"We are building a meritocracy, not just of brainpower, but also of entrepreneurial power, dedication power, vision power, go-getter power and ambition power."

- Mr. Kumar Mangalam Birla, Chairman - Aditya Birla Group
OUR VISION
To be a premium global conglomerate with a clear focus on each business

OUR MISSION
To deliver superior value to our customers, shareholders, employees and society at large.

OUR VALUES
Integrity
Commitment
Passion
Seamlessness
Speed
A US $40 billion corporation, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities. The Aditya Birla Group has been ranked 4th in the world and 1st in Asia Pacific in the ‘Top Companies for Leaders’ study 2011, conducted by Aon Hewitt, Fortune Magazine and RBL (a strategic HR and leadership Advisory firm). The Group has topped the Nielsen's Corporate Image Monitor 2013-’14 and emerged as the Number 1 corporate, the ‘Best in Class’, for the second consecutive year.

Over 50 per cent of the Aditya Birla Group's revenues flow from its overseas operations. The Group operates in 36 countries.

Globally, the Aditya Birla Group is:
- A metals powerhouse, among the world's most cost-efficient aluminium and copper producers. Hindalco-Novelis is the largest aluminium rolling company. It is one of the 3 biggest producers of primary aluminium in Asia, with the largest single location copper smelter
- No. 1 in viscose staple fibre
- No. 1 in carbon black
- The 4th largest producer of insulators
- The 4th largest producer of acrylic fibre
- Among the top 10 cement producers globally
- Among the best energy efficient fertilizer plants
- The largest Indian MNC with manufacturing operations in the USA

In India:
- A top fashion (branded apparel) and lifestyle player
- The 2nd largest player in viscose filament yarn
- The largest in the chlor-alkali sector
- Among the top 3 mobile telephony companies
- A leading player in life insurance and asset management
- Among the top 2 super-market chains in the retail business

Beyond business the Aditya Birla Group
- Reaches out to 7 million people in 3,000 villages annually in India through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla
- Focuses on: health-care, education, sustainable livelihood, infrastructure and espousing social reform
- Runs 42 schools which provide quality education to 45,000 children. Of these 18,000 students belong to the underprivileged segment. Merit Scholarships are given to an additional 12,000 children from the interiors
- Its 18 hospitals tend to more than a million villagers
- Ongoing education, healthcare and sustainable livelihood projects in Philippines, Thailand, Laos, Indonesia, Egypt, Korea and Brazil, lift thousands of people out of poverty.
- Set up the Aditya Birla India Centre at the London Business School

Transcending the conventional barriers of business because we believe it is our duty to facilitate inclusive growth.
## GROUP COMPANIES AT A GLANCE | INDIA

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>KEY PRODUCTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grasim</td>
<td>Viscose staple fibre, rayon grade pulp, chemicals, yarn</td>
</tr>
<tr>
<td>UltraTech Cement*</td>
<td>Cement, ready-mix concrete, white cement, wall care putty</td>
</tr>
<tr>
<td>Grasim Bhiwani Textiles*</td>
<td>Fabric, yarn</td>
</tr>
<tr>
<td>Hindalco</td>
<td>Aluminium, copper</td>
</tr>
<tr>
<td>Novelis Inc.*</td>
<td>Global leader in aluminium rolled products and world’s largest recycler of aluminium</td>
</tr>
<tr>
<td>Aditya Birla Minerals*</td>
<td>Australia - copper mines</td>
</tr>
<tr>
<td>Aditya Birla Chemicals (India)*</td>
<td>Caustic soda</td>
</tr>
<tr>
<td>Hindalco-Almex Aerospace*</td>
<td>Aerospace alloy</td>
</tr>
<tr>
<td>Utkal Alumina International*</td>
<td>Alumina</td>
</tr>
<tr>
<td>Dahej Harbour &amp; Infrastructure*</td>
<td>Handling of captive cargo (copper unit) and commercial cargo</td>
</tr>
<tr>
<td>Tubed Coal Mines**</td>
<td>Mining</td>
</tr>
<tr>
<td>Mahan Coal**</td>
<td>Mining</td>
</tr>
<tr>
<td>Aditya Birla Nuvo</td>
<td>Financial services, fashion and lifestyle (branded apparels and textiles), viscose filament yarn, agribusiness and insulators</td>
</tr>
<tr>
<td>Birla Sun Life Insurance Company**</td>
<td>Life insurance</td>
</tr>
<tr>
<td>Birla Sun Life Asset Management Company**</td>
<td>Asset management</td>
</tr>
<tr>
<td>Aditya Birla Finance*</td>
<td>Non-banking financial services, project and structured finance</td>
</tr>
<tr>
<td>Aditya Birla Money*</td>
<td>Broking, online money management</td>
</tr>
<tr>
<td>Aditya Birla Money Mart*</td>
<td>Wealth management, distribution</td>
</tr>
<tr>
<td>Aditya Birla Insurance Brokers*</td>
<td>General insurance advisory and broking</td>
</tr>
<tr>
<td>Aditya Birla Capital Advisors*</td>
<td>Private equity investment, advisory and management services</td>
</tr>
<tr>
<td>Idea Cellular**</td>
<td>Cellular services</td>
</tr>
<tr>
<td>Madura Garments Life Style Retail Company *</td>
<td>Branded apparel retail</td>
</tr>
<tr>
<td>Pantaloons Fashion &amp; Retail*</td>
<td>Branded apparel retail</td>
</tr>
<tr>
<td>Birla Carbon - SKI Carbon Black (India)</td>
<td>Carbon black</td>
</tr>
<tr>
<td>Essel Mining and Industries</td>
<td>Iron ore mining, noble ferro alloys, wind power generation</td>
</tr>
<tr>
<td>Bhubaneshwari Coal Mining *</td>
<td>Contract coal mining</td>
</tr>
<tr>
<td>Rajmahal Coal Mining *</td>
<td>Contract coal mining</td>
</tr>
<tr>
<td>Aditya Birla Retail</td>
<td>FMCG products, fruits, vegetables, groceries, frozen food, bakery, homecare and pharmacy</td>
</tr>
</tbody>
</table>

*subsidiaries **joint ventures
## GROUP COMPANIES AT A GLANCE | OVERSEAS

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>COMPANY</th>
<th>PRODUCTS/SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil, Canada, Germany, Italy, Malaysia, South Korea, Switzerland, UK and USA</td>
<td>Novelis Inc.*</td>
<td>Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial and consumer electronics markets</td>
</tr>
<tr>
<td>USA, Canada, Brazil, Germany, Spain, Italy, Hungary, China, Korea</td>
<td>Birla Carbon Unit: Columbian Chemicals Aditya Birla Chemicals (Europe) GmbH</td>
<td>Carbon black Epoxy resins</td>
</tr>
<tr>
<td>Thailand</td>
<td>Thai Rayon Indo Thai Synthetics Thai Acrylic Fibre Birla Carbon Unit: Thai Carbon Black Public Co. Aditya Birla Chemicals (Thailand) Thai Peroxide**</td>
<td>Viscose staple fibre (VSF) Spun yarns of 100 per cent rayon, PES and blends Acrylic fibre Carbon black Chlor-alkali products, epichlorohydrin Epoxy resins Sodium phosphates, speciality phosphates, blended phosphates, sodium sulphite, sodium metabisulphite Hydrogen peroxide</td>
</tr>
<tr>
<td>Laos PDR, Philippines</td>
<td>Birla Lao Pulp and Plantations Company** Indo Phil Textile Mills Indo Phil Cotton Mills Indo Phil Acrylic Mfg. Corp. Pan Century Surfactants</td>
<td>Pulp wood plantations Yarns  - Fatty alcohols  - Fatty acids  - Glycerine</td>
</tr>
<tr>
<td>UAE</td>
<td>UltraTech Cement Middle East Investments* Star Cement Co. LLC* Star Cement Co. LLC, RAK* Al Nakhla Crusher LLC, Fujairah* Arabian Cement Industry LLC, Abu Dhabi*</td>
<td>Cement Cement Cement Cement</td>
</tr>
</tbody>
</table>

*subsidiaries **joint ventures
<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>COMPANY</th>
<th>PRODUCTS/SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>Arabian Gulf Cement Co. WLL*</td>
<td>Cement</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>Emirates Cement Bangladesh*</td>
<td>Cement</td>
</tr>
<tr>
<td></td>
<td>Emirates Power Company*</td>
<td>Cement</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>UltraTech Cement Lanka*</td>
<td>Cement</td>
</tr>
<tr>
<td>Indonesia</td>
<td>PT. Indo Bharat Rayon</td>
<td>VSF</td>
</tr>
<tr>
<td></td>
<td>PT. Elegant Textile Industry</td>
<td>Yarns</td>
</tr>
<tr>
<td></td>
<td>PT. Sunrise Bumi Textiles</td>
<td>Yarns</td>
</tr>
<tr>
<td></td>
<td>PT. Indo Liberty Textiles</td>
<td>Yarns</td>
</tr>
<tr>
<td></td>
<td>PT. Indo Raya Kimia</td>
<td>Carbon di-sulphide</td>
</tr>
<tr>
<td>Singapore, UAE, China, Indonesia, Vietnam, Bangladesh, Sri Lanka, Ivory Coast, Tanzania, Myanmar, Canada, Russia, Benin, Brazil and Kenya</td>
<td>Swiss Singapore Overseas Enterprises Pte</td>
<td>Transnational bulk commodity trading solutions provider</td>
</tr>
<tr>
<td>Egypt</td>
<td>Birla Carbon Unit: Alexandria Carbon Black Co. (SAE)</td>
<td>Carbon black</td>
</tr>
<tr>
<td>China</td>
<td>Birla Carbon Unit: Liaoning Birla Carbon Co.</td>
<td>Carbon black</td>
</tr>
<tr>
<td></td>
<td>Birla Jingwei Fibres Co.**</td>
<td>VSF</td>
</tr>
<tr>
<td></td>
<td>Aditya Birla Grasun (Fangchenggang)**</td>
<td>Food grade phosphoric acid</td>
</tr>
<tr>
<td>Canada</td>
<td>AV Cell Inc.**</td>
<td>Dissolving grade pulp (for VSF manufacture)</td>
</tr>
<tr>
<td></td>
<td>AV Nackawic Inc.**</td>
<td>Dissolving grade pulp (for VSF manufacture)</td>
</tr>
<tr>
<td></td>
<td>AV Terrace Bay Inc.**</td>
<td>Paper grade pulp</td>
</tr>
<tr>
<td>Sweden</td>
<td>Domsjö Fabriker AB**</td>
<td>Dissolving grade pulp (for VSF manufacture)</td>
</tr>
<tr>
<td>Australia</td>
<td>Aditya Birla Minerals*</td>
<td>Copper mines</td>
</tr>
</tbody>
</table>

*subsidiaries **joint ventures
Is it possible to have...

A world where each day brings new learning
A world where good ideas see the light of 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

A WORLD OF OPPORTUNITIES

Across Businesses | Across Geographies | Across Functions | Across Roles

Learning. Growing. Fulfilling
Dear Colleague,

As you would be aware, the Employee Value Proposition (EVP) of the Aditya Birla Group – 'A World of Opportunities' was launched at the Chairman's Awards on 17th December 2009.

The EVP is commonly defined as the total value an organization offers its employees in return for working for it. It provides answers to key questions of potential employees “Why should I work for 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 distinctive and 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 SELF-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 emphasize that at the Aditya Birla Group we can only be limited by our own thoughts and actions, not by opportunities.

Together, let us truly make it “A World of Opportunities”.

Dr. Sanulpt B. Misra
Director, Group Human Resources & CEO, Carbon Black Business
A WORLD OF CAREER PROSPECTS TO CHART YOUR OWN DESTINY

At the Aditya Birla Group your career map is literally the world map. The Group offers you a choice of diverse roles across functions, business sectors and geographies, encouraging its people to take charge of their careers by leveraging these opportunities, tools and processes. With endless possibilities to leverage your experience, build on your strengths and realize your aspirations you are empowered to chart out your own destiny.
ENABLERS FOR OPPORTUNITIES TO ENHANCE CAREER ASPIRATIONS AND FULFIL THEM:

- Xplore (Taking Opportunities to Employees) enables employees to have a fulfilling career in the Group and make informed career decisions by providing them access to all necessary information and development opportunities.

- ABG Competency Framework comprises Behavioral and Functional Competencies. These serve as the common yardstick for identifying your strengths and the areas for development, both for current and future roles.

- Talent Management Framework articulates the various processes that are included in Talent Management.

- Competency Assessment and Development Discussion (CADD) is the process of identifying your strengths and areas of development in your current role, using the ABG Competency Framework.

- Potential Assessment is a confidential exercise done by your manager and / or other senior members.

- Talent Segmentation is the process of segmenting the employees using the 9 box – 3 X 3 performance – potential grid.

- Development and Assessment Centre (DAC) is the process of validating by renowned external agencies and calibrating the potential assessed during the Talent Segmentation process.

- Talent Reviews (Development Dialogue) is an annual facilitated engagement process wherein the leadership team discusses the high potential (Talent Pool) employees in terms of the strength that can be leveraged, the possible next roles and the areas of development.

- Succession Planning is a process for identifying and developing internal talent with the potential to fill critical positions.

- Transition Management / On – Boarding processes enable employees settle down in their new roles smoothly and be productive at the earliest.
**Mobility Support Framework** enables the employee to explore wider career opportunities across different units / circles / businesses / functions / locations within the Aditya Birla Group

**Secondment / Swap / Short Term Assignments** provide unique opportunities to develop and hone specific functional and behavioral competencies

**Opportunity** refers to a prospect of filling a position within the Aditya Birla Group, which is either planned for or unplanned

**My Resume** is a unique feature available to you to showcase your background, work history, education, skills and achievements effectively. It also enables all the recruiters within the Aditya Birla Group to understand you better

**Available for Role Change** enables employees to declare their interest for a role change within the Aditya Birla Group

**Jobs I Like** enables employees to proactively indicate the specific roles she / he would like to move into as part of the next career move

**Job Preferences** enables employees to set preferences (basis Business, Location, Job Function etc) for receiving e-mail alerts on job opportunities within the Aditya Birla Group

**Career Conversations** facilitate meaningful dialogues around your career with your manager / mentor

**Career Management Services** provide Information on the availability of possible career paths and help you make the right career choices

**Performance Management System** enables sharper goal setting with open performance conversations and a transparent feedback mechanism

**Job Analysis & Evaluation** is an intuitively accepted tool that provides critical analysis to individuals and the organization to drive job clarity, performance and development

**Performance Highway** is a technology enabled goal setting tool that aligns large workforces to key organizational priorities through an automated process
Aditya Birla Group has given me the opportunity to expand my career to another country. I was working for the domestic market, but now I take care of the export market also.

- Punlaporn Waosamneang
Aditya Birla Chemicals (Thailand) Ltd.

I have friends in the Group who have moved across businesses as diverse as financial services and cement; people who've moved in from the corporate office to a very strong line role and vice versa. This is because the organization is ready to take a leap of faith to create strong careers for its people.

- Vishak Kumar
Aditya Birla Retail Ltd.

This Group has given me wide roles from working with the Chairman as his Executive Assistant, heading Supply Chain in Madura Garments which involved manufacturing of garments, to leading operations in the South for the Hypermarket and then heading Buying and Merchandising for the same business of Aditya Birla Retail. And now I am heading the Operations of the Spinning Business in Indonesia.

- Kapil Agrawal
PT Indo Liberty

Over the last 16 years, I have had the opportunity to work in a very diverse range of roles and functions across the Group. It has been an extremely fulfilling, rewarding and enriching journey as a professional.

- Ashish Dikshit
Madura Fashion & Lifestyle

The IRS system is very good. An employee who has been a Supervisor since ten years was able to apply for a role at another unit for Senior Supervisor.

- Vijay Krishna A.
UltraTech Cement Ltd.

Leaders here take extra pains and go the extra mile to ensure that they are creating the right leadership for the future. I have been an example of that and I am also supposed to do the same with my people down-the-line so that they are groomed for the future and that is how the leadership journey goes on in the Group.

- Bimal Kumar
Birla Sun Life Insurance Company Limited
VISION

“To be at the core of an effective learning network, that as a strategic business partner, harnesses knowledge and intellectual capital, to 'contribute' to the goals and objectives of the Business.”

A WORLD OF LEARNING TO TRANSLATE KNOWLEDGE INTO ACTION

At the Aditya Birla Group, knowledge begets success. The Group provides its people multiple opportunities to hone existing skills and develop new ones, with a focus on constantly encouraging people to learn on the job, in classrooms and beyond through interactions with some of the best minds in the industry.
ENABLERS FOR OPPORTUNITIES TO LEARN AND DEVELOP AND GROW AS PROFESSIONALS:

- **Gyanodaya** is the Group's Global Centre for Leadership Learning that designs and delivers relevant and current knowledge and competence-building learning opportunities across the entire spectrum of the Group.

- **Gyanodaya Virtual Campus (GVC)** is the Group's e-Learning platform that has a robust Learning Management System serving 30,000+ active e-learners at various levels across the globe. This includes the e-learning modules from the very reputed Harvard Manage Mentor.

- **My Development Plans** are facilitated for every employee based on the ABG competency requirements.

- **Functional Training Programs** are designed to enhance functional domain knowledge in line with industry best practices.

- **Continuing Education Policy** facilitates learning through a wide range of sponsorships and other enabling mechanisms such as the Universitas 21 Online MBA.

- **Leadership Development Programs** are designed and delivered which are experiential in nature and use innovative methodologies for delivering the learning.
Coaching & Mentoring is an engagement format between Senior Managers and individuals or teams and is largely used for select behavioral learning events which involve formation of new leadership habits.

Knowledge Integration Programs (KIPs) provide the platform to share success stories and best practices and learn from each other.

Outreach Programs are a suite of high quality programs delivered by Gyanodaya certified faculty across the business unit locations. Some of these programs include Personal Effectiveness, Manage Self, Manage Others, Presentation skills, Team building and Collaboration.
Given the market situation being a little tight, the first thing which is cut are the training budgets and our employer is not cutting it down so we have a lot of opportunities to develop ourselves to be promoted for other positions.

- Philipp Nagy
Birla Carbon

Aditya Birla Group has given me opportunities to travel all over India and outside India. I've just returned from Paris and Italy where I've learnt lots on design and the trends of what is going on outside India.

- Md. Samim Arif
Jaya Shree Textiles

At the CCW plant the Quality Management System was to be upgraded from ISO9001 to TS16949 to satisfy the demand of the auto industry. To achieve this my colleagues and I were sent for training and also had the opportunity to visit a plant in Korea which had already implemented the new Quality System.

- Jianguo Zhong
Birla Carbon

We get job rotation opportunities in our company which is a very good learning and development initiative.

- Sunil Tiwari
Idea Cellular Ltd.

I got a lot of learning opportunities, attending a technical training abroad and completing my MBA from Universitas 21 sponsored by the Group. I also completed an executive course on Leadership from the Indian School of Business and Harvard Business School.

- Kailash Pandey
Hindalco Industries Ltd.

We believe that you are more likely to succeed as a global leader if you have lived in and driven an agenda in two different continents. This provides an opportunity to appreciate different cultures, different geopolitical dynamics, and different legal environments. This first-hand exposure over time leads to having a broader, more informed perspective when making decisions that impact the global business. We therefore put people on 2-3 year assignments in different parts of the Novelis footprint to get them prepared to be one of our key global executives in the long run.

- Joanne McInerney
Novelis Inc.
WORLD OF REWARDS AND RECOGNITION TO BE THE BEST

At the Aditya Birla Group, success comes to those who believe in themselves and push their boundaries. The Group encourages you to reach and surpass your best performance. With emphasis on competitive compensation, performance incentives, international assignments, Group-wide recognition and much more. To shine, you need to truly impress only yourself!
ENABLERS FOR OPPORTUNITIES TO BE REWARDED AND RECOGNIZED:

**Effective Compensation Programs**
- **Annual Compensation Review** is a process that is standardized with defined internal governance ensuring fairness, equity and parity across the group.
- **Performance Differentiation** aligns 'performance continuum' to 'pay continuum' which implies that a consistent top performer is positioned at the higher side of the pay range for the relevant level.
- **Sector Benchmarking** ensures that rewards are sector and geography driven, through specific market benchmarking studies being conducted once in 2 years.
- **Peer Benchmarking** facilitates benchmarking similar skill sets across sectors or functions to ensure parity and consistency.
- **Compensation Budgeting** facilitates defining of annual compensation budgets, after planning for manpower, market movement on salaries, business growth, attrition analysis, among others.
- **Analytics** such as compensation cost ratios and ROI on employment costs at business and Group level ensure competitiveness and affordability by aligning costs to business results. Sector peer group analysis on economic parameters provides insights on sector competitiveness and sets ideal ratios for the business.

**Incentive Plans:**
- **Variable Pay** is a sector aligned team incentive which is integrated with elements of individual performance.
- **Long Term Incentive Plans** enable building of strategic alignments between business growth and individual rewards.

**Retention Programs:**
- **Deferred Compensation Program** is offered to high potential and high performing middle management to distinguish them from their peers. The program runs over 3-4 years thereby enabling retention of key talent in the businesses.
Retirement Programs are designed to honor continuity of service across businesses and help support talent mobility. These include Provident Fund, Superannuation, Gratuity and Leave Encashment.

Employee Benefits:
- **Nishchint** a unique “Death in Service” contributory term insurance benefit plan providing monetary relief to the family of an employee in the event of his / her death while in service and on separation in case of serious illness or disability is available in our businesses in India.
- **Insurance** in the form of medical, personal accident and hospitalization is offered to all employees to fulfill the Group’s efforts in extending benefits that touch the lives of the employees and their families. Beyond these there are policies and programs that are focused towards asset building and future security for employees by offering assets on retirement at lower price.

Recognition:
- **Aditya Birla Awards for Outstanding Achievement** is the highest level of recognition at the Group level which is an annual event that honors both individuals and teams.
- **PRIDE (Performance Recognition in Delivering Excellence)** is a business level monetary recognition program for employees who excel in delivering business critical projects or assignments.
- **Unit Level/Business Level Recognition Programs** recognize individual and team achievements at the business level. Eg. ABFSG Day (Aditya Birla Financial Services Group) & Galaxy (UltraTech Cement Ltd.)
- **Appreciation cards** are a practice for spontaneously recognizing and appreciating good work of peers and teams widely used at all of the Aditya Birla Group offices.
There are so many rewards and recognition schemes related to Birla Awards for Outstanding Achievement, Birla Awards for PRIDE award, BIRAS and various schemes at the unit level. We managers provide Shabash cards to our colleagues when they do something good. I think for the employees of Columbian Chemicals, which was acquired about 3 years ago, they found themselves appreciated and valued.

Personally, for me, one of my first experiences was invaluable for me and for the rest of the management team was when we went to Jaipur in December 2011 to attend our first ever Aditya Birla Awards for Outstanding Achievement. We didn't really know what to expect and we can't even describe the event that the Birla organization puts on to honor their employees around the world.

At Aditya Birla Group, hard work and dedication never go unnoticed and translate directly to career growth and rewards. In the last 5 years, I've got two promotions and got nominated thrice for different awards.

- Amit Goel
- Abhinav Sinha
- John Loudemilk
- Timothy Fedtigon

- Pradeep Sengupta
- Sachin Jain
- Amrit Agrawal

- Adrian Neelam
- Hindalco Industries Ltd.
- Grasim Industries
- Staple Fibre Division

- Birla Carbon
- Birla Carbon
- Birla Money Limited

- Aditya Birla Overseas Enterprises Pte Ltd.
A WORLD OF ENRICHED LIVING TO BUILD A WHOLESOME LIFE

At the Aditya Birla Group, we believe the focus should be on the whole, not just the parts! The Group encourages you to fulfil your personal and social needs, not just your professional development. You will find a range of benefits from individual and family benefits, a supportive work environment, corporate social responsibility platforms and other benefits designed in line with your evolving personal needs and priorities. To fulfil you just need to be yourself!
ENABLERS FOR OPPORTUNITIES TO LEAD AN ENRICHED LIFE:

In our endeavor to build an enriched life for our employees we:
- Ensure their overall wellbeing and improvement of their quality of life
- Drive the philosophy of care amongst employees across the Group
- Work towards safety of our employees and creation of an enabling environment

Overall Wellbeing:
- Vitamin H is an informative portal which offers all health and wellness related information with a range of possible solutions for employees and their family members
- Life Unlimited is our Employee Assistance Program (EAP) which provides free and confidential counseling support to address and resolve issues that are important for employees and their families
- Annual Health Check-Up is offered to employees at all business locations providing them a detailed health report along with a doctor consultation. This program is also extended to family members at a discounted rate

Quality of Life:
- Add More To Life (AMTL) is a Quality of Life initiative in townships through which we create an urban and modern life experience for employees and families at our manufacturing locations
- Infrastructural Support at Units & Offices includes hospitals, gymnasiums and yoga classes thereby promoting a healthy life
- Telemedicine Facilities in our remote locations provide the best of healthcare at the doorstep at a minimal cost
- Maternity Support Program is a combination of various benefits that will support a woman employee during her maternity phase as well as when she comes back to work
Care:

The AWOO Scholarship Program has been institutionalized under the aegis of the AWOO Trust. The AWOO Scholarship is a Group wide employee scholarship program which is given to bright and deserving children of non-management staff to pursue Under Graduate and Post Graduate professional courses facilitating their employment.

Policies encouraging Work Life Balance
- Flexible work arrangement is offered to employees
- Compulsory Annual Leave encourages employees to avail a break by allowing for only 50% of the annual privilege leave entitlement to be carried forward

Pratibha Scholarships is a Group wide employee scholarship program offered to employees' children pursuing higher education. This is provided for both Under Graduate and Post Graduate programs across the world.

Near Relations Policy enables and encourages our existing employees to refer their competent and professionally qualified relatives (including spouse and children) thereby extending our “World of Opportunities” to the family.

Enabling and Safe Environment

Code Red is the Aditya Birla Group Emergency Helpline which is a 24x7 service available that caters to any kind of exigency faced by employees and their families.

Pre Trip Advisory (PTA) is a service provided to all Aditya Birla Group international travelers on advisories and alerts related to safety, travel and medical risks of the country / destination.

A safe, secure and nondiscriminatory working environment is attained by building awareness and educating each employee on the subject of prevention of sexual harassment at the workplace.

Vibes & Team Vibes is a platform which enables employees to voice their feedback about the organizational practices as well as helps the Group to understand the employee's expectations.

Creation of Communities at the Aditya Birla Group:
- World of Women Network
- Retiree Network - 'For Old Times' Sake' website
- Wellness Champions
My son got the Aditya Birla Scholarship and because of this scholarship I was able to send him to America

- Vijay Shakalya
Grasim Industries Ltd.,
Staple Fibre Division

20 years in the group is a long journey and it is the family atmosphere in ABG that ignites the spark of passion which keeps me dedicated.

- Ajay Mahajan
Aditya Birla Chemicals (Thailand) Ltd.

The atmosphere and the camaraderie that exist across our businesses in the Group is so special. Something that I'm sure does not exist in the other corporations that I'm aware of.

- Shashank Awasthi
Birla Carbon

When I joined Idea I was based out of Meerut. After 3 years I needed a transfer to Delhi because of some family commitments. Within 25 days I got relocated which earlier I thought wouldn't be so hassle free.

- Varsha Tomar
Idea Cellular Ltd.

At Novelis we annually go and do community work outside of the regular business. I was in Brazil last week painting a small kids playground. So we truly support the local communities.

- Andreas Nickel
Novelis Inc.

Coming out of a particularly poor production month our Mill Manager brought his guitar to the business review meeting. He had written a song on all of the challenges that we faced and how we had overcome them. It was nice for the Mill Manager to get up and to do that for us as it lightened the mood, lifted our spirits and raised morale. We finished the following month with a strong performance.

- Jason Acott
AV Nackawic Inc.
GROUP
PEOPLE VISION
“Aditya Birla Group
as an exciting world of
global opportunities
for professional growth
with human care.”

An opportunity is a possibility due to a favorable combination of needs,
performance, effort and circumstances.

The Aditya Birla Group facilitates and creates the environment and enablers to
provide the opportunities mentioned in this brochure to all its employees. All
employees are provided with equal opportunities to leverage the enablers and
develop on them to build their career.

A World of Opportunities is a long term initiative which employees will
experience over a period of time based on their effort. This Group wide initiative
and its success is based on what leaders, managers and employees make of it.
It is not an initiative that will come to an end or be complete but is a way of life
at the Group and will evolve continuously over a period of time.
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