

BUSINESS RESPONSIBILITY REPORT, 2012-13

MESSAGE FROM THE DIRECTOR'S DESK

At Sun Pharma, responsibility resides in the nature of our business. We are in the 'Business of Wellness' with a vision to enhance the access and affordability of medicines.

In 1983, when Sun Pharma started its journey, the goal was singular "enhance accessibility and affordability of specialty medicines for chronic therapies". Today, 30 years later Sun Pharma is the largest specialty pharmaceutical company in India. The journey has been fulfilling as we have succeeded in introducing a wide range of therapies in India at sensible costs.

As part of natural progression, we realised that the time was right to take our 'Business of Wellness' to the next level. It was time to enhance lives beyond healthcare. Our sustainability initiatives were working in isolation and there was merit in weaving them together in a cohesive framework.

The National Voluntary Guidelines (NVG) became a perfect tool for us to streamline our sustainability processes. In line with the ethos of its nine principles, we introduced some new policies and revisited our existing policies as well as code of conduct to make them more inclusive.

Employee Wellness

We boosted our on-going interventions right from recruitment to retirement. While impetus on Human Rights was always a part of business conduct, we have translated the spirit into letter through our Human Rights policy to recognise, realise and respect the dignity of every individual. This sensitivity is being embedded not just within Sun Pharma but across our value chain and our sphere of influence.

Environment Wellness

Our Environment, Health & Safety (EHS) policy guides us to maintain high levels of environmental excellence in all our operations. Our focus on responsible waste management is demonstrated by the fact that 10 of our 11 operations have an in-house effluent treatment plant. Host of interventions have been incorporated in our manufacturing processes to save energy. We have also invested in wind energy and in FY12-13 around 36 Lac kWh was generated from this green investment.

Community Wellness

Our products are the agents of social change which ensure 'healthy lives for citizens'. Our medicines are disbursed at affordable prices. Certain critical life-saving medicines are also

made available at zero cost. Alongside aiding a healthy society, our aim is also to trigger a literate neighbourhood. The 10+2 residential training and pre-employment training for the local community is a regular feature at Sun Pharma.

Our Business Responsibility Report details out the new and on-going initiatives undertaken by Sun Pharma that fall under the ambit of each of the nine principles. Your constructive feedback is a vital input in our on-going endeavour to enhance our responsibility quotient.

Regards,

SUDHIR V. VALIA

Whole-time Director

OVERVIEW

For India's growth to transform into development, corporates must evolve from being plain profit-makers to 360° change-makers.

Profitability is at the heart of any business, but it cannot be the soul of it. While the primary purpose of a business is to maximize gains for its shareholders, it is equally responsible towards its other stakeholders – customers, employees, regulatory bodies, suppliers, the society and the planet.

At Sun Pharma, 'business' and 'responsibility' share a symbiotic chemistry. As one of the leading healthcare businesses in the world, with over 14,000 strong employee pool, operations in 20+ manufacturing sites, presence in 50+ global markets, and a portfolio of 1000+ marketed products - we touch lives of myriad stakeholders in varied ways. We, hence, assume ourselves accountable for our impact on the triple bottom-line - economy, ecology and equity.

Committed to highest standards of governance - we perform responsibly and disclose our progress on a regular basis and in line with the legislations of the land.

This year, we have initiated reporting on our Business Responsibility disclosures which are in line with SEBI's proposed index and follow the spirit of nine principles as charted by the Ministry of Corporate Affairs in the "National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business".

BUSINESS RESPONSIBILITY REPORT

Section A: General Information about the Company

1	Corporate Identity Number (CIN) of the Company	L24230GJ1993PLC019050
2	Name of the Company	SUN PHARMACEUTICAL INDUSTRIES LIMITED
3	Registered Address	SPARC, TANDALJA, VADODARA - 390 020, GUJARAT
4	Website	http://www.sunpharma.com/
5	E-mail id	secretarial@sunpharma.com
6	Financial Year reported	01-April-2012 to 31-March-2013
7	Sector(s) that the Company is engaged in (industrial activity code-wise)	"Pharmaceuticals" is the primary reportable segment
8	List three key products/services that the Company manufactures/provides (as in balance sheet)	Liposomal Doxorubicin Pantoprazole Diltiazem
9	Total number of locations where business activity is undertaken by the Company	
	1. Number of International Locations (Provide details of major 5)	US, Russia, Mexico, Myanmar, Bangladesh
	2. Number of National Locations	Facilities - Halol, Panoli, Karkhadi, Ankleshwar (all in Gujarat), Ahmednagar (Maharashtra), Maduranthakam (Tamil Nadu), Silvassa, Jammu, Sikkim. R&D Centres - Vadodara (Gujarat) and Mumbai (Maharashtra). Registered and corporate offices - Vadodara (Gujarat) and Mumbai (Maharashtra) respectively. Pan-India Distribution Network.
10	Markets served by the Company - Local/State/National/International	58 markets served across 4 continents - Asia, Americas, Europe and Africa

Section B: Financial Details of the Company

1	Paid up Capital	₹ 1,030 million
2	Total Turnover	₹ 24,320 million (Stand-alone)
3	Total profit after taxes	₹ 5,160 million (Stand-alone)
4	Total Spending on Corporate Social Responsibility (CSR)	₹ 45.5 million
5	List of activities in which the above expenditure has been incurred	Refer Principle 8 'Equitable Development'

Section C: Other Details

1	Does the Company have any Subsidiary Company/Companies?	Yes.
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)	There is no direct participation
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%]	The Company has not yet instituted processes to monitor/verify whether any other entity/entities (e.g. suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company



Section D: BR Information

1 a. Details of the Director/Directors responsible for implementation of the BR (Business Responsibility) policy/policies										
# DIN Number	00005561									
# Name	Mr. Sudhir V. Valia									
# Designation	Whole-time Director									
b. Details of the BR head										
# DIN Number (if applicable)	Mr. Sudhir V. Valia, Whole-time Director of Sun Pharma oversees the BR implementation, however the Company does not have a BR head as of now									
# Name										
# Designation										
# Telephone number										
# e-mail id										
2 Principle-wise (as per NVGs) BR Policy/policies (Reply in Y/N)										
Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9	
1 Do you have a policy/policies for	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2 Has the policy being formulated in consultation with the relevant stakeholders?	All the policies have been formulated in consultation with the Management of the Company and is approved by the Board									
3 Does the policy conform to any national / international standards? If yes, specify? (50 words)	All the policies are compliant with respective principles of NVG guidelines									
4 Has the policy being approved by the Board? If yes, has it been signed by MD/owner/CEO/ appropriate Board Director?	All the policies have been approved by the Board and have been signed by the Managing Director									
5 Does the company have a specified committee of the Board/ Director/Official to oversee the implementation of the policy?	The Board has appointed Mr.Sudhir Valia, Whole-time Director - Sun Pharma, to oversee policy implementation									
6 Indicate the link for the policy to be viewed online?	Copies will be made available on receipt of written request from Shareholders									
7 Has the policy been formally communicated to all relevant internal and external stakeholders?	The policies have been formally communicated to internal stakeholders. The external stakeholders will be communicated in due course									
8 Does the company have in-house structure to implement the policy/policies.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
9 Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
10 Has the company carried out independent audit/ evaluation of the working of this policy by an internal or external agency?	It will be done in due course									
3 Governance related to BR										
1 Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year	Annual									
2 Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?	The BR report for 2012-13 can be accessed through the link: http://www.sunpharma.com/pdflist/all-documents									

BUSINESS RESPONSIBILITY REPORT

Principle 1 – Ethics, Transparency and Accountability

'Growth through ethical and equitable governance' is at the heart of our business ethos. This guides us not just to generate fair value for all our stakeholders but also accelerate our sustainability efforts.

We are committed to learn and adopt the best practices of corporate governance. We also strive to encourage our stakeholders to follow fairness in governance in line with the Company's policy. Our corporate governance philosophy values the following principles:

- High levels of transparency
- Accountability
- Consistent value systems
- Delegation of responsibility across all facets of its operations

These principles in practice lead to sharply focused, operationally efficient and ethically conscious growth of the organisation. Guiding us on this journey are three enablers:

Leadership	Board Committees	Code of Conduct & Policy
Our Board of Directors is a strength of experience, enterprise and integrity. It remains at the helm of the governance, driving the organisation towards ethics, transparency and accountability.	Dedicated Board Committees are led by top management to guard the efficiency of specific functions. These committees include Audit Committee, Remuneration Committee, Shareholders' /Grievance Committee, and Committee of Directors	A code of conduct guides all our employees on compliance of various standards of Corporate Governance. We have also instituted a plethora of policies towards our commitment to 360 ^o business responsibility.

We remain positive in soliciting feedback from our stakeholders on our business conduct. In the reporting year, 6 stakeholder concerns were received. These concerns have been resolved.

Principle 2: Product Life Cycle Sustainability

While the prime purpose of our products is to heal lives - we do so in a manner which is socially responsible, environmentally sustainable, ethical as well as affordable. Our overarching aim is to add value to products such that it positively affects the society but also the environment and the Indian economy.

MORE POWER TO PATIENTS

Medicines account for a sizeable share of overall health expenditure in India. With virtually no social health insurance,

patients in India are increasingly bearing the burden of health expenditure. Not to forget the marginalized citizens for whom the expensive drugs are far from reach.

At Sun Pharma, the objective is to bridge this access gap. Our product responsibility mantra is "more the affordability of our products, more is our reachability to the patients". Going an extra mile, we also distribute life saving medicines, free of cost, to those in need. From our reachability product folio, following are our three key products of change.

Rilutor (Riluzole)	Decitabine	Istavel
This medicine is distributed free of cost to all patients for treating Amyotrophic Lateral Sclerosis (a life threatening disease)	An enabler to oncology therapy, it is priced at a reasonable 1/10th of the innovator price.	A diabetes care drug, it is priced at 1/5th of the worldwide price.



MORE POWER TO NEIGHBOURHOOD

Over and above enhancing lives via our products, we also boost livelihoods via local sourcing. This helps us to reduce the logistics cost and also reduce our carbon footprint.

We are in a business where quality is elemental and hence we do not compromise with material sourcing. But, wherever possible, we encourage engagement with local vendors. Our facilities at Ahmednagar, Panoli and Sikkim have identified varied neighbourhood vendors. Beyond business, we also help them grow by empowering them with advances and short term credits to build their capacity and capability.

MORE POWER TO THE PLANET

We strive to ensure that our medicines do not impact the health of the planet. Towards producing greener products we have innovated and introduced greener processes. For more details refer principle 6 of this report.

Owing to the nature of medicine production, with over a thousand products, measuring environmental performance per product is a challenge. Below is our total annual water and energy performance vis-à-vis our production value:

Production: 5,939 tonnes

Water usage: 1,135,248 KL

Energy: Electricity-120,092,413 kWh, LDO-75,439 Lit, HSD-70,248 Lit, Briquette-1,798 MT

Principle 3: Employee Well-being

Employees are our active agents of excellence. Healthy and happy workforce boosts productivity, builds on to the positive culture, assumes responsibility, and galvanizes innovative spirit.

At Sun Pharma, we have inked a plethora of policies for well-rounded development of our people.

Our talent management formula is a mix of myriad employee-empowerment endeavours right from recruitment to retirement.

CONTINUOUS LEARNING

Learning is a journey at Sun Pharma. Our talented workforce is conferred with competency enhancement platforms. Over and above conducting in-house training programs, we have a self-development policy wherein we provide financial assistance to employees to undertake training in recognized educational institutes. This facility is given to select confirmed employees with a minimum of three years of continuous service.

EQUALITY OF OPPORTUNITY

Irrespective of age, gender, caste and cadre - employees at Sun Pharma are equals. Right from top floor to shop floor, everybody has the right to give opinions and get opportunities.

We regard the diversity of our employees as a tremendous asset and continuously seek to recruit, hire, promote, assign, compensate and train qualified persons from varied walks of life.

Workforce Snapshot

Total number of permanent employees - **10,510**

Total number of employees hired on temporary/contractual/casual basis - **4,500**

Number of permanent women employees - **510**

Number of permanent employees with disabilities - **25**

FREEDOM OF ASSOCIATION

We respect employees' right to form association, and recognise their associations/unions through a code of disciplines and address various matters. Currently, the management recognized employee associations at two locations and approximately 2% of our employees are a member to these associations.

HEALTH AND SAFETY

Employee safety and well-being remain uncompromised at Sun Pharma. A dedicated EHS (Environment, Health and Safety) policy has been institutionalized towards our commitment to achieve zero damage to our people, processes and plants.

We conform to OHSAS 18001 standards and other applicable laws and regulations. Enhancing employee's safety quotient is a key ingredient of our 'workplace wellness' formula. Safety training programs are regularly conducted across the organisation. This year, approx. 80% of our employees were given safety & skill up-gradation training. **These employees included permanent employees, Casual/Temporary/Contractual Employees as well as Employees with Disabilities.** The workforce is also encouraged to follow safety and health practices and report accidents, injuries, or usage of unsafe equipment.

We constantly seed strategic interventions to ensure a positive, secure and healthy work environment through:

Safe Working Systems | Use of Personal Protective Equipment (PPE) | Safety Inspections & Audits | Emergency Preparedness | Safety Risk Management

BUSINESS RESPONSIBILITY REPORT

RECOGNITION & RECREATION

Via multiple platforms at multiple occasions, we express our gratitude towards our people power. Some of the employee recognition and recreation initiatives include:

- Special celebration to accord due recognition to the retiring employee
- Long-service Award to recognize the loyalty and commitment of employees
- Family picnic for each department to foster camaraderie

Principle 4 – Stakeholder Engagement

Continuous and comprehensive improvement comes with an active assessment of oneself from diverse viewpoints. At Sun Pharma, we gauge our performance through the lenses of our diverse stakeholders.

It enables us to realize not just our responsibilities but also business opportunities. It helps us to build not just better future roadmaps but also stakeholder trust.

Our stakeholder engagement philosophy is driven by the principle of 'inclusivity', 'accountability' and 'responsibility'.

INCLUSIVITY

Different stakeholders have different concerns. Hence it is imperative to engage with all our stakeholders. We have identified all stakeholders that are directly and indirectly affected by our organisation.

Our key stakeholders include individuals and entities from all walks of work:

1. Employees
2. Neighbouring Communities
3. Patients
4. Healthcare Professionals
5. Investors & Shareholders
6. Vendors, Suppliers & Distributors
7. Government & Regulators

ACCOUNTABILITY

As important it is to engage with our stakeholders, it is equally important to act on the engagement outcomes. More importantly, it must also be communicated in a credible way.

Our Corporate Website is the first port of call for our

stakeholders. Additionally our annual reports, quarterly reports, investor presentations, and official press releases are effective sources of information. We have also put in place, dedicated portals each for employees, vendors and field staff.

RESPONSIBILITY

We respect the interests of all stakeholders, especially those from the lower strata of society who need strategic interventions. Depending on the need of the community, we chalk out specific interventions. A few of such interventions include:

- Set up a 48-bed hostel for students of MS University Medical College and Hospital, Vadodara
- Instituted 'Sudarsan Netralaya', an eye clinic at Amreli, Gujarat wherein we also trained the local girls to get employed as professional nurses in the clinic.
- Pioneered the Sun Pharma Award of Excellence to honour and encourage outstanding pharma professionals.
- Participated in Standard Chartered Marathon to support an NGO – Shrimad Rajchandra Love and Care, working for the underprivileged and contributing to the society in many areas such as Healthcare, Women Empowerment, Children & Tribal Community, Emergency Relief, Education, and Environment.
- Sponsored sports events such as Hockey and Football tournament
- Organised safety training workshops for school children in varied aspects like road safety, fire fighting and managing crisis in natural calamities.
- Sponsored competitions in the local schools
- Distribution of prizes, books, stationery and sweets for the underprivileged children

Principle 5 – Human Rights

Fundamental rights are inherent to all human beings and remain indivisible regardless of race, colour, religion, sex, national origin, ancestry, age, marital status, sexual orientation or disability.

At Sun Pharma, we truly uphold the spirit of human rights beyond the realms of compliance and beyond the premises of the organisation.

We have inked a comprehensive human rights policy keeping in mind various principles, ranging from freedom of association to freedom from harassment, to be implemented across our entire sphere of influence. We also comply with all applicable



human rights laws of the land. In the financial year, we did not receive any Human Rights violation complaints relating to child labour, forced labour, involuntary labour, sexual harassment or discriminatory employment, either from our workforce or from our stakeholders.

Principle 6 – Environment

The challenge of resource conservation comes with an opportunity of cost-optimization. Environmental stewardship, hence, lends the organisation double motivations:

- Contributing our bit towards preservation of the planet
- Reaching out to underprivileged patients by making cost-effective medicines

We strive to create a culture of eco-consciousness. An Environment, Health and Safety Policy is in place at Sun Pharma that guides the workforce to go green. While the policy is applicable for our employees, our aim is to also cascade its ethos across our contractors. Around the year and across our operations, our teams remain vigilant to identify various big and small potential environmental risks and attempt to translate them into opportunities. We strive to:

<ul style="list-style-type: none"> ● Ensure statutory compliance 	<ul style="list-style-type: none"> ● Innovate greener technologies and processes
<ul style="list-style-type: none"> ● Optimize natural resources 	<ul style="list-style-type: none"> ● Spread green awareness across internal and external stakeholders
<ul style="list-style-type: none"> ● Continuous improvement in environment management 	

WASTE MANAGEMENT

We focus on responsible waste management – be it prevention of waste at source or safe disposal; be it reusing recovered solvent or recycling multiple waste materials.

We recycle various waste materials such as - solvents, waste water, glass, plastic liners, fibre drums, metal drum sheets, HDPE sheets and waste oil. The recycling is conducted in-house via solvent recovery and effluent treatment plants or is outsourced to registered recyclers. Additionally, other materials like paper, plastic & HDPE are sent to scrap vendors.

In India, we have in-house effluent treatment units at most of our facilities while a majority of these facilities dispose waste safely and responsibly at government approved sites. Some of our facilities also enjoy the status of being “zero liquid discharge sites”.

ENERGY CONSERVATION

We find ways to conserve energy at every step - be it delving into renewable energy or embedding energy efficiency in manufacturing processes.

Green Investments

One of key green investments has been into clean energy generation. We own wind mills at Theni, Tamil Nadu with a power generation capacity of 2.4 MW. In FY 2012-13, we have generated around 36 Lac of kWh of clean power sourced by wind energy.

Greener Operations

To cut consumption of energy, we have altered our manufacturing processes in multiple ways. Some of them include:

- Installation of boiler economizers and air pre-heaters
- Use of fuel-efficient packaged boilers that use heat from waste gases of engine exhaust
- Steam generation from exhaust gas and hot water generation from jacket heat
- Introducing condensate recovery pump
- All AHUs are installed with VFD to save energy
- Use of energy efficient screw chillers and Rotary Air Compressor with VFD
- Replacing reciprocating type air compressors with two screw type air compressors
- Replacing reciprocating type chillers with two screw type chillers
- Recovery of gas super heater to make hot water
- Generating steam from the waste heat of the captive power plant
- Installation of motion sensors to reduce electricity wastage
- Collection of steam condensate and transferring it to Boiler feed water collection tank

CARBON EMISSION

As an environmentally concerned organization, we are switching from ‘conventional’ Furnace Oil /Light Diesel Oil boilers to ‘eco-efficient’ biomass briquette based boilers. This transformation will not only conserve the rapidly depleting natural resources, but also mitigate GHG emissions.

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The project consists of biomass based steam generation at various industrial facilities in India. Currently, we have installed these biomass boilers at 7 facilities with a total capacity of 32.75 tph.

This CDM project was designed to meet a two-pronged objective:

- **Social well-being:** It will generate employment opportunities and a source of income for the local population
- **Environmental well-being:** It will replace fossil fuels by a carbon neutral fuel - biomass briquettes

In FY 2013, there has been one pending notice from CPCB.

Principle 8 – Equitable Development

Economic growth is a necessary but not sufficient condition for nation's overall development. Equitable development also takes into account growth of human capital indexes, decrease in inequality figures, and structural changes that improve the general population's quality of life.

At Sun Pharma, we are committed to not only contribute to India's GDP but also enhance the socio-economic structure of

- The medicines that we produce are aimed at providing affordable healthcare access to the patients in need. Below are three of such examples:

Lipodox indicated for Ovarian cancer is priced at almost 80% lower compared to the innovator's price.

Rivastigmine 1.5/3 mg indicated for Alzheimer's Disease is available at about 85% lower price vis-à-vis the innovator price.

Prasugrel (Platelet Inhibitor), a long term therapy tablet for acute coronary syndromes, is sold at almost 90% lower than the innovator's price.

- Various disease awareness programs were conducted in India, across the year, to spread awareness about certain diseases.
- Time and again, we provide free-of-cost medicines to the patient at the base of pyramid. In the reporting year, we have been contributing medicines to a Sikkim monastery towards the welfare of approx. 200 patients per month. We have also contributed medicines at a few health camps organised by the Indian Army.
- We have collaborated with Concept Foundation, a not-for-profit organization to make Medabon®, a high quality, affordable product for the termination of early pregnancy.

Principle 7 – Policy Advocacy

Knowledge is meant to be shared at Sun Pharma. We engage with policy makers with utmost responsibility in crafting public policies that aim towards common good of the patients.

We are a member of several trade and industry associations and organisations such as:

- Indian Drug Manufacturing Association
- Indian Pharmaceutical Alliance
- Bombay Chamber of Commerce
- Confederation of Indian Industry
- Federation of Indian Chambers of Commerce and Industry

the nation. The aim is to balance out multiple community odds - social inequality, gender disparity, digital divide, healthcare inaccessibility, et al.

At the top of our social agenda is 'providing a long and healthy life' for the citizens - especially that of the disadvantaged, vulnerable and marginalised sections of society. We have adopted a multiple-intervention approach towards this end:

One of the critical areas that contribute to maternal mortality and morbidity in many countries is unsafe abortion and the lack of access to safe abortion services. Through Medabon®, we seek to improve and expand access to safe abortion services through medical abortion. The product is now registered in Cambodia, India and Nepal and empowers women in several countries with choice to safe abortion.

- Beyond providing healthcare interventions through our products, we also facilitated an X-Ray machine to the Sikkim Govt. Hospital.



Our second key enabler of community care is facilitating livelihood opportunities for our neighbourhood youth. We have established recruitment schemes such as 10+2 residential training, and pre-employment training wherein we not just

provide training to the students from the local community, but also facilitate boarding and lodging facility and then finally provide them employment at Sun Pharma. We also offer temporary employment for the local populace.

Type of Training	No. of people who received training	No. of locals employed	No. of non-locals employed
10+2 Residential	104	91	2
Pre-employment	76	62	4

We regularly gauge the impact of our initiatives by soliciting feedback via various engagement platforms. However, we do not conduct any formal impact assessment of our initiatives. Going ahead, efforts will be focussed on streamlining such systems.

drive. This marathon motivated a cross section of corporates and individuals from all walks of life, to come together and support various NGOs.

We also contributed to Shrimad Rajchandra Love and Care by participating in the Standard Chartered Marathon - a charity

To know about the company's direct contribution to community development projects, refer Section- B, point 4.

Principle 9 – Customer Value

Our customers are our first stakeholders. Guarding our customers' health is, therefore, our first responsibility. We realise that customer value does not stop at providing medicines which are competitively priced but also ensuring that they are safe, effective and easy to use. We hence seek

to build enduring bonds with our customers in more ways than one.

ACTIVE ENGAGEMENT

We share a healthy 'give' and 'take' relationship with our customers:

Give	Take
<p>Precise product information in-line with the relevant labelling codes and specifications.</p> <p>Our Code of Conduct has set forth for all our employees, stringent standards to deal with the customers in an honest, ethical and fair manner. During the entire course of transaction, we ensure that none of our communication even hint at information which is inaccurate, misleading, or ambiguous.</p>	<p>Regular feedback, insights, suggestions and grievances which are addressed on a timely and responsive manner. While no formal consumer surveys were conducted in the reporting year, our medical representatives continued to solicit product feedback via one-on-one conversations with various doctors and pharmacists. Towards this end, we have also formalised a 'Customer Centricity Policy'.</p>

During the last five years, no case has been filed by any stakeholder against Sun Pharma regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour which is pending.

PRODUCT SAFETY

At all times, our scientists remain on a vigil to adhere to globally-recognized safety benchmarks right from product development to end usage. We have put in practice Pharmacovigilance SoPs to systematically detect, assess, understand and prevent the adverse effects of medicines, if any at the design stage itself.

patient's identity is held in strict confidence and protected to the fullest extent. The information generated on the basis of these reports helps in continuous assessment of the benefit-risk ratio of medicines.

Towards 360° quality management, a comprehensive adverse event reporting database is maintained in order to ensure that the compliance regulations are met globally. The adverse impact reporting form is available on the company's website and the reporting is open to both healthcare professionals (Doctors, Dentists, Nurses, Pharmacists, etc.) and non-healthcare professionals (Patient, relative, friend, etc.). The

SPECIALTY HEALTHCARE

We are committed to enhance the access to medicines to more people in more geographies. The objective is to better-facilitate niche therapies such as psychiatry, neurology, cardiology, nephrology, gastroenterology, orthopaedics and ophthalmology.

While our energies are focussed on specialty medicines, we also aim to bring more value to customers by providing these medicines at affordable costs.