

## Shree Cement Lauded for Corporate Social Responsibility

Shree cement lived its innate philosophy of giving back to society by winning the coveted FICCI-SEDF Corporate Social Responsibility appreciation certificate in the Large Enterprise category. The honourable Minister of commerce and Industry, Mr. Anand Sharma presented the award to Mr. M. K. Singhi, Executive Director Shree Cement Limited at the business world – FICCI-SEDF Corporate Sustainability Award ceremony held in New Delhi on 3<sup>rd</sup> May 2010. Other reputed companies which won this award were ITC Limited, Bharti Airtel foundation, The Tata Power Company Limited, Tata Steel Limited and PepsiCo Holdings Pvt. Ltd. Shree's Corporate Social Responsibility work speaks volumes about the commitment and efforts of their CSR team which enjoys excellent infrastructural and employee back up.

“Community is an important stakeholder in our business and its welfare becomes an imperative thought process which percolates the entire system of Shree, asserts Mr. M. K. Singhi. The recognition and appreciation of our CSR efforts at such an important forum will only stimulate and ignite our CSR lamps even more brightly.

Cordial partnership between the company and the local communities is testified in the upliftment of surrounding areas. Our activities foster trust local communities in us and therefore, Shree is perceived as a responsible company by local communities. To enhance our engagement with communities through a well channelized system, “Shree set up Shree Rural Foundation Society” (SERF) to identify and prioritise community needs and offer avenues & opportunities for sustainable livelihood, health & family welfare, literacy, medical and infrastructure development. The transparent approach of the company to stakeholders is visible by publishing fifth Corporate Sustainability Report describing its triple bottom line approach according to G3 guidelines and awarded A+ level.

