

Engaging with our Stakeholders

The Company's aim is to build trusted relationships with stakeholders to deliver on its goal of creating and sharing prosperity across the value chain. It meaningfully engages with them and ensures that it addresses the issues affecting the business in a manner that is aligned with the society's wider goals.



Stakeholder	Relevant Matters	Methods to Engage with Stakeholders
Investors	<ul style="list-style-type: none"> • Share Price Appreciation • Sustained Dividends • Profitability • Governance • Business Strategy • Market Share 	<ul style="list-style-type: none"> • AGM and Other Relevant Shareholders' Meetings • Periodic Analyst Meets, Conference Calls • Publications like Annual Reports, Quarterly Results, Investor Presentations and Media Releases • Shareholders' complaints/grievances management • Periodic email communications and Stock Exchange intimations
Customers and Partners	<ul style="list-style-type: none"> • Quality of products • Timely delivery • Value for money • Business continuity • IP protection • Safety and sustainability • Governance 	<ul style="list-style-type: none"> • Crop Protection: MD's Elite Club, Baghidhari Sabha, Distributor Meet, Anubandh Retailer Meet • Seeds Business: Dhaanya Regal Club, Milaap, Milan • Customer Connect Programmes: Mega Event, Crop Seminar, Farmer Meet, Product Differentiation, Preseason and Offseason Activities, social media interactions • Customer satisfaction survey, NPS surveys • Customer complaints/grievances management
Suppliers	<ul style="list-style-type: none"> • Timely payment • Ease of doing business • Transparency in trade deals • IP protection 	<ul style="list-style-type: none"> • Samagam, the annual supplier meet, online and offline information exchange, trade conferences, industry meets, direct meetings • Periodic satisfaction surveys • Vendor complaint/grievances management
Growers/ Organisers	<ul style="list-style-type: none"> • Quality of parent/hybrid seed • High productivity • Ease of production • Timely information • Timely payment • Price of seeds • Minimum income guarantee 	<ul style="list-style-type: none"> • Preseason meetings, regular online and offline interactions for information exchange, satisfaction survey, reward and recognition meeting
Employees	<ul style="list-style-type: none"> • Career growth • Reward & recognition • Safe and conducive workplace • Learning & development 	<ul style="list-style-type: none"> • Performance reviews, websites, intranet, periodic employee communications, engagement initiatives, internal newsletters, inter and intra function review meetings, new employee induction programme, training programmes, union meetings, skip meetings, and others
Communities	<ul style="list-style-type: none"> • Inclusive development initiatives in sustaining livelihood, creating infrastructure, education, health and maintaining clean and safe environment 	<ul style="list-style-type: none"> • Quarterly review with implementing partners and site visits by members of leadership team • Regular site visits, informal review and interaction with stakeholders concerned by CSR head • Monthly meetings with CSR team members, implementing partners and beneficiaries • Volunteering opportunities in CSR sites with CSR stakeholders for engaging employees and associates
Government and Regulatory Bodies	<ul style="list-style-type: none"> • Complying with legal and regulatory authorities • Advocacy • Contribution to exchequer 	<ul style="list-style-type: none"> • Periodic information submissions, advocacy meetings, engagement through industry bodies, seminars, other regular engagements with multiple regulatory bodies