cultivated a vibrant learning ecosystem that encourages continuous learning and staying current in a rapidly changing world.



### Harnessing Talent

The TVS Institute of Quality & Leadership (IQL) is committed to nurturing cultural and collective capabilities, bolstering strategy delivery, and advancing sustainability. Through various initiatives such as courses for future mobility, Communities of Practice (CoPs), digital technology-driven skill training, and conferences, TVSM strives to foster a culture of continuous learning and development within its community.



## Bronze Award

Received for Best Overall Corporate University at the 2023 Global Council of Corporate Universities (GlobalCCU) Awards

### Communicating the Labour Policy

TVSM engages the contract workforce through professional service providers and ensures that contract agreements comply with all statutory labour laws, including POSH. The Company ensures that vendors, service providers and contract workforce are aware of its position on human rights and relevant labour policies.

# 100%

**Stakeholders made aware of grievance mechanism, redressal process and human rights**



### Employee Health and Wellness

TVSM has implemented various programmes to improve physical and mental health at all plant locations. Regular health checks are conducted for all categories of employees, including employees of service providers. During the year, the Company organised eye camps by collaborating with leading hospitals for outbound and inbound logistics fleet drivers.

In addition to annual health checks for employees and workers, the Company undertook various initiatives for the health and well-being of employee families and community members. Furthermore, the Company offers best-in-class insurance benefits, including family floater policies and coverage for employees' parents and in-laws.

To promote the mental well-being of its employees, TVSM has partnered with **NIMHANS and Your Dost** to curate the Employee Assistance Programme (EAP), offering employees and families the chance to discuss their well-being with subject matter experts confidentially.



**The National Safety Council – Tamil Nadu chapter awarded the Hosur plant the 'The Champion' award in the Occupational Health, Safety and Environment Awards 2023**





### Health and Safety

The Company's manufacturing facilities at Hosur, Mysuru, and Nalagarh have been certified under the Integrated Management Systems and ISO 45001:2018. All TVSM plants and offices were assessed (by entities, statutory authorities, or third parties) on health and safety practices.

As part of its commitment to building a positive safety culture, the Company has meticulously implemented 624 proactive hazard control measures across all plants. These measures, which include equipment safety features for robots and COBOTs conforming to ISO standards and advanced water mist fire protection for battery assembly and cell storage areas, are a testament to TVSM's dedication to ensuring a safe and secure work environment for all. TVSM also undertakes periodical safety training for 9,500 employees of all categories.

# 12%

Improvement in Plant Safety Rating System score

# 9,500+

Employees undergo periodic safety training

# 7,600

Employees participated in road safety campaign to commemorate National Road Safety Month

## ✓ H&S Initiatives during FY 2023-24

- Implemented road safety training, experiential learning, and defensive riding skill training with virtual reality simulator
- Road safety campaign covering 7,600 employees at all plant locations during January 2024 to commemorate National Road Safety Month
- Partnered with dss+ (Dupont Sustainable Solutions) to make significant strides towards graduating the Company's safety culture from the 'dependent' to the 'independent' stage
- Implemented projects as part of the TICK (Transform, Inspire, Commit, Keep-up) programme through a five-pillar approach: safety interaction, standards, rules, procedures, incident management, training and communication, and road safety
- Audited 30 suppliers for their safety compliance and helped identify around 800 improvements in safety and health as part of the Social Accountability Standard—SA8000—to improve supply chain safety

## ENGAGING SUPPLY CHAIN PARTNERS

To foster strong relationships with its supply chain partners, TVSM promotes transparent communication and fair terms, providing them with regular updates on market trends and Company objectives to ensure alignment. Recognising the importance of supplier development, the Company undertakes comprehensive support programmes to help partners improve their capabilities, including training sessions, assistance with technology adoption, and optimisation of operational processes.

Ethical business practices are foundational to TVS Motor's relationship with its supply chain partners. Regular updates are provided to partners on environmental regulations and other changes in the regulatory environment and the Company's Code of Conduct to ensure a sustainable and equitable partnership.



## PUTTING CUSTOMERS FIRST

TVSM prioritises customer satisfaction through a combination of product excellence, customer-centric services, and continuous innovation. Factors that have helped it score high in customer satisfaction are:

**Customer centric products with deep customer insights**

**Megabrands built on customer preferences and innovation**

**Best-in-class product quality**



# #1

J.D. Power Customer Satisfaction Index - Benchmark Survey 2021-22

# 879

Score against Industry Score of 863

Scoring high on

**Service initiation, Service advisory, Service facility, Service delivery, Service quality**



## HELPING COMMUNITIES THRIVE

The Company implements its CSR initiatives through the Srinivasan Services Trust (SST) and follows a holistic, participatory approach in undertaking social projects, working closely with the communities and the government to promote sustainable development in villages.

SST has formed partnerships with several NGOs and foundations to work on specific areas of water, health and hygiene, capacity building of SHGs, quality education, and livelihood improvement.

### CSR Outcomes

2,500

Villages reached

830+

Schools renovated

16 Lakh

People benefitted

980+

Anganwadis renovated

5,000+

Self Help Groups formed

375+

Other community buildings restored

60,000+

Women enrolled in SHGs

130+

Health centres renovated







## AREAS OF SST'S WORK

### ✓ Women's Empowerment



We encourage women to be part of self-help groups (SHGs) so they can earn incomes, avail themselves of loans, and have a support group.

### ✓ Educational Infrastructure



Supporting villagers in building, maintaining, and improving their infrastructure ensures children have classrooms to attend, girls have access to toilets, and mothers have clean and safe anganwadis to leave their children.

## ▼ Health



Generally, we try to help the community access primary healthcare centres, create awareness about diseases, encourage them to attend health camps, and eat nutritious food. A healthier community is a more productive community. We also ensure that veterinary centres are well-maintained so livestock can get the care they need.

## ▼ Water and Agriculture



We desilt tanks, build check dams, and encourage farmers to find ways to use less water for crops. This helps them practice multi-cropping and improve output.





മിനിമം  
കുറഞ്ഞവിലയിൽ  
To നല്ല  
2L വ്വ സ്റ്റൈപ്പൻ 30



8 വ്വ സ്റ്റൈപ്പൻ 30



# From shy homemakers to changemakers

This is a tale of the power of determination. In the village of Eruvadi in Tamil Nadu's Tirunelveli district, women usually stayed at home, relying entirely on their husbands for money. Their lack of economic independence meant that even basic purchases required their husbands' approval.

SST saw the need for change and decided to help empower these women. During interactions with the local community, SST met Bheerbanu from Bismi SHG, an active advocate for women's causes. She had expertise in tailoring, which made her an ideal role model. Motivating other women to join the tailoring training was a crucial step.

Convincing women to join the training was a challenge. Many doubted their ability to earn money and lacked confidence. SST engaged not only with the women but also with their families to overcome these hurdles. Bheerbanu played a pivotal role in this process.

SST trained Bheerbanu to supervise the SHG accounts weekly and also facilitated bank loans for purchasing tailoring machines. Around 37 rural women now have regular tailoring jobs. This income has transformed their lives, allowing them to meet their family's needs and household essentials.

Bheerbanu's impact extends beyond training. She motivated 16 women to build individual toilets and organised anaemia camps that improved women's health. The SHG members engage in community service, providing aid to Anganwadis, participating in village festivals, and supporting various initiatives. SST's efforts have not only empowered women but brought about social transformation in the lives of rural communities.



திருநெல்வேலி மாவட்ட  
கனகசபை சிறப்புநிலைவேதாட்சி  
தன்னிறைவுத்திட்டம்-2018-19  
அரசமன்றினலப்பள்ளியில்  
மாணவியர்களுக்கான கழிப்பிடம்  
கட்டுதல்.  
மதிப்பீடு 14லட்சம்.



# Overcoming shame and silence

We, a group of young girl students from Kalakadu, used to dread going to school during our periods. Our school toilets were not designed keeping our needs in mind. We did not have a place to change our sanitary napkins and had to wait in the long queue outside the toilets, which were overcrowded and unhygienic. Some of us even ended up with urinary tract infections. It was so uncomfortable and messy that we started skipping school during those days.

We could not keep quiet about our problems any more and shared them with our parents. Our parents brought up our concerns during the PTA meeting, and then SST organised a meeting with our parents, teachers, and others to discuss this issue. Soon enough, we saw some changes being made.

Thanks to the contributions of four alumni doctors, our school teachers, and donations from various sources, including SST's financial help through the Namakku Namme Thittam programme, we finally got a brand new toilet block for us girl students. Now, we no longer have to miss school during our periods or worry about getting infections. We can attend classes every single day without any fear or discomfort. And what's even better is that more students from our villages are now seeking admission in our school, thanks to the better facilities we now have.

We are proud of what we have accomplished together!





# From health centre to hospital

What a change it has been! My name is Susila and I have been working as a supervisor at the Bangarupeta Government Primary Health Centre in Tirupati district, Andhra Pradesh, for the past two years. I have seen first-hand the struggles that outpatients and pregnant women have faced in this facility.

But today, I am so relieved and inspired by the changes that have taken place. Just a few years ago, patients would wait outside under a tent, braving the elements just to get medical care. It was chaos for our pregnant patients who desperately needed care and advice.

But we did not give up. We spoke up and told the representatives from SST who sometimes attend our meetings about the issues we were facing. And that is when things started to change. SST took immediate action and got the necessary approvals to redo the waiting area for outpatients. In just 25 days, the work was done and our centre was transformed.

We finally have a dedicated waiting area for our pregnant women and outpatients, and the centre looks like a brand-new private hospital. All of our concerns have been taken care of. This health centre is going to be upgraded to a 24x7 hospital. I am so proud of the progress we have made. I know that we will continue to improve and serve our community even better.







# The magic of desilting

Farmers in India have to face many struggles in irrigating their fields. The Thamiraparani river in Thoothukudi district of Tamil Nadu is the lifeblood of farmers. A clogged canal can mean no water, no crops.

That is why it became alarming when one of the canals coming from the river to our village waited for desilting for over five years. This had a severe impact on our cropping cycles, forcing us to stop farming and leaving our lands barren. It was a difficult time for us, and we knew we needed help to overcome this challenge.

We turned to SST, and they heard our cries for help. Together with SST, we contributed to renovating the canal, and it has made all the difference. The desilting has increased inflow of water has benefitted around 1,500 farmers from eight villages in the Appan Kovil, Varadharajapuram, Keezpidaakai Kaspaa, and Managalakurichi panchayats.

Now, we are able to do three cycles of cropping a year across 927 acres of farm land! It is amazing to see the economy of our villages grow as a result. We are grateful for the support of SST in helping us overcome this challenge.