



# HERO Cycles Limited

Phones : 2539448-52, 5026969  
Fax : 0161-2539478-79, 2539474  
Website : <http://www.herocycles.com>  
Toll Free : 18002084376  
CIN No. : U35911PB1966PLC002667

Regd. Office :  
Hero Nagar, G. T. Road,  
LUDHIANA - 141 003. (India)

## CORPORATE SOCIAL RESPONSIBILITY (CSR) PHILOSOPHY

Social and environmental responsibility has always been at the forefront of 'Hero Cycles operating philosophy' and as a result the Company consistently contributes to socially responsible activities. Corporate Social Responsibility (CSR) at Hero Cycles portrays the deep symbiotic relationship that the group enjoys with the communities it is engaged with. As a responsible corporate citizen, we try to contribute for social and environmental causes on a regular basis. We believe that to succeed, an organization must maintain highest standards of corporate behavior towards its employees, consumers and societies in which it operates. We are of the opinion that CSR underlines the objective of bringing about a difference and adding value in our stakeholders' lives.

In the past, company has undertaken the following activities for the benefit of the society:

- putting up schools
- decorating parks
- partnership with the DMC Hospital, Ludhiana

Hero CSR policy is driven by its aspiration for excellence in the overall performance of our business.

### **CSR VISION**

1. Develop meaningful and effective strategies for engaging with all stakeholders.
2. Consult with local communities to identify effective and culturally appropriate development goals
3. Partner with credible organizations like trusts, foundations etc. including government, non-government organization
4. Check and prevent pollution

MANUFACTURERS OF : "HERO" BICYCLES

### **CONSTITUTION OF CORPORATE SOCIAL RESPONSIBILITY COMMITTEE**

Keeping in line with section 135 of the Companies Act, 2013 (hereinafter referred to as 'the Act'), the Board of Directors of the Company shall form a Corporate Social Responsibility Committee (hereinafter referred to as the 'CSR Committee') to *inter alia*, carry out the following functions:

- (a) to formulate and recommend to the Board, a Corporate Social Responsibility Policy indicating activities to be undertaken as specified in prescribed Schedule;
- (b) to recommend the amount of expenditure to be incurred on the activities referred to in clause a);
- (c) to monitor the Corporate Social Responsibility Policy from time to time.

### **CSR PROJECTS, PROGRAMS AND ACTIVITIES**

In accordance with the primary CSR philosophy of the group and the specified activities under the Companies Act, 2013 read with Companies (Corporate Social Responsibility Policy) Rules, 2014, and any amendment(s) thereof, the CSR activities of the Company will have the following thrust areas:



ENTRIES IN SCHEDULE VII TO THE COMPANIES ACT 2013	PROJECTS OR PROGRAMS UNDERTAKEN / TO BE UNDERTAKEN BY THE COMPANY	MODALITIES OF EXECUTION	IMPLEMENTATION SCHEDULE
(i) eradicating hunger, poverty and malnutrition, promoting healthcare including preventive healthcare and sanitation and making available safe drinking water	Organizing <i>rahgiri</i>	Directly or through NGOs for conducting <i>Rahgiri</i>	Estimated Cost Rs. 20 Lacs
(ii) promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects			

<p><b>(iii) promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups</b></p>			
<p><b>(iv) ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water</b></p>	<p>Ensuring environment sustainability</p>	<p>Through maintenance and upkeep of municipal park</p>	<p>Estimated Cost Rs. 5 Cr.</p>



<p><b>(v) protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts;</b></p>			
<p><b>(vi) measures for the benefit of armed forces veterans, war widows and their dependents;</b></p>			
<p><b>(vii) training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports</b></p>	<p>Promoting cycling among youth</p>	<p>Through organizing cyclothon and rallies</p>	<p>Estimated cost Rs. 1.5 Cr.</p>
<p><b>(viii) Contribution to the Prime Minister's National Relief Fund or any other fund set up</b></p>			

<p>by the Central Government for socio-economic development and relief and welfare of the Scheduled castes, the Scheduled tribes, other backward classes, minorities and women;</p>			
<p>(ix) Contributions or funds provided to technology incubators located within academic institutions which are approved by Central Government</p>			
<p>(x) Rural development projects</p>			

**SURPLUS OF CSR PROJECTS**

The surplus, if any, arising out of the CSR projects or programmes or activities shall not form a part of the business profit of the Company and will be ploughed back into the CSR activities.