

SOCIAL



Empowering leaders for future

The Company acknowledges the vital contribution of its entire workforce in generating, expanding, and maintaining the business. As a result, it is dedicated to establishing and upholding an equitable, secure, wholesome, supportive, and dynamic work environment throughout all its operations.



[BRSR Policy](#)



[Code of Conduct](#)

We aim to be one of the best employers. This starts with offering competitive starting wages for all employees and continues with providing benefits, support, and opportunities to help them reach their full potential.



Employee Wellbeing

- Work-life balance to all employees and workers
- Competitive wages
- Safe and hygienic workplace
- Health and term life insurance
- Skill upgradation training

At our Company, we firmly believe in promoting diversity and inclusion within our work culture. We encourage all employees to be their authentic selves at work, fostering an environment where everyone can contribute fully with their unique skills, experience, and perspectives.



Diversity & Inclusion

- No discrimination on the basis of gender, caste, creed, religion and ethnicity
- Celebrations on Women's Day, recognizing gender diversity within our organization
- Promote fair and unbiased hiring and performance evaluation process

16%
women in total
employee
workforce

Safety is at the core of our organizational objectives, and we regard it with the utmost priority. At our company, we are fully committed to fostering a safe and secure work environment for all our employees, clients, partners, and visitors. We firmly believe that every individual deserves to work in an environment where their well-being is protected and where potential risks are mitigated.



Health & Safety

- Health and safety training for all employees and workers
- Conduct fire and safety week for all franchisees
- Prioritize mental well-being of our employees and workers

ZERO

Workplace
fatality



Human Rights

- Human rights training to all employees and workers.
- No child and forced labour
- Non-discrimination and equal opportunity to all
- Robust grievance mechanism for any kind of violations

Inclusive Growth

At our core, we are dedicated to conducting business responsibly, acknowledging the significance of social and economic development concerns. We actively contribute to the national and local sustainable development agenda, striving for inclusive growth. By strengthening our communities, supporting local suppliers, and fostering innovations, we address various environmental and social needs to create a positive impact.



[BRSR Policy](#)



[CSR Policy](#)

Responsible Supplier

We proactively contribute to the socio-economic development of local communities by giving priority to local suppliers for both goods and services.

- Emphasizes sourcing raw materials and finished products from local suppliers
- Training and skill development programs for jobbers on key aspects like safety, labour practices and sustainability.
- Dedicated digital portal for jobbers
- Extended employment opportunities to local artisans and embroidery workers across the nation

47%

MSME procurement (2024-25)

Community Welfare

The Company is dedicated to creating positive impacts in the lives of underprivileged and economically challenged individuals. Guided by its CSR philosophy and policy, the company undertakes several initiatives in the fields of healthcare, education, and the overall well-being of people in vulnerable sections of society

Health

Education

Sustainable Livelihood

Nos. of lives impacted (2024-25): 1,1800