

CSR Initiatives for FY '26 - Corporate Social Responsibility - Estimated 12.62 Crores to community development



LAKES OF HAPPYNESS & PARK DEVELOPMENT

- 11 lakes adopted, targeting to adopt 15 lakes by fy 2026
- 8 Lakes rejuvenated till date in Bangalore, Chennai, Maharashtra and Hyderabad, 3 Lakes rejuvenation in process in Hyderabad & Chennai

Rs. 3.56 Cr



HAPPYNESS FOR HER & HEALTH & WELLNESS

- Our aim is to cover 300,000 women by 2030
- Set-up Sanitary Napkin production Centre in Delhi and Mangalore
- Collaborate with IIT Bhubaneshwar to launch Project CARE and Happiness for HER

Rs. 0.37 Cr



EMPOWERING PWD's & CHILDREN

- Identify 10 underprivileged students and sponsor their education. Collaborate with welinkars, jamna bajaj and sp jain for retail excellence executive program.
- Continue to fund education for over

Rs. 5.41 Cr



SUPPORTING ATHELETES & PARA-ATHELETES

- Making them brand ambassadors for our health & wellness initiatives
- Tete-a-tete with the athletes for sharing their motivational stories
- Promoting 'run for happiness' across india

Rs. 0.90 Cr



INDIAN ART & ARTISANS DEVELOPMENT & Others

- Promoting indian handicraft and artisans
- Creating local job opportunities
- Women development, creating local job opportunities
- Promoting sustainable products

Rs. 2.38 Cr

Lakes of Happyness – Lake rejuvenation initiative

Under our Lakes of Happyness initiative, we focus on reviving and restoring dying lakes across India through cleaning, desilting, and increasing water-holding capacity, ensuring improved access to clean water in both rural and urban communities. We have adopted 14 lakes and successfully rejuvenated 10 lakes across Bangalore, Hyderabad, Chennai, Maharashtra, and Ahmedabad. Our aim is to rejuvenate 20 lakes by 2027.

14 Lakes

Adopted

10 Lakes

Rejuvenated

200+ acres

Of water
bodies revived

~3,000 Mn Ltrs

Of water storage capacity
restored annually

1000+

Local job opportunities

~2,00,000

People impacted & countless
wildlife species



Lakes of Happyness – NGO Partner’s

Madras Spice Round
Table 159

Malligavad
Foundation


Environmental
Foundation of India

SayTrees
Environmental Trust

Sevasahayog
Foundation

EFI

Environmental Outcomes

 15%
Groundwater Level Improvement

 95%
Rainwater Retention Rate

 90%
Increase in Aquatic Life

 85%
Increase in Biodiversity

Success Stories

Sampehagalli Lake, Bengaluru

Water level rose from 5 ft to 14 ft; now supports wildlife near Bannerghatta National Park

Kalmadu Lake, Maharashtra

Water table increased 1.5x; 20 community wells filled after the very first rain which helped Banjara community who used to migrate due water scarcity.

Allapakam ERI Lake

72.6 acres restored with 12,800 direct beneficiaries and 100% community satisfaction in Hyderabad

Voice from the Ground

“ Before the restoration, Swamy Kunte Pond had almost disappeared under thick bushes and waste. It was no longer useful to the community and had become an eyesore. After the restoration work, we can clearly see the transformation. The lake area is now clean, structured, and full of potential. We are hopeful that it will once again support water needs and improve our surroundings.” ”

— Mr. Antony, Local Resident

Voice from the Ground

“ This lake was once a lifeline for our village, but it had been neglected for many years. Seeing the restoration work gives us confidence that the lake can return to its earlier condition. The bund construction and proper shaping of the lake show that this is a long-term effort. We appreciate the initiative taken to revive this important resource. ” ”

— Mr. Balraj, Local Resident

Voice from the Ground

“ The pond used to play an important role in supporting agriculture in our village, but over the years it was neglected and filled with silt. The desilting and cleaning work has brought new life to the lake. We believe that once it fills with rainwater, it will help improve groundwater levels and benefit farming activities in the area. ” ”

— Mr. Babu, Local Resident



*Note - The above data is from CSR Impact assessment report FY'24-25, assessed by Deloitte.

HappyNess for HER – Menstrual Health and Empowerment

HappyNess for HER focuses on empowering women and girls through menstrual hygiene and cervical cancer awareness workshops. In FY 2025–26, the program reached over 25,000 women and girls. Since its inception in 2019, it has impacted more than 200,000 women and girls across 15 cities. The initiative has also distributed free sustainable sanitary products to promote safe menstrual health while keeping environmental sustainability in mind.

2,00,000+ Women & Girls Empowered till date	15,00,000+ Sanitation products distributed	2,000+ Menstrual Hygiene Workshops	40+ In-House HappyNess Ambassadors	Carathon Launch in collaboration with ICMR and Saukhyam Foundation	3,00,000 Women / girls to be reached by 2030
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Happyness for HER – NGO Partner’s

Elysium Smiles Foundation

Saukhyam Foundation

The Womans Company



Voice from the Ground



Before this program, I did not have clear information about menstrual health. The session helped me understand my body better and feel more confident taking care of my health.”

— Teenage participant, Indore

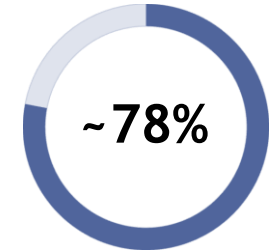


Voice from the Ground

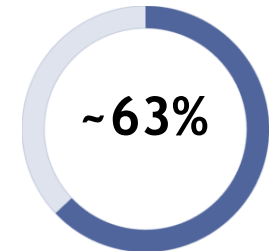


The awareness session made it easier for me to discuss menstruation with my daughter. It opened a conversation we had never felt comfortable having earlier.”

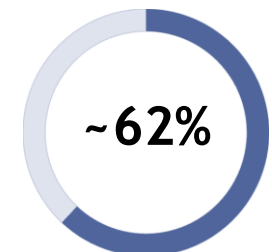
— Mother of two, Bengaluru.



Continued Reusable Pad Use



Reported Reduction in Health Issues



Experienced Relief from Pain & Infections

*Note - The above data is from CSR Impact assessment report FY'24-25, assessed by Deloitte.

HappyNESS to Empower – Empowering Children & PwD's

Every year, we continue to support the education of over 1,000 children in collaboration with our NGO partners. Our initiatives focus on strengthening educational infrastructure, upskilling, and enabling higher education opportunities for underprivileged children, along with providing specialised training and support for persons with disabilities (PWDs).

1000+

Children are supported annually

100%

Retention rate achieved

100+

Teachers trained

35,000+

children supported through Education for All till date



Empowering Children & PWD's – NGO Partner's

Elysium Smiles Foundation

Akshaya Patra Foundation

Salaam Balak Trust Foundation

Bharat Lok Siksha Parishad



Voice from the Ground

“ Before this program, I did not have clear information about menstrual health. The session helped me understand my body better and feel more confident taking care of my health. ”

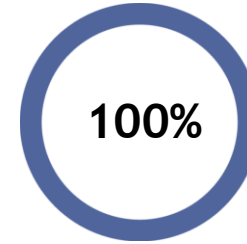
— Teenage participant, Indore



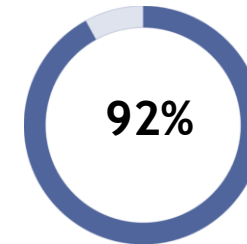
Voice from the Ground

“ Training in child-centric teaching methods has helped us engage children more effectively. Attendance is consistent, learning levels have improved and children are now well prepared to transition into formal schooling. ”

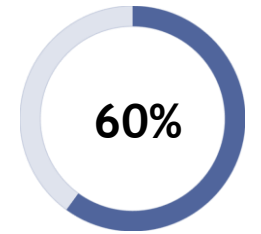
— School Teacher



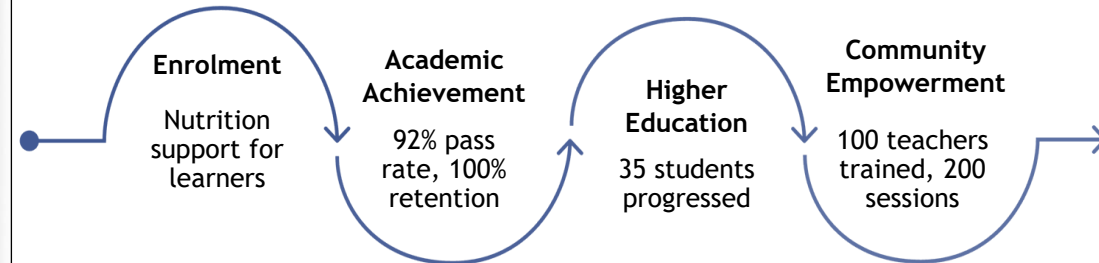
Retention Rate
Zero dropout across all partner programmes



Annual Assessment Pass
Students passing year-end assessments



Learning Improvement
Improvement in overall learning outcomes



*Note - The above data is from CSR Impact assessment report FY'24-25, assessed by Deloitte.

Development of Parks – Creating Inclusive Green Spaces

This serves as a perfect illustration of the transformation of a dumping ground into a community park, offering amenities that can be enjoyed by nearby residents and children..

10.5K+

Weekly users

1,500+

Daily Visitors

20.4%

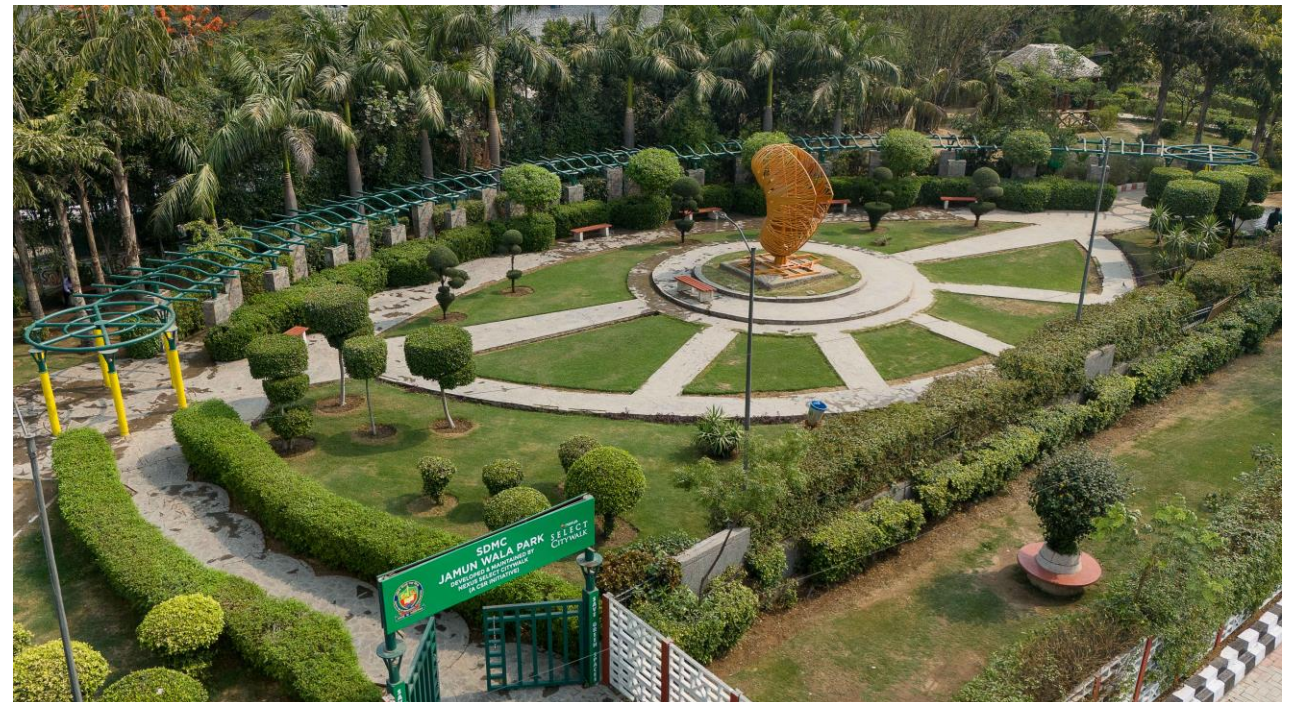
Increase in physical activity for children

90%

Ratings on cleanliness as 'Very Good' or 'Outstanding'

27.2%

Increase in fitness levels of the community



Development of Parks – Parks developed

Jamunwala Park,
Delhi

Gandhi Park,
Delhi

OSR Park,
Chennai



Voice from the Ground

*Gandhi Park – A Space for Reflection,
Movement, and Community*



“Having a well-maintained park nearby makes a meaningful difference to daily life, especially after retirement. Gandhi Park offers a peaceful and structured space where one can walk, exercise lightly or simply sit and observe nature.”

The park has become a preferred destination for older residents seeking both routine and social engagement.

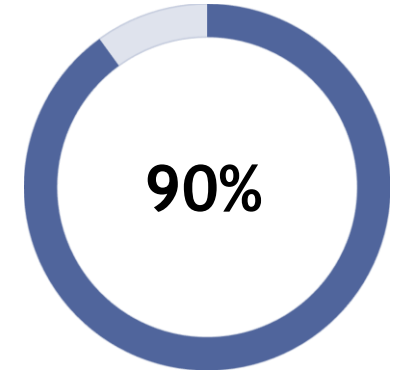


“There is a comfort in coming here regularly meeting familiar faces, exchanging greetings, or just enjoying the quiet. It encourages consistency and keeps one active, both physically and mentally.”

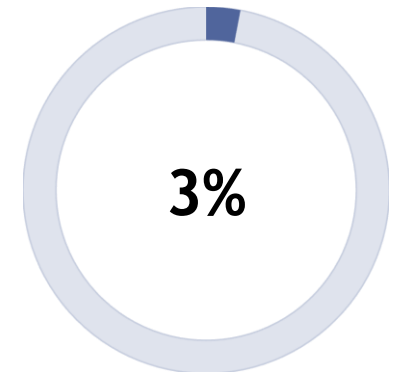
Safety and accessibility were highlighted as key enablers of independent use.



“The lighting, upkeep, and attentive presence of staff make the park feel welcoming and dependable. It allows senior citizens to use the space confidently without relying on others.”



User Satisfaction



Parks Transformed

*Note - The above data is from CSR Impact assessment report FY'24-25, assessed by Deloitte.

Supporting Athletes and Para-Athletes – Enabling Sporting Dreams

In collaboration with Olympic Gold Quest, we support para athletes in their journeys towards the ultimate goal of achieving Olympic and Paralympic glory.



3 Para Athletes

Supported at Paris 2024 Paralympics

Community Sessions

Inspirational engagement events held

Proposed CSR Initiatives for FY '27 - Corporate Social Responsibility - Pledging estimated 13.44 Crores to community development



LAKES OF HAPPYNESS & PARK DEVELOPMENT

- 14 Lakes adopted till date, targeting 20 lakes by FY 27.
- Hyderabad and Ahmedabad Lakes inauguration planned for September 2026
- Plan Community Engagement Programs

~25-35%



HAPPYNESS FOR HER & HEALTH & WELLNESS

- Aim to cover 300,000 women by 2030.
- Happyness for HER & Care Collab event at IIT Delhi, May 28.
- Launched first carathon in collab with ICMR and NGO at Nexus Elante
- Other Health & Wellness initiatives

~20-30%



EMPOWERING PWD's & CHILDREN

- Identified 8-10 students for their further education
- Continue to fund education for over 1000 children
- Special skill-based trainings for children and PWD's

~10-15%



SUPPORTING ATHELETES & PARA-ATHELETES

- Tete-a-tete with the athletes' stakeholder engagement
- Promoting health & wellness
- Promoting 'Run for Happyness'

~10%



IIT COLLABORATION & OTHER INITIATIVES

- Research & Development of Novel Energy, compact and scalable power electronic system for solar plants
- Other community development initiatives

~10%