

COVID-19 Response

The highly infectious novel coronavirus has rapidly spread across the globe since it was detected in December 2019 - January 2020. Aside from the public health implications of the pandemic, subsequent lockdowns have also led to socioeconomic fallout in many parts of the world, including India.

CEAT's culture is built on an ethos of safety, and protecting and serving the interests of its customers, employees and communities has always been of paramount importance to it. This has taken on even more importance in the wake of the COVID-19 pandemic, and the Company is working to ensure the wellbeing of its personnel, while exploring new avenues to best serve its customers. It is also leveraging its innovative prowess and wide network to manage and mitigate the aftermath of the crisis on society's most vulnerable sections. Some of CEAT's initiatives undertaken until this reporting have been outlined in this section.

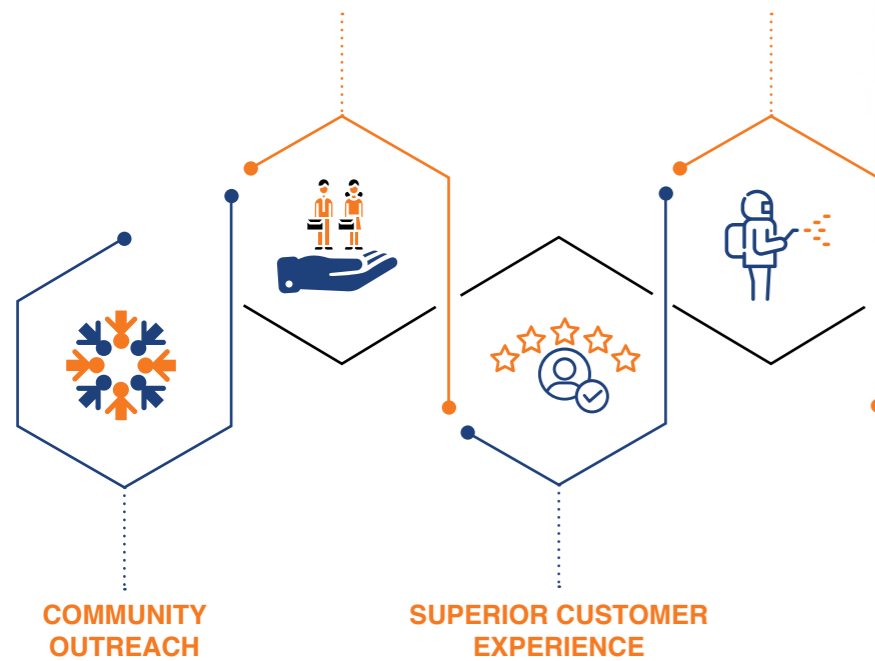
Wall of Gratitude -

Words fall short to express our gratitude to the COVID-19 warriors in our country. RPG's token of appreciation for the doctors, nurses, policemen, media persons, delivery executives and our very own COVID-19 warriors for braving the situation and undertaking their duty. This artwork was created by Mumbai-based graphic designer and illustrator, Sameer Kulavoor at our head office, RPG House.



EMPLOYEE WELLBEING AND ENGAGEMENT

PLANT HEALTH AND SAFETY



COMMUNITY OUTREACH

SUPERIOR CUSTOMER EXPERIENCE

COVID-19 Response

COMMUNITY OUTREACH

Ventilators, Masks, Sanitisers

- ▶ COVID-19 testing booths developed in collaboration with RPG Foundation provided to **75** hospitals across Maharashtra, Andhra Pradesh, Tamil Nadu, Gujarat and Kerala
- ▶ Funded a start-up, Promethean Energy, to develop low-cost prototype of a ventilator, to distribute about 25 ventilators to hospitals and medical facilities across India
- ▶ Around **2,500** masks contributed to the Bhandup police station in Mumbai
- ▶ Around **1.25 Lac** pairs of gloves, **10,000** PPE kits, **50,000** N95 masks and **500 litres** of sanitiser donated to frontline workers in Mumbai



Distribution of Food and Meals

- ▶ CEAT distributed over **3.7 Lac** cooked hot meals from its plants in Nashik, Bhandup, Ambarnath, Chennai, Halol and the head office in Worli
- ▶ Donated dry rations worth **₹4,00,000** to migrant labourers in Mumbai, and worth **₹10,00,000** to **2,270** families in Tamil Nadu



Truck Sanitisation

- ▶ The Company undertook sanitisation of close to **200** trucks in FY 20, towards the goal of sanitising over **8,000** trucks, which had already been surpassed with over **9,000** trucks as of July 2020, at various locations across India
- ▶ Face masks, sanitisers and food packets were distributed to truck drivers and other daily-wage workers; over **4,670** food packets were distributed in FY 20 alone

Donations

- ▶ Donated **₹10,00,000** to the COVID-19 response fund in Tamil Nadu

Other Initiatives

- ▶ CEAT's employees and their family members supported the RPG Foundation's 'A Story A Day' initiative by reading simple English stories to children
- ▶ CEAT contributed **₹25,00,000** to Milkar, a collaborative platform that distributes food kits to underserved communities in Mumbai



EMPLOYEE WELLBEING AND ENGAGEMENT

- ▶ A weekly podcast hosted by the Chief Fitness Officer (CFitO) guides employees on staying healthy while working from home, boosting immunity and other relevant subjects
- ▶ The CFitO connects with employees' families to answer queries and guide them on the precautions to be taken to prevent COVID-19
- ▶ Two slots of two-hours each are available for employees to reach out to the Chief Fitness Officer directly
- ▶ CEAT onboarded a physical trainer to conduct virtual workout sessions for its employees under the series 'CoFit 20'
- ▶ A different health-related contest, such as the 'Push-Up Challenge' or 'Exercise Selfie with Family' is rolled out each week to motivate employees
- ▶ The CFitO, along with an Employee Assistance Programme psychologist, are extending counselling services to employees, in addition to hosting webinars on mental health-related topics
- ▶ Training and development content is being delivered to employees in formats such as case studies, e-books, TED Talks, online courses and articles
- ▶ 6th July was announced as Wellbeing Day for the employees to take a break from the 'Work from Home' monotony and connect with their families
- ▶ A photography cohort has been formed for employees to learn new techniques and follow their passion

SUPERIOR CUSTOMER EXPERIENCE

- ▶ The avenues of no-touch tyre service and car disinfection are being explored to provide a hassle-free customer experience
- ▶ CEAT is exploring new business models like online buying and doorstep fitment and fleet advisory services
- ▶ Introduced the GoSafe S95 masks with formidable six-layer filter protection, having soft anti-bacterial fabric, microbe protection and consisting of small particle filters for added safety

PLANT HEALTH AND SAFETY

- ▶ Risk-based approach to prevent safety incidents during plant shutdown and start-up
- ▶ Prepared Plant Start-up Manual comprising of Safe Start-up SOP, government orders, Pandemic Checklist and COVID-19 suspect handling and contact tracing procedure, and ensured compliance through daily inspections
- ▶ Audio-visual training module prepared on precautions to be taken at home and the workplace

