



CSR POLICY OF MAX LIFE INSURANCE COMPANY LTD.

Financial Year 2017-18

I. PREAMBLE

- 1.1 Corporate Social Responsibility has been an area of focus of the Max Group and Max Life Insurance Company Limited, ("**Max Life**" or the "**Company**") since inception. Max Group being in the "*Business of Life*", there has been a conscious effort to make a difference in the lives of the less privileged through its CSR initiatives. Max Life has given this priority and effected positive change in the quality of life of the underserved in keeping with the Group philosophy.
- 1.2 The Companies Act brings an even greater emphasis on CSR with Rules that provide guidance on minimum CSR spend, reporting mechanism, review structure and reporting to the shareholders of the Company. A CSR Committee has been formed at the Board level to oversee CSR Activities of the Company.
- 1.3 Further to the above stated, the Board has approved this CSR Policy which has been formulated and proposed by the CSR Committee with an objective to outline its CSR focus areas, recommending the amount of CSR Expenditure, execution process, review & monitoring mechanism, and, reporting process to the Management and the Board of Directors of the Company.

II. PHILOSOPHY & OBJECTIVES

Max Life has the vision to build the most admired life insurance company by securing the financial future of our customers and the Company's mission to bring about strong social relevance. It aims to be committed to social causes and relevance for its inclusive growth and to contribute to society by supporting causes on the health and well-being platform.

III. DEFINITIONS AND INTERPRETATIONS

"**CSR**" means corporate social responsibility.

"**Companies Act**" shall mean the Indian Companies Act, 2013, along with amendments thereto.

"**CSR Activities**" shall mean the permissible CSR activities as per Schedule VII

"**CSR Committee**" shall mean the CSR Committee of the Board instituted by the Company.

“CSR Rules” shall mean the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended from time to time.

“CSR Expenditure” shall mean the CSR expenditure proposed under this Policy and providing the corpus amount in furtherance of this Policy.

“Estimated CSR Expenditure” shall mean the actual estimate of the CSR Expenditure for each year as has been approved for each year.

“Max Life CSR Policy” or **“CSR Policy”** shall mean this CSR Policy of Max Life.

“Max Life CSR Activities” shall mean the services rendered in the Max CSR Identified Sectors.

“Max Life CSR Identified Sectors” mean the following sectors, as have been identified under this CSR Policy, (i) Health, Hygiene & Sanitation, (ii) Education, (iii) Nutrition, (iv) Livelihood and (v) Environment.

“Max Group” shall mean Max Financial Services Limited, Max India Limited, Max Ventures & Industries Limited and the following subsidiaries of Max Financial Services Limited (i) Max Life Insurance Company Limited, Max India Limited: (i) Max Healthcare Institute Limited, (ii), Max Bupa Health Insurance Company Limited, (iii) Antara Senior Living Limited, and Max Ventures & Industries Limited (i) Max Speciality Films Limited.

“Max India Foundation” means the registered not-for-profit Trust, founded by Max India Limited as its Founder/Settlor on January 31, 2002.

“Primary and Secondary Education” shall mean the primary and secondary education system, as is recognised in India.

“Proposed Implementation Plan” shall mean the annual proposed implementation plan in respect of the Max CSR Activities to be provided each year

“Quarter” shall mean an annual quarter for each Financial Year.

“Rules” shall mean the rules prescribed under the Companies Act, as amended from time to time.

“Schedule VII” shall mean the schedule VII under the Companies Act.

“Village” shall mean rural villages, urban villages, slum clusters, cluster of villages and geographies covered by Gram Panchayats.

IV. CSR IDENTIFIED SECTORS AND CSR ACTIVITIES

Max Life shall undertake Max Life CSR Activities in all or any of the CSR Activities as per the Companies Act, however, it shall give primary importance to the Max Life CSR Identified Sectors, as follows.

4.1 **Health & Hygiene**

- a. Supporting and facilitating surgery and high-end treatment for underprivileged Indian patients
- b. Preventive healthcare for underprivileged Indian patients in identified geographies
- c. Health camps including immunization camps for underprivileged in identified geographies where Max Group has its presence
- d. Blood donation camps in Max Life Insurance agency offices
- e. Disability support including artificial limbs and polio callipers support
- f. Trained Birth Attendant / General Duty Attendants training in identified geographies
- g. Cancer awareness and care
- h. Personal hygiene training and support in those villages which have been adopted by the Company and in those locations where Health and Immunization camps are organized by the Company
- i. Environmental awareness and care in and around the selected areas of operations of the Company. Propagation of a clean healthy environment to ensure good health.
- j. Waste management and correct waste disposal – awareness and implementation primarily in adopted villages and in identified locations where the Company has its offices
- k. Clean drinking water primarily in adopted villages and schools for underprivileged children
- l. Sewerage system and management in adopted villages

4.2 **Nutrition**

- a. Vitamin A (children 0-5 years) and other supplements for underprivileged women and children
- b. Nutritional support through NGOs to underserved children.
- c. Awareness on how to ensure nutritious meal to family

4.3 **Livelihood**

- a. Vocational training and creating & supporting Self Help Groups for women, adolescent girls and youth in villages adopted by the Company and identified locations where Max Life Insurance has its offices. The vocations for which training will be provided will be identified basis the inherent skill sets and commercial opportunities for those vocations in and around the villages and identified locations.

4.4 **Financial Literacy & Insurance Awareness**

- a. Financial literacy & insurance awareness for students in schools and colleges through simple to understand material in identified locations where Max Life Insurance has its offices
- b. Financial literacy & insurance awareness to underprivileged in cities where Max Life Insurance has owned offices and villages adopted by Max Life Insurance

- c. Encourage households to enrol in Government promoted insurance and retirement schemes

4.5 Education

- a. Provide support to schools to promote education by providing books, education aids, black boards, seating arrangement and equipment for sports & other extra-curricular activities
- b. Education support should be provided in villages adopted by the company and identified locations in Districts where Max Life Insurance has its offices.

4.6 NGOs support in above mentioned areas

- a. Provide support to existing activities of NGOs
- b. Involve employees in identifying NGOs in their geographical areas and create tailored volunteering programme within specified budget and timeline.

V. MODALITIES OF EXECUTION AND IMPLEMENTATION SCHEDULES

- 5.1 **Independent Implementing Agency:** The Company shall work with Max India Foundation which will in turn work with relevant credible NGOs and organisations to execute work on the ground. Max India Foundation will be the primary partner and only in cases where the Foundation is not in a position to undertake any activity, Max Life will directly work with other NGOs directly. For volunteering activities undertaken by employees directly or through NGOs separate funds will be earmarked which will be allocated by Max India Foundation to offices once they share the relevant project details.
- 5.2 **NGO Support:** Max India Foundation will execute projects with the help of NGOs, Max Group companies and employee engagement. Max India Foundation may seek the support of NGOs who are working on ground on issues decided upon. Max India Foundation will also provide training support to volunteers to carry out / support in CSR activities.
- 5.3 **Volunteering:** Max Life and Max India Foundation should work together to create a comprehensive Employee Volunteering programme to ensure greater participation of employees in CSR activities. This programme should also include the recognition programme for Max Life volunteers. Senior management will encourage volunteer programmes of the Max Life employees.
- 5.4 **Modality of Execution of Max CSR Activities:** The Company shall execute and undertake the Max Life CSR Activities as mentioned in section IV through Max India Foundation or any other NGOs, if required.

5.5 **Geographical Areas for Max CSR Activities:** The Company shall execute and undertake the Max Life CSR Activities in identified locations where Max Group has presence and the villages adopted by Max Life Insurance.

5.6 **Beneficiaries for the Max CSR Activities:**

1. Children (0-18 years)
2. Women
3. Youth (18-25 years)
4. Senior citizens
5. Others – society at large

VI. CSR FUNDING AND CSR EXPENDITURE

6.1 **CSR Budget:** In order to ensure funding for the Max CSR Activities, Max Life shall strive to allocate 2% (two per cent) of the average net profits before tax made by the Company (Shareholders' Profit) in its immediately preceding three financial years.

6.2 **CSR Expenditure Funds:** The CSR Committee will present the Proposed Implementation Plan to the Board, detailing the action steps, modalities and the Estimated CSR Expenditure to the Company, for the Board's approval. The CSR Committee shall prepare the Proposed Implementation Plan together with Max India Foundation or any other NGO it decided to work with.

6.3 **Implementation Plan.** The Board shall approve the Final Implementation Plan and the CSR Expenditure Funds shall be allocated for implementation by Max India Foundation or other NGOs.

6.4 **Declaration.** The Company hereby declares that any surplus arising and/or additional revenue generated out of CSR Activities undertaken by the Company shall not form part of the business profit of the Company and same shall be spent for undertaking any CSR Activities only.

VII. Monitoring Process of CSR Activities

7.1 **Approval of CSR Plan.** Max India Foundation and other NGOs, the Company may decide to work with from time to time, shall present and get approval on a quarterly activity plan at the beginning of every quarter from relevant authority at Max Life Insurance. The plan should be in line with Max Life CSR Policy approved by the CSR Committee. This plan will form the basis for progress report to CSR Committee.

7.2 **Reporting to CSR Committee.** Max India Foundation and other NGOs the Company may decide to work with from time to time shall provide a detailed progress report on the Key Performance Indicators to the CSR Committee every Quarter, or, at such intervals and at such times as the CSR Committee shall require Max India Foundation and other NGOs to do so. The progress on CSR issues selected by the Company will be reported in the Annual Report in the format prescribed by the CSR Rules.

7.3 **Reporting to the Board.** The CSR Committee, after approval, shall submit its report giving status of the CSR Activities undertaken, CSR Expenditure incurred and such other details as may be required by the Board, in accordance with applicable laws.

7.4 **Key Performance Indicators:** Following shall be the key indicators for assessment of each of the Max Life CSR Identified Sectors:

Issues	Key Performance Indicators
Healthcare	
Surgeries and treatments	i) No of children benefitted ii) No of women benefitted iii) Total no. of beneficiaries
Preventive Healthcare	
Immunization	i) No. of children covered ii) No. of vaccines administered iii) No. of camps organised iv) No. of locations covered
Health Camps	i) No. of beneficiaries ii) No. of locations covered iii) No. of camps organised iv) No. of people provided immediate solutions / referred for further treatment.
Personal Hygiene & Environment Hygiene	i) No. of children and adults trained ii) Creation of garbage dumps / cleaning of open drains iii) Reduction / removal of open defecation practices
Nutrition	
Vitamin A	i) No. of children (0-5 years) given vitamin A capsules.
Other supplements	ii) No. of women and children provided with other supplements
Livelihood	
Vocational training	i) No. of women registered for vocational training ii) Self – sufficient women
Self Help Group	i) No. of Self Help Groups of women created ii) Earnings of Self Help Groups
Environment	
Environment Awareness & Protection	i) No. of people covered in various programmes ii) No. of trees planted / Area covered under environment protection programme
Financial Literacy	
Financial Literacy & Insurance Awareness	i) No. of schools / colleges covered ii) No. of students provided financial literacy
Education	
Education	i) No. of students benefitted by the support activities
Miscellaneous	
	i) Any other parameters as the CSR Committee may require

7.5 **Board Report and Annual Report.** The Board shall publish this Policy and an annual report on CSR Activities as per applicable laws.

a. Budget for FY 18

Annual CSR Expenditure FY18 – Max Life Insurance Co. Ltd.	
Profit Before Tax FY15	₹ 477.59 crore
Profit Before Tax FY16	₹ 510.94 crore
Profit Before Tax FY17	₹ 768.22 crore
Average Profit Before Tax	₹ 585.58 crore $\{(477.59+510.94+768.22)/3\}$
CSR Budget FY18 (2% of Average PBT)	₹ 11.71 crore (585.58*2%)

Activity	Spent in FY17 (₹ Lakh)	Proposed Budget FY18 (₹ Lakh)
Healthcare (Surgeries, Treatments, Health & Immunisation Camps)	284.40	285
Health Centres	56.25	60
Contribution to NGOs	196.99	241
Health & Environment Awareness & Protection	34.74	60
Artificial Limbs Camps	18	40
Hygiene & Nutrition	10.00	10
Village Adoption	262.39	370
Mobile Medical Unit	18.40	5
Financial Literacy & volunteers support	97.83	100
Total	995	1,171