



EMPLOYEE VALUE PROPOSITION



The future belongs to those organisations, which have the awareness to keep changing their management styles and systems in tune with the changing kaleidoscope of the external environment, and also with the hopes and aspirations of its own people.

Mr. Aditya Vikram Birla
Founder - Aditya Birla Group





Our values provide
us with our roots and
they provide us with
our wings.

Mr. Kumar Mangalam Birla
Chairman – Aditya Birla Group



BIG IN YOUR LIFE



ADITYA BIRLA GROUP

BIG IN YOUR LIFE

www.adityabirla.com

MILESTONES ACHIEVED, MILES TO GO.

A US \$48.3 billion corporation, the Aditya Birla Group is in the League of Fortune 500 companies. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities. Aon Hewitt, a reputed global consulting firm, in the 'Best Employers 2018' study conducted by them, have named Aditya Birla Group as the 'Best Employer' in India. Over 50% of our revenues flow from our overseas operations in 36 countries. In the last 22 years, the Group has grown 22 times. Marking major milestones. And many more miles to go.

BIG IN METALS

- World's largest recycler of aluminium
- World's largest aluminium rolling company
- In every second can in the world
- Its can sheet goes into 125 billion beverage cans every year
- Recycles more than 65 billion beverage cans every year
- Asia's largest copper smelter at a single location

BIG IN THE TEXTILE VALUE CHAIN

- Global leader in Viscose Staple Fibre – a major ingredient in garments
- No. 1 in linen
- LIVA its major brand is tagged in 30 million fashion apparel

BIG IN CARBON BLACK

- Global leader in Carbon Black
- In every second car in the world
- Trucks, bikes, scooters, cycles move on tyres with Birla Carbon
- In inks, dyes and all things black
- Birla Carbon black is all pervasive in your life

BIG IN FINANCE

- Assets Under Management (AUM) are over \$46 billion
- Lending book (Including Housing) is moving towards \$8 billion
- Offers a one-stop for universal financial solutions for the lifetime needs of customers
- 10 million unique active customers

BIG IN CEMENT

- Global leader in cement
- India's No. 1 in cement
- In the iconic Mumbai Sea-Link and national highways Delhi Metro/Namma Metro, Bengaluru Mumbai Metro, Mumbai Monorail, Mumbai T2 Airport Imperial Towers, India's tallest residential building

BIG IN TELECOM

- Vodafone Idea, the partnership between Aditya Birla Group and Vodafone – a major milestone
- India's leading telecom service provider
- Over 310 million customers

BIG IN FASHION RETAIL

- No. 1 in fashion retail in India
- India's largest pure-play Fashion & Lifestyle Company
- 3 pieces of apparel sold every second
- Leading fashion brands - Louis Philippe, Van Heusen, Allen Solly and Peter England
- Pantaloons - India's family shopping destination for over 20 years
- Over 2200 outlets across India

BIG IN SOCIAL WELFARE

- Transcending the conventional barriers of business we reach out to 7.5 million people in 5,000 villages across geographies through the Aditya Birla Centre for Community Initiatives and Rural Development. Because we care



A world full of opportunities

Our wide network and global footprint brings alive ample opportunities for all our employees.

Across geographies

We have presence in 36 countries with over 1,20,000 employees belonging to 42 nationalities.

Across sectors

With over seven decades of responsible business practices, our businesses have grown into global powerhouses in a wide range of sectors – **metals, pulp** and **fibre, chemicals, textiles, carbon black, telecom** and **cement**.

This unique proposition that only opens up the world for you to explore, if you are up to the challenge and prove your mettle.

It is possible to have...

A world where each day brings a new learning

A world where good ideas see the light of the day

A world where career paths extend across continents

A world where individual success is everyone's success

And every moment is full of possibilities.

At the Aditya Birla Group, we believe in this kind of world.

Welcome to



**A WORLD OF
OPPORTUNITIES**

Across businesses | Across geographies | Across functions | Across roles

Learning. Growing. Fulfilling.



Dr. Santrupt B. Misra
Director, Group Human Resources,
CEO, Carbon Black Business and
Director, Chemicals Business

Dear Friends,

The **Employee Value Proposition (EVP)** of the Aditya Birla Group was launched at the Chairman's Awards on 17th December, 2009.

The EVP is commonly defined as the total value an organisation offers its employees in return for working for it. It provides the answers to key questions of potential employees such as **"Why should I work with you?"**, and that of existing employees - **"Why should I continue working with you?"**. At a more basic level, it answers the million-dollar question - **"What's in it for me?"**

The EVP - **'A World of Opportunities'** encapsulates what makes Aditya Birla Group special as an employer. With the current expanse of geographies and sectors, the Aditya Birla Group intrinsically offers its employees distinctive clusters of opportunities around **Careers, Professional Learning and Personal Development, Recognition** for who they are

and what they do, and **Enriching Their Life** as individuals and citizens. Thus, we believe, at the Aditya Birla Group, all employees have these opportunities and more to fulfil their professional and personal aspirations.

While we have embedded a number of people processes and practices into the Group that drive this proposition, we have a lot more to do to make these opportunities meaningful and real to all employees of the Group.

I encourage each one of you to leverage the opportunities that are already available and the ones that will come your way to learn, to grow and to fulfil your aspirations. In conclusion, I would like to emphasise that at the Aditya Birla Group, we can only be limited by our thoughts and actions, not by opportunities.

Together, let us truly make it **"A World of Opportunities."**



We create a
World Of Opportunities



A WORLD OF OPPORTUNITIES

LEARNING AND DEVELOPMENT

Leverage best in class learning modules on Gyanodaya Virtual Campus any time, any where to propel your and your team's growth

CAREERS

Enable career planning with opportunities across units, functions, geographies and sectors for a holistic development as a future leader

REWARDS AND RECOGNITION

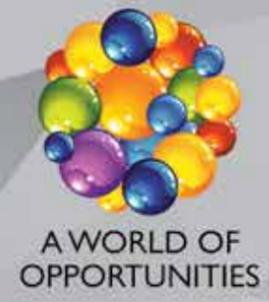
Recognise and celebrate each other's contributions – "big and small"

ENRICH YOUR LIFE

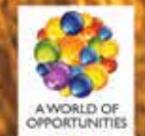
Build an inclusive work environment and excellent balance of work and life for all



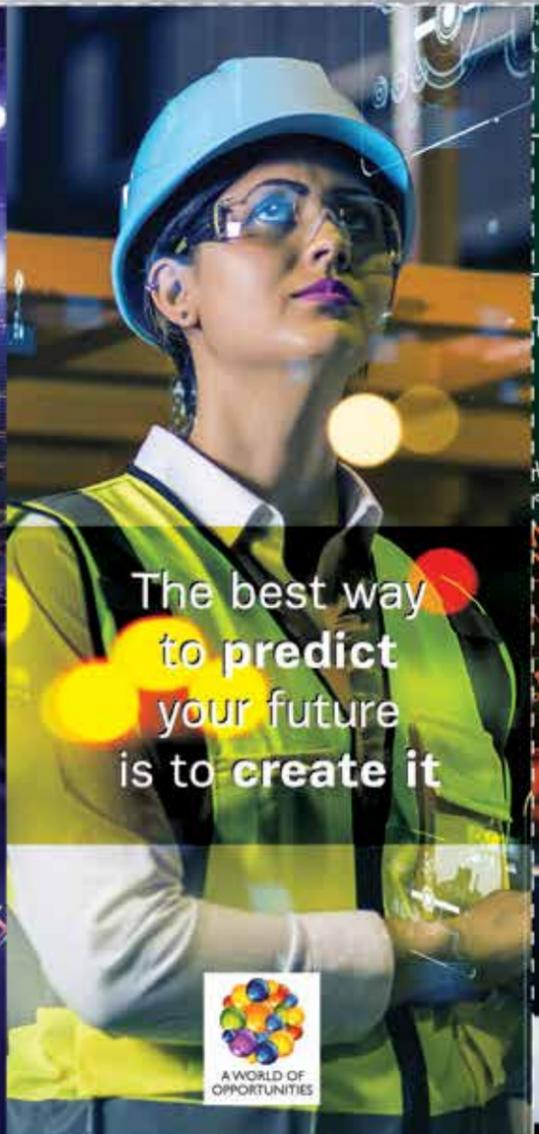
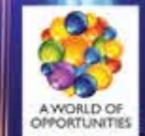
Live the **World Of Opportunities** each day



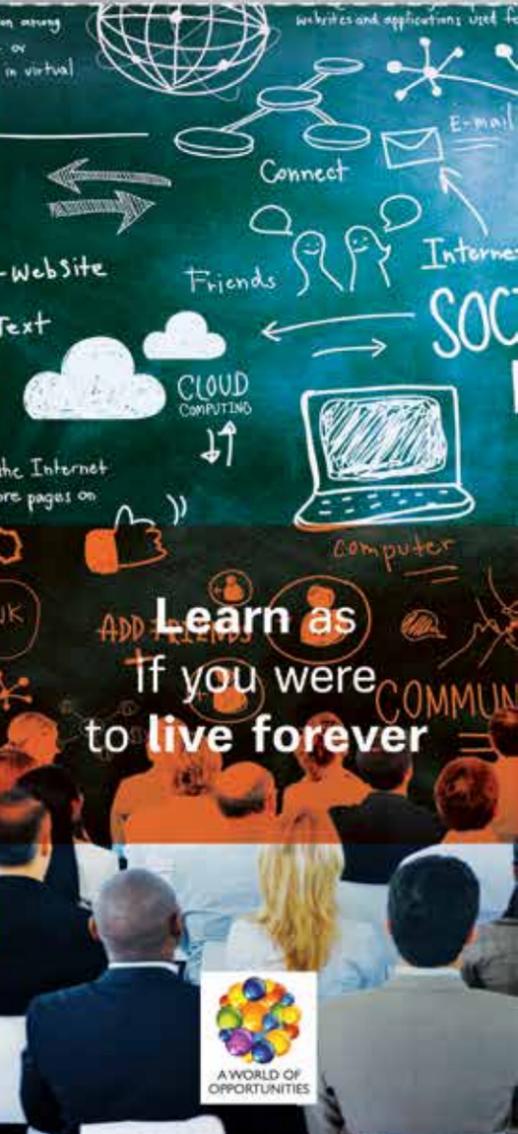
It is important to make time for yourself



Big risks bring big rewards



The best way to predict your future is to create it



Learn as if you were to live forever



- #FUN@ABG**
- #CARE@ABG**
- #CHALLENGE@ABG**
- #PRIDE@ABG**
- #CULTURE@ABG**
- #RESPECT@ABG**
- #VALUES@ABG**
- #LIFE@ABG**
- #PASSION@ABG**
- #SOCIAL@ABG**
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- #EXCITING@ABG**
- #RECOGNITION@ABG**
- #CAREERS@ABG**
- #PEOPLE@ABG**
- #POSITIVE@ABG**
- #LEARNANDDEVELOP@ABG**

Visit us at careers.adityabirla.com or stay connected on



AdityaBirlaGrp



AdityaBirlaGrp



aditya-birla-group

AN ORGANISATION WITH THE RICHNESS OF LEGACY AND FRESHNESS OF YOUTH



Aditya Birla Group is an organisation which provides challenging responsibilities to its young talent. Through its various **Graduate Engineering Trainee** programmes, business management trainee programmes and the **Aditya Birla Group Leadership Programme**, fresh campus graduates can step into projects, which give them great exposure and prepare them to be future managers.

You can also choose to catapult your career to the next level by joining the **Group Management Leadership Programme**.

At the Aditya Birla Group, we strongly believe in betting on people early in their career and valuing their opinions in every decision we make. You would always find the right mix of experience and youth across levels, and age is never a criterion for meritocracy to foster.

“ Our **People** are our biggest Assets. Creating a **learning environment** that will enable our employees to **learn** and **develop** continuously is one of the most critical element of an organisation's and our employee's success ”

Mr. Thomas Varghese

LEARNING AND DEVELOPMENT

Group Learning Vision

To enable Group businesses to achieve their strategic vision and goals, as well as help **employees** realise their **career objectives** by **enhancing capabilities** and effectiveness via **high-quality learning solutions**.

LEARN, DEVELOP AND GROW AS PROFESSIONALS!

At the Aditya Birla Group, you **learn and grow** every day with us. Multiple opportunities and platforms are available to hone your **skills** and evolve your mindset – whether on the job, in the classrooms, through projects or via interactions with some of the best minds in the industry (**70:20:10**). It is a **world of learning opportunities** that allows employees to shape their careers in a way they aspire to.



CRAFT YOUR GROWTH THROUGH 'MY DEVELOPMENT PLAN'



My Development Plan is a tool for continuously enhancing one's capability to stay relevant in the future. It is a technology platform that enables you to take charge of your development. All your learning needs from various sources flow onto a single screen, and an intuitive interface lets you draft your development **objectives** and interventions across **functional and behavioural competencies**.

CURATE YOUR LEARNING

KNOWLEDGE

EXPERIENCE

COACHING

TRAINING

TEACHING

At the Aditya Birla Group, there is an entire learning ecosystem. We provide you with abundant **learning opportunities** and enablers, curated to your convenience. **Gyanodaya**, the global hub of learning, offers various programmes, ranging from classroom courses, e-learning courses via Gyanodaya Virtual Campus, and journey programmes. Businesses have a strong focus on capability development with their academies/ universities catering to behavioural, functional and technical needs. **Decide to learn and get going.**

LEADERSHIP COMMITMENT



The leadership at Aditya Birla Group takes special efforts to get involved and stay **invested** in your development. This is reflected through our coaching and mentoring programs (**ABG coaches & Make your mark**). Leaders also act as faculty and conduct sessions during the programs on relevant topics, known as '**Leader teach Leader**'.



Gyanodaya is Aditya Birla Group's leadership development centre and corporate university. It delivers innovative interventions for our senior leaders and also enables a culture of learning within the various businesses of the group through:

- **Gyanodaya Virtual Campus:** A platform for learning on-the-go using the power of Artificial Intelligence
- **Functional Academies:** Five academies of Sales and Marketing, HR, Finance, IT and Manufacturing enable cutting-edge programmes to drive functional excellence
- **Outreach programmes:** High-quality behavioural learning and people management solutions for emerging leaders to foster overall effectiveness
- **Accelerated Leadership Programmes:** Designed for building a leadership pipeline in manufacturing, sales and marketing along with other Senior Leadership Development interventions. Our leaders are sent to programs in international universities like ISB, IIM, Harvard, CEDEP and others. Further, we have a separate programme, Springboard, for high-potential women managers
- **ABG Coaches:** In alignment with our quest to create a growth culture, internal coaches are developed through a focused Gyanodaya programme and in Business clusters through ABG Cluster Coaches



- **Continuing Education Policy:** The CEP provides education in the form of online learning, distance education, correspondence and on-campus programmes
- **MDP:** 'My Development Plan' is an online tool for continuously enhancing one's capability to stay relevant in the future
- **Group Learning Excellence & Application Management:** A 7-stage learning process to drive enhanced business outcomes

Business-specific interventions: Businesses have robust programmes for technical and behavioural competencies. ABG Businesses run technical universities/academies like Hindalco Technical University (HTU), UltraTech Training Centre (UTTC), Aditya Birla Capital University, ABFRL University to name a few.

At the Aditya Birla Group, there are plenty of opportunities. Once you ignite that learning spark, there's no stopping you! When this is put to action, **'knowledge always begets success'**.

View the Gyanodaya calendar on Poornata Portal - Poornata > My Learning > Gyanodaya. Discuss with your manager and Business HR to get nominated.

The Group has always guided me in my development journey. I was nominated for programmes like Personal Effectiveness in Practice (PEP) and Turning Point. Currently, I am part of the Cutting Edge programme, which covers topics like customer centricity, macroeconomics, and blue ocean strategy. Not many organisations invest in the development of their employees, and I feel privileged being part of the Group.

- **Sanjay Verma**
Pulp & Fibre



Over the last few years, I have been through the ABC Leadership Talent Development Program (LTDP). Of all the programmes I have attended in my career, I can say that this is the best intervention of my professional life. The LTDP programme has enabled me to build a stronger team and move into new roles.

- **Ashish Damani**
Financial Services



Aditya Birla Group is a world of opportunities with career development programmes and prospects across units/businesses. I have benefitted from the accelerated leadership programme 'Turning Point', and am currently enrolled in the 'Cutting Edge' programme.

- **Harendra Singh Dagur**
Chemicals



The last 12 years with the Group have been an enriching journey. I am part of the RISE programme, whose construct makes it a compelling self-reflection place. The design has a good mix of listening and assessing models and frameworks, which pushed me to acquire new skills. Cross-industry immersions and executive coaching sessions have helped me embark on my leadership journey.

- **Sudhir Kumar**
Fashion & Retail



ABG has been instrumental in helping me pursue my passion for reading and learning. Gyanodaya has fostered my skills through different training programmes and workshops. Through these programmes, I have acquired important insights and further improved my leadership skills, which I apply in my day-to-day work.

- **Senthil Nath**
Metals



As I moved on through various positions, I have broadened my managerial perspective and behavioural competencies. The Gyanodaya programmes have contributed immensely towards my overall growth. Attending the ABG Coach Program by Coaching Foundation of India last year transformed my approach to self-development and helped me understand myself better.

- **Kailash Pandey**
Metals



CAREER

“ When you look back
on your **career**, you
should be **proud** of
the **work** and be
proud that you tried
everything”

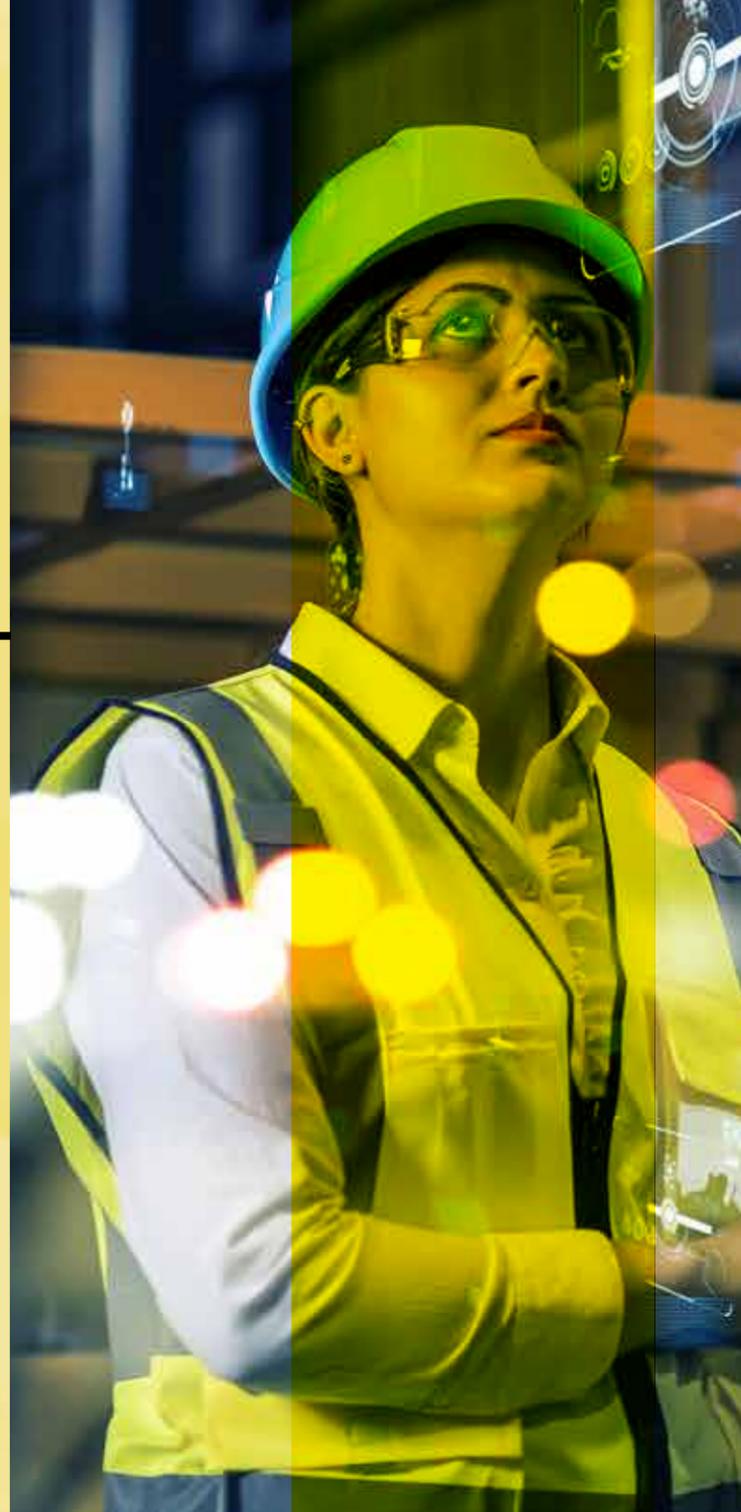
Mr. Kailash Chandra Jhanwar

**LIVE YOUR
ASPIRATIONS – XPLORE,
DEVELOP, GROW!**

You are the catalyst of change in this
'world of opportunities' – when you
give more, you get much more. Explore
varied experiences across sectors,
build on your strengths, take up new
challenges, and grow.



'GROW WITHIN' YOUR ROLE



Each role at Aditya Birla Group is carefully crafted through a **Job Analysis and Evaluation process** and structured meticulously over time. It is anchored around easy-to-understand **ABG competencies** and the **Talent Management Framework**. The intuitive performance management system powers your performance, and inputs from externally evaluated development assessment centres help identify and build your strengths. Managers engage in meaningful **career, development and performance conversations** through the year and help you structure your growth.

As you grow, your roles also expand their horizons until you are prepared to handle the next task. We understand and match your aspirations by helping you **'Grow Within'** your role.

'GROW BEYOND' YOUR ROLE



Every year, leaders invest significant time to **identify talent**, complete a **potential assessment** and engage in **talent review discussions** to help you grow in your **career and achieve maximum potential**.

Once you are ready, the **world is your canvas** – opportunities open up across sectors and geographies within the Aditya Birla Group. You are the first one to see an opening on **Xplore**, well before the external world knows about it.

As you near completion of an optimum time in the current role, you can take ownership and **search for your next role**.

As you **'Grow Beyond'** your role, you need to look at your aspirations. Transition management, mobility frameworks and everything else fall into place, almost magically.

'GROW THROUGHOUT' AND BUILD A CAREER



Growth is a continuous journey, and it never stops as you work for the Group. Our **career management services** give you visibility to career opportunities and help you make the right decisions.

You can choose your **mentors**, who are well invested in your growth story. Moreover, you can take up learning opportunities such as short-term assignments, immersion projects to broaden your horizons. We believe in **creating leaders who can help us build the future.**

We value your talent and make a conscious effort to map your growth story to ours, helping you **'grow throughout'** and build a shining career. At the Aditya Birla Group, you can truly **Live your Aspiration!**



Experience the world of opportunities in Careers through:

- **Xplore** is a technology platform which enables you to view and apply for roles available across the Group, thereby empowering you to chart your career at ABG
- **ABG Competency Framework** includes behavioural and functional competencies, which serve as the common yardstick for identifying your strengths and development areas, both for current and future roles
- **Talent Management Framework** articulates the various processes in Talent Management including 2x2x2 framework, talent segmentation using 3x3 performance potential grid, talent communication, 360 degree feedback, transition management, mobility support framework, short-term assignments/Immersion projects, succession planning and leadership scorecard
- **Potential Assessment** enables the organisation to identify and provide development opportunities potential talent and includes a Development and Assessment Centre (DAC) that is conducted in partnership with renowned external partners.



- **Talent Council** is a facilitated engagement process where leaders discuss the talent pool's strengths, development areas and potential future roles
- **Know Your Talent (KYT)** is a platform for employees to interact with senior leaders from other businesses
- **Career Conversations** and **Career Management Services** facilitate internal movement by matching the right employees with available opportunities
- **Xamine** is a career navigation suite to gauge your behavioural suitability for career paths in ABG based on personality, work preferences, and interests
- **Confluence** - Career and Learning Fest

There are immense career growth opportunities in ABG. My example of starting as a management trainee in the company and reaching its top position, Head – Sales and Marketing, shows you can rise through hard work, commitment, and sincerity. The Group provides multiple capability-building opportunities to individuals by opening up roles across new functions, verticals and businesses.

**- Anurag Angrish
Cement**



Learning comes with experience, and my journey with the Aditya Birla Group, from consultant to CEO has been deeply enriching. Coaching and mentoring are processes that help you learn and grow in your journey, and I have certainly benefitted from it. I do feel my top management saw me going through the coaching process and respected the time and effort I was willing to put into becoming a better leader.

**- Rohit Pathak
Insulators**



I started on the shop floor and worked my way up to the front office. I think that women can have any opportunity as long as they are willing and able to reach up to that challenge.

**- Janette Cole
Metals**



In a career spanning more than 25 years, I have worked across diverse industries and functions. I started my career with Madura Fashion and worked with Sales and Brand Management Functions. I have been the principal Executive Assistant to the Chairman, which helped me build perspectives across various group businesses. I was appointed the president of the lifestyle business in 2007 and went on to become its CEO in 2012. It has been an extremely fulfilling and enriching journey as a professional.

**- Ashish Dikshit
Fashion & Retail**



I would like to thank Aditya Birla Group for my development, building confidence in me, and giving me great opportunities, which I don't think I would get anywhere else.

**- Akisa Sirimongkol
Chemicals**



ABG focusses a lot on development across levels; therefore, if one is willing to focus on enhancing their skills and take up challenging roles, then the sky is the limit. Many of our leaders today, who had joined as management trainees, have risen through the ranks to become leaders.

**- Suresh Sodani
Chemicals**



“ We are building a **meritocracy**, not just of **brainpower**; but also of **entrepreneurial** power; **vision** power, go-getter power and ambition power. ”

Mr. Kumar Mangalam Birla
Chairman, Aditya Birla Group

REWARDS AND RECOGNITION

**BE THE BEST,
GET THE BEST!**

When you believe in yourself and **push your boundaries** at Aditya Birla Group, it is celebrated. With best-in-class **competitive compensation**, performance incentive plans aligned to your sector and role, and opportunities to be recognised, **your contribution never goes unnoticed**. We offer an environment that encourages you to be **your best, break boundaries and capture new frontiers every day**.



REWARDS THAT REFLECT YOUR CONTRIBUTION



At the Aditya Birla Group, your compensation is at par with the industry you operate in, ensured via a well-defined statistical and benchmarking approach. As you **excel in your craft and develop your career**, your compensation follows.

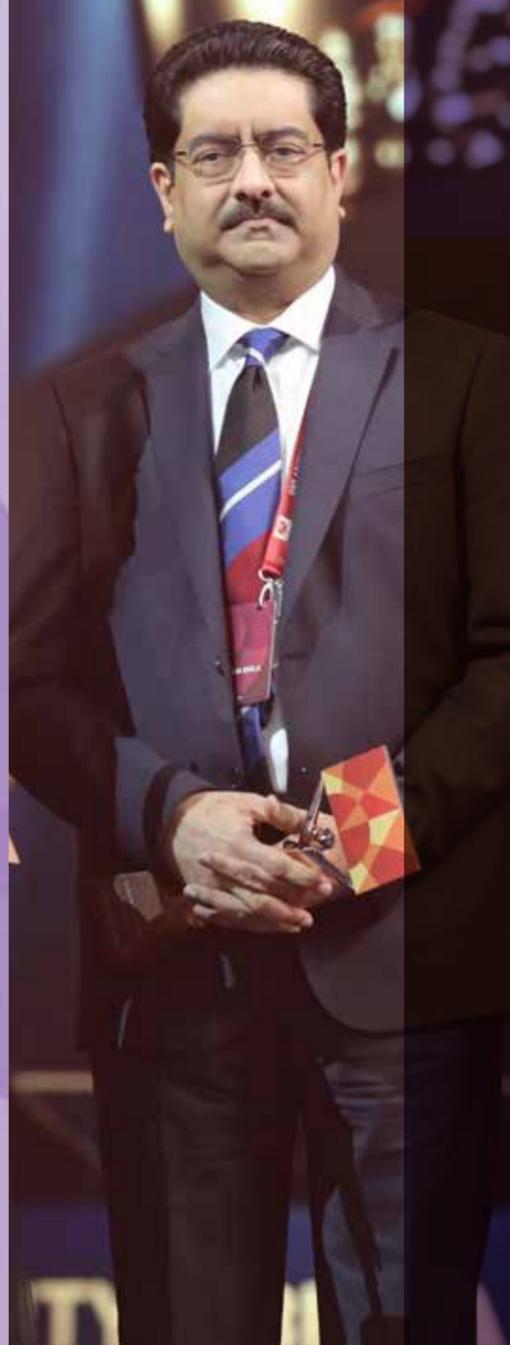
We believe in a '**culture of meritocracy**'; when you strive beyond your limits, it reflects in the variable pay for performance programs. Moreover, we offer several **long-term incentive plans** to select employees for performance excellence.

YOU ARE SECURED



As you work for the Aditya Birla Group, our **carefully curated benefit programs** ensure your present and future are always secured. We offer a range of benefits in the **lifestyle, protection and retirement domains**, providing security to you and your family.

STAY RECOGNISED



At the Aditya Birla Group, your contribution never goes unnoticed. **Excellence is always celebrated**, be it via appreciation cards or through unit/business-level recognition and special pay programs. The ultimate celebration of success happens at the Group's annual event – **Aditya Birla Awards**.



Experience the world of rewards and recognitions through:

- Performance Management through **PerformNext**, and a culture of continuous feedback through **Ping Me**

For more information, go to Poornata Portal > My Career > My Performance

- **Job evaluation and analysis** through the Hay methodology
- Performance differentiation aligning “**performance continuum**” to “pay continuum”
- **Annual Compensation Review** in line with relevant internal and external benchmarks
- Various **short-term incentive plans** aligned to your sector, including annual, sales, and production incentive plans, among others
- A variety of **long-term incentive plans**

For more information, go to Poornata Portal > My Career > My Rewards

- **Flexible benefits programs** aligned to geographies consisting of lifestyle, protection and retirement benefits

For more information, go to Poornata Portal > My Career > My Insurance

- Various **recognition programs** at the unit, business and Group level



I was awarded at the prestigious Aditya Birla Awards. This was motivation for me to perform more and more to go up and grow in the group.

**- Samah Shawky
Carbon Black**



The Group has several platforms related to rewards and recognition, and for showcasing your creativity and talent, pervasive at all levels across businesses.

**- Amit Goel
Metals**



Aditya Birla Group is an organisation which gives you many opportunities to excel and empowers you to achieve personal goals simultaneously. Here, commitment and hard work never go unnoticed and translate directly to career growth and rewards.

**- Sachin Jain,
Financial Services**



I joined Hindalco Hospital as a fresher, with a zeal to heal humanity. At Hindalco, I got the support I needed to fulfil my dream, through timely promotions, moral support, security, and the opportunity to balance both my family and professional life.

**- Neelam Tripathi
Metals**



I have been working with UltraTech Cement for over 14 years and have gotten excellent exposure at the plant level. ABG is a company where I can give time to both work and my family. Programmes like health check-up for employees and their families are beneficial. I am proud to work with ABG.

**- Deepak Rai
Cement**



I am a proud recipient of the Chairman's Award for Outstanding Leader in 2014. In 2016, I was named as ABG Fellow by our Chairman – and got to work with him directly on a special project that had an impact on the entire Group. These awards and recognition only strengthen my sense of purpose – to keep doing the right things to make our business stronger

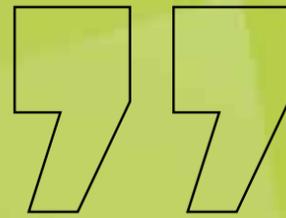
**- Vishak Kumar
Fashion & Retail**





We have to create the joy in whatever you take up. Seek **perfection** in whatever you embark on, you will find **excellence** on the way

Mr. Kalyan Ram Madabhushi



ENRICH
YOUR LIFE

EXPERIENCE THE BEAUTY OF 'LIFE AT ABG'

Everyone plays multiple roles in their life, be it a parent, spouse, son/daughter, or employee. We endeavour to not only improve your life but also that of your family. Our policies and benefits are designed to cater to your evolving life stages and facilitate holistic well-being. So, **experience the beauty of living an enriched life** at the Aditya Birla Group.



WE ENSURE YOUR WELL- BEING



Care for employees and their well-being is the underlying philosophy of the Group. Our **Wellness Assurance Policy** is crafted to foster a culture of preventive healthcare, thus helping you stay healthy and **live an enriched life.**

At times, you may wish to speak to someone and seek guidance on personal or professional issues. **Life Unlimited – your friend, guide and confidant** gives you and your family 24/7 access to trained professionals.

We also provide numerous benefits for an important stage in your life – parenthood. The comprehensive **Maternity Support Program** includes leaves, flexi work options, as well as policies for local commute and work travel. Similarly, fathers can avail **Paternity Leave** during this joyous occasion.

WE ENSURE YOUR SAFETY



Our gender-neutral **Zero Tolerance policy (Prevention of Sexual Harassment)** provides a safe work environment.

Our **24x7 Code Red emergency helpline** stays connected with you and your family to assist you in case of exigencies.

All our businesses focus big time on safety at the workplace as an approach to daily life. At the Aditya Birla Group **“safety comes first”**

WE CARE



Our policies are designed to provide you with favourable **work-life balance**, ensuring you spend time with your family as you work. The Near Relations **Referral Policy** extends the “**World of Opportunities**” to your family. You can also refer your qualified relatives (including spouse and children) for jobs at the Aditya Birla Group.

Depending on your role, our **flexi-work guidelines** help you balance work and personal responsibilities when needed.

You can also make a difference to meritorious students from economically weaker sections, including children of our workers and supervisors, to pursue higher education by contributing to **AWOO Foundation**, a charitable trust.



- **Life Unlimited:** A 24/7, free, confidential, and multi-lingual counselling service for you and your family. It is your friend, guide, and confidant, helping you deal with any personal or professional issues.
- **Wellness Assurance Policy:** Preventive healthcare, which consists of comprehensive tests based on your health needs, enabling an enriched life.
- **Maternity Support Program:** An inclusive program that enables women to seamlessly integrate their personal and professional commitments through leaves, flexi work options and policies for remote and outstation work travel.
- **Paternity Leaves:** Leaves to help new fathers celebrate and manage an important milestone in their lives.

For more information, go to Poornata Portal> My Wellbeing > My Care> Related Links

- **AWOO Scholarship Program:** A registered charitable trust currently helping over 1500 children from economically weaker sections (including children of ABG workers and supervisors) transform their lives through scholarships in fields like engineering, medicine, law, management, research and fashion through contributions from ABGites.

For more information, go to Poornata Portal> My Wellbeing > My Care> AWOO Foundation



- **Policies encouraging work-life balance:**

- a. Flexi Work Arrangement which enables employees to work from home twice a month (based on role)
- b. Compulsory Annual Leave which encourages employees to avail a break by allowing only 50% of the annual privilege leaves to be carried forward

For more information, please connect with Business HR.

- **Pratibha Scholarship:** The Pratibha Scholarship Program awards scholarships to support meritorious children of long-serving Aditya Birla Group employees in their pursuit of higher education.

For more information, go to Poornata Portal > My Wellbeing > My Care > Pratibha Scholarship

- **Zero Tolerance, PoSH Policy:** The Aditya Birla Group's PoSH policy applies to all employees, irrespective of level, across all Group units and offices.

For more information, go to Poornata Portal > My Wellbeing > My Care > Prevention of Sexual Harassment

- **Add More to Life (AMTL)** is an initiative, which creates urban and modern life experiences for employees and families at manufacturing locations.

For more information, please connect with Business HR.

ABG had organised a workshop titled AWOO Pilot Project in March 2017 for employee's wives to explore an array of work-from-home opportunities online. It was the vision at ABG that led her to design her career comeback, even from a small place like Renukoot.

**- Surabh Shah
Metals**



ABG has great maternity support programmes and policies like flexible working time, phase back programme, transition guidelines, career management, and leave management. I am ambitious and plan to continue enhancing my career prospects.

**- Snehal Parmar
Metals**



I got a call from HR, asking how do you feel working at Vilayat. I and a few women colleagues listed a few issues. To my surprise all issues were resolved within a month. This is a genuine care and concern that is reflected within all stakeholders at the group towards women employees.

**- Prexa Shah
Pulp and Fibre**



There is a holistic approach taken, which balances the employees' physical and mental well-being. I adopted a young girl. While my family was supportive, the support from the Group was heartening. My extended family at work helped me out in every possible way. I deeply appreciate the emotional support and counselling sessions, and the paternity leave was extremely helpful. ABG is a family away from home.

**- Akhil Redkar,
ABMCPL**



At Novelis, we annually go and do community work outside of the regular business. We truly support the local communities.

**- Andreas Nickel
Metals**



I love to stay fit. After work hours, I play badminton, workout in the gym and swim. I am encouraged to make full use of the facilities in our colony.

**- Ankit Porwal
Metals**



WOMEN IN ABG



Motivating people by shaping their careers and supporting them at every step, especially women, is one of our hallmarks. The Aditya Birla Group provides women with an **empowering environment** that helps them deliver their best. The Group actively supports a **gender-neutral workplace**. As a 'woman in ABG', you have access to development opportunities to handle gender-specific challenges through the '**Springboard**' learning programme. Additionally, you get counselling support through 'Life Unlimited', special benefits linked to different life stages, and a well-structured **maternity support** programme focussing on health, career management and transition guidance.



Every day is a new day – each and every day brings its new joys, **challenges** and **opportunities.**

So, I would say, enjoy today to the fullest, give it everything you have.



Mr. Kumar Mangalam Birla
Chairman, Aditya Birla Group



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