

September 06, 2024

<p>To: DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 Stock Code: 544117</p>	<p>To: Listing Compliance National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East, Mumbai 400 051 Stock Code: SIGNPOST</p>
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Dear Sir/Madam,

Sub: Business Responsibility and Sustainability Report for the year ended March 31, 2024

Please find attached herewith the Business Responsibility and Sustainability Report for the financial year 2023-24.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

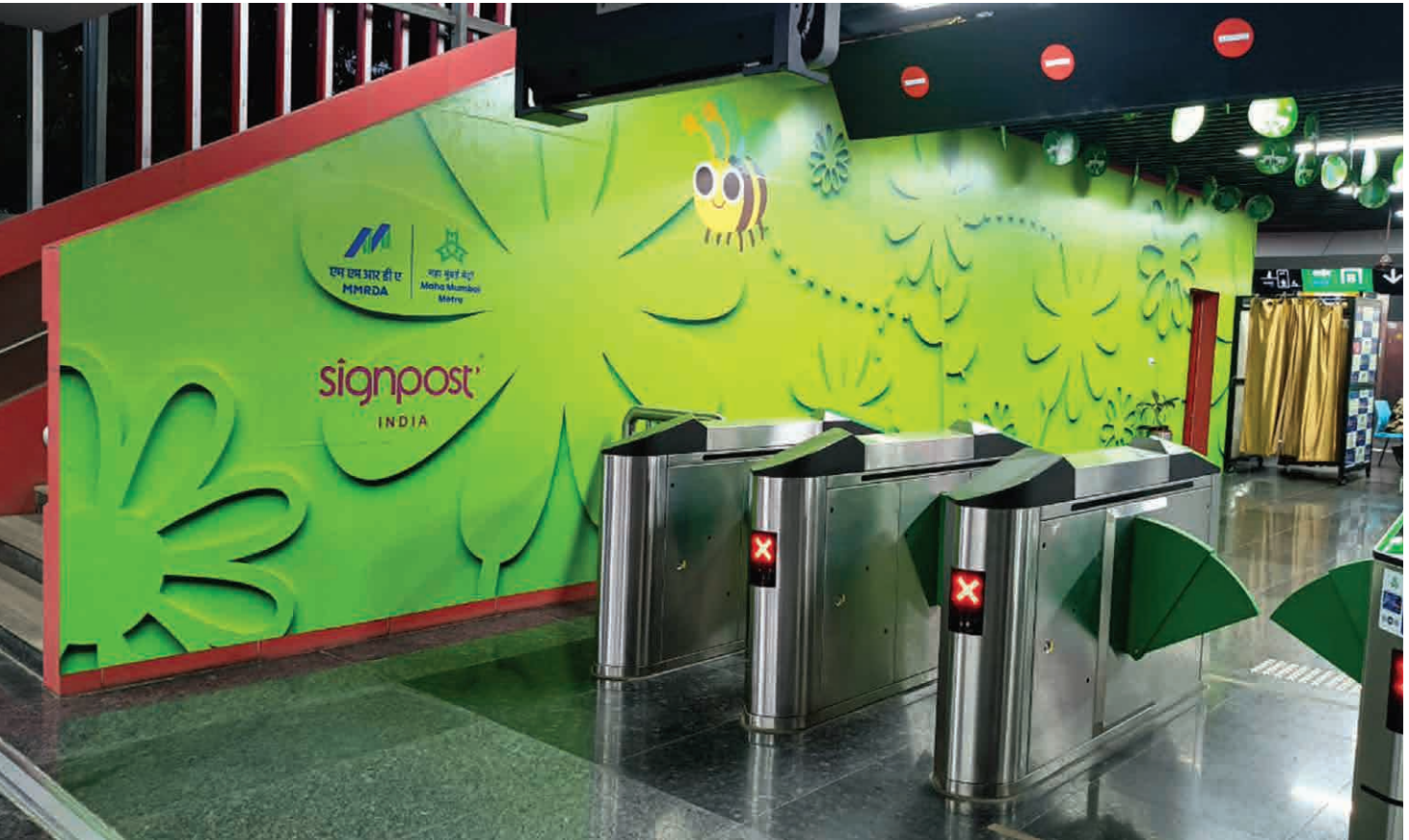
Yours Sincerely,
For Signpost India Limited

Rameshwar Prasad Agrawal
Chief Financial Officer

Encl: as above



BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT



ABOUT BRSR

The Business Responsibility and Sustainability Report is an initiative by the Securities and Exchange Board of India designed to foster responsible and sustainable business conduct among India's listed entities. Launched in 2021, the BRSR enhances and broadens the scope of the predecessor Business Responsibility Reporting by emphasizing the importance of transparent ESG disclosures.

Top 1,000 listed entities in India, as per market capitalization, are mandated to furnish detailed reports on ESG aspects under the BRSR guidelines. This encompasses a spectrum of areas, such as the company's environmental footprint, social welfare efforts, governance, interactions with stakeholders, and adherence to ethical standards. The aim is to offer stakeholders a comprehensive overview of the company's commitments to societal and environmental responsibility.

Companies are instructed to integrate ESG disclosures into their mainstream annual reports or to present them separately as sustainability reports. The BRSR seeks to incentivize the adoption of ESG principles within core business strategies, fostering alignment with global sustainability standards and principles. The report is divided into three sections:

- **Section A:** General Disclosures
- **Section B:** Management and Process Disclosures
- **Section C:** Principle Wise Performance Disclosures

LEADERSHIP HIGHLIGHT

Our Managing Director, Mr. Shripad Ashtekar won the Most Promising Business Leaders of Asia at Times Now Asian Business Leaders Conclave 2024. He is a true visionary transforming the DOOH media landscape and setting new benchmarks with his innovation & leadership.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

SECTION A: GENERAL DISCLOSURES

I. Details of the listed entity:

1. **Corporate Identity Number (CIN) of the Listed Entity** - L74110MH2008PLC179120
2. **Name of the Listed Entity** - SIGNPOST INDIA LIMITED
3. **Year of incorporation** - 2008
4. **Registered office address** - 202, Pressman House, 70A, Nehru Road, Near Santa Cruz Airport, Vile Parle (East), Mumbai - 400 099.
5. **Corporate address** - 202, Pressman House, 70A, Nehru Road, Near Santa Cruz Airport, Vile Parle (East), Mumbai - 400 099.
6. **E-mail** - info@signpostindia.com
7. **Telephone** - 022-61992400
8. **Website** - www.signpostindia.com
9. **Financial year for which reporting is being done** - 2023-24
10. **Name of the Stock Exchange(s) where shares are listed:**

Name of the Exchange	Stock Code
BSE Limited	544117
National Stock Exchange of India Limited	SIGNPOST

11. **Paid-up Capital** - ₹ 10,69,00,000
12. **Name and contact details (telephone, email address) of the person who may be contacted in case of any queries on the BRSR report** - Rameshwar Prasad Agrawal
Contact: 8828322536
Email: rameshwar@signpostindia.com
13. **Reporting boundary** - Are the disclosures under this report made on a standalone basis (i.e. only for the entity) or on a consolidated basis (i.e. for the entity and all the entities which form a part of its consolidated financial statements, taken together) - The disclosures under this report are made on a Consolidated basis.
14. **Name of assurance provider** - Not Applicable for the reporting period as per SEBI Circular No. SEBI/HO/CFD/CFD-SEC-2/P/CIR/2023/122 dt. 12 July, 2023.
15. **Type of assurance obtained** - Not Applicable for the reporting period as per SEBI Circular No. SEBI/HO/CFD/CFD-SEC-2/P/CIR/2023/122 dt. 12 July, 2023.

II. Products/services

16. **Details of business activities (accounting for 90% of the turnover):**

Description of Main Activity	Description of Business Activity	% of Turnover of the entity
Professional, Scientific and Technical	Advertising and market research	100%

17. **Products/Services sold by the entity (accounting for 90% of the entity's Turnover):**

Product/Service	NIC Code	% of Turnover contributed
Out of home media services	73100	100%

III. Operations:

18. **Number of locations where plants and/or operations/offices of the entity are situated:**

Location	Number of plants	Number of offices	Total
National	0	9	9
International		0	

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19. Markets served by the entity:
a. Number of locations

Locations	Number
National (No. of States & UTs)	26
International (No. of Countries)	0

b. What is the contribution of exports as a percentage of the total turnover of the entity?

Nil

c. A brief on types of customers:

The Company has clients across multiple industries like Consumer Goods & Services, BFSI, Lifestyle, Real Estate & Construction, Media & Entertainment, Education, Pharma, Telecom, Automobiles, Hospitality and Government Ministries. The Company generates business through direct clients as well as through leading media agencies.

IV. Employees:
20. Details as at the end of Financial Year:
a. Employees and workers (including differently abled):

Particulars	Total (A)	Male		Female	
		No. (B)	% (B/A)	No. (C)	% (C/A)
Permanent (D)	403	327	81.14	76	18.86
Other than Permanent (E)	0	0	0.00	0	0.00
Total employees (D + E)	403	327	81.14	76	18.86
Permanent (F)	244	244	100.00	0	0.00
Other than Permanent (G)	0	0	0.00	0	0.00
Total workers (F + G)	244	244	100.00	0	0.00

b. Differently abled Employees and workers:

Particulars	Total (A)	Male		Female	
		No. (B)	% (B/A)	No. (C)	% (C/A)
DIFFERENTLY ABLED EMPLOYEES					
Permanent (D)	1	1	100.00	0	0.00
Other than Permanent (E)	0	0	0.00	0	0.00
Total differently abled employees (D + E)	1	1	100.00	0	0.00
DIFFERENTLY ABLED WORKERS					
Permanent (F)	1	1	100.00	0	0.00
Other than permanent (G)	0	0	0.00	0	0.00
Total differently abled workers (F + G)	1	1	100.00	0	0.00

21. Participation/Inclusion/Representation of women

Particulars	Total (A)	No. and percentage of Females	
		No. (B)	% (B/A)
Board of Directors	7	2	28.57
Key Management Personnel	2	1	50.00

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22. Turnover rate for permanent employees and workers (in percent)

Particulars	FY 2023-24			FY 2022-23			FY 2021-22		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Permanent Employees	30.64	50.98	40.81	29.18	49.12	39.15	10.65	2.25	7.14
Permanent Workers	61.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

V. Holding, Subsidiary and Associate Companies (including joint ventures):
23. (a) Names of Holding/Subsidiary/Associate Companies/Joint Ventures

Name of the Holding/Subsidiary/ Associate Companies/ Joint Ventures (A)	Indicate whether holding/Subsidiary/ Associate/ Joint Venture	% of shares held by listed entity	Does the entity indicated at column A, participate in the Business Responsibility initiatives of the listed entity? (Yes/No)
S2 Signpost India Limited	Subsidiary	51%	No
Signpost Delhi Airport Private Limited	Subsidiary	99.98%	No
Signpost Airport LLP	Subsidiary	60%	No

VI. CSR Details:

24. (i) Whether CSR is applicable as per section 135 of Companies Act, 2013: Yes

(ii) Turnover (in ₹) - 3,87,44,54,089

(iii) Net worth (in ₹) - 1,88,91,74,570

VII. Transparency and Disclosures Compliances:

25. Complaints/Grievance on any of the principles (Principles 1 to 9) under the National Guidelines on Responsible Business Conduct:

Stakeholder group from whom complaint is received	Grievance Redressal Mechanism in Place (Yes/No)	FY 2023-24			FY 2022-23		
	(If Yes, then provide web-link for grievance redress policy)	Number of complaints filed during the year	Number of complaints pending resolution at close of the year	Remarks	Number of complaints filed during the year	Number of complaints pending resolution at close of the year	Remarks
Communities	Grievances can be addressed on our website: https://www.signpostindia.com/contact-us/	0	0	NA	0	0	NA
Investors (other than shareholders)	Grievances can be addressed to the following email: info@signpostindia.com They can also Contact us on our website: https://www.signpostindia.com/contact-us/ for any complaints or feedback	0	0	NA	0	0	NA

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Stakeholder group from whom complaint is received	Grievance Redressal Mechanism in Place (Yes/No)	FY 2023-24			FY 2022-23		
	(If Yes, then provide web-link for grievance redress policy)	Number of complaints filed during the year	Number of complaints pending resolution at close of the year	Remarks	Number of complaints filed during the year	Number of complaints pending resolution at close of the year	Remarks
Shareholders	Grievances can be addressed to the following email: cs@signpostindia.com They can also Contact us on our website: https://www.signpostindia.com/contact-us/ for any complaints or feedback	0	0	NA	0	0	NA
Employees and workers	Employees and workers can register their grievances through the HR grievance redressal mechanism on hr@signpostindia.com , the Whistleblower mechanism and the PoSH policy	1	0	One complaint through PoSH which was Promptly resolved	0	0	NA
Customers	Grievances can be addressed on our website: https://www.signpostindia.com/contact-us/	0	0	NA	0	0	NA
Value Chain Partners	Grievances can be addressed to the following email: info@signpostindia.com They can also Contact us on our website: https://www.signpostindia.com/contact-us/ for any complaints or feedback	0	0	NA	0	0	NA

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26. Overview of the entity’s material responsible business conduct issues pertaining to environmental and social matters that present a risk or an opportunity to your business, rationale for identifying the same, approach to adapt or mitigate the risk along-with its financial implications

Material issue identified	Indicate whether risk or opportunity (R/O)	Rationale for identifying the risk/ opportunity	In case of risk, approach to adapt or mitigate	Financial implications of the risk or opportunity (Indicate positive or negative implications)
Extremely large sized billboards	O	A majority of our media assets are transit media such as buses, metro stations and bus queue shelters. Large billboards always have a risk of falling, which is not the case for our company as we have very few billboards that too of medium or small sizes.	NA	Positive
Prints	O	The use of eco-friendly inks for our prints is a practice towards sustainability. Each print ensures that every visual display leaves a positive mark on both viewers and the Earth.	NA	Positive
Electronic waste	R	A majority and crucial part of our media assets is Digital media which generates a significant amount of E-waste. Improper disposal can lead to environmental harm due to hazardous materials in e-waste, legal repercussions from non-compliance with regulations, and damage to our brand’s reputation if we’re seen as irresponsible. Additionally, there are data security concerns if sensitive information is not properly wiped, and managing e-waste incurs costs and operational disruptions. Addressing these risks requires a strategic approach to ensure compliance, protect our reputation, and mitigate environmental and security impacts.	The Company is committed to making the recycling or disposal of old and obsolete electronic components as convenient as possible, as part of our ongoing efforts.	Negative *There was no negative financial impact for the reporting year 2023-24
Data Privacy	R	As a company leveraging data analytics and digital capabilities to understand consumer behaviour and market trends, data privacy is a critical concern. The collection, storage, and analysis of vast amounts of consumer data can expose the company to significant risks if personal information is mishandled or breached. Non-compliance with data protection regulations can lead to legal penalties, reputational damage, and loss of consumer trust.	To mitigate the risks associated with data privacy in our company, we have implemented comprehensive measures to safeguard consumer information. Our robust privacy policy ensures that all data collection, storage, and analysis practices adhere strictly to data protection regulations. We are committed to maintaining full compliance with all relevant laws and have established rigorous protocols to prevent data breaches. By continuously monitoring and updating our security systems, we strive to protect personal information, thereby preserving consumer trust and avoiding legal and reputational repercussions.	Negative *There was no negative financial impact for the reporting year 2023-24

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Material issue identified	Indicate whether risk or opportunity (R/O)	Rationale for identifying the risk/ opportunity	In case of risk, approach to adapt or mitigate	Financial implications of the risk or opportunity (Indicate positive or negative implications)
Advertising integrity	R	Maintaining advertising integrity is crucial in building and sustaining trust with consumers and stakeholders. Misleading or unethical advertising practices can lead to customer dissatisfaction, regulatory fines, and long-term damage to the company's brand reputation. As consumer awareness and regulatory requirements regarding advertising transparency increase, ensuring ethical practices becomes increasingly important.	To mitigate risks and maintain advertising integrity, we strive for strict adherence to ethical standards and transparency in all our marketing practices. We continuously review and update our advertising strategies to ensure compliance with evolving regulations and to uphold consumer trust. By prioritizing honesty and clarity in our communications, we aim to prevent customer dissatisfaction and protect our brand reputation.	Negative *There was no negative financial impact for the reporting year 2023-24
Workforce Diversity & Inclusion	O	Embracing and promoting workforce diversity presents a significant opportunity for the company. A diverse workforce can enhance creativity, improve problem-solving, and better reflect the varied perspectives of the consumer base, leading to more innovative solutions and a stronger market position. By fostering an inclusive work environment, the company can attract top talent, enhance employee satisfaction, and better understand and meet the needs of a diverse customer base.	NA	Positive

¹Material issues identified are referred from the Sustainability Accounting Standards Board (SASB) 2023-24 version. SASB Standards are maintained and enhanced by the International Sustainability Standards Board (ISSB). This follows the SASB's merger with the International Integrated Reporting Council (IIRC) into the Value Reporting Foundation (VRF) and subsequent consolidation into the IFRS® Foundation in 2022.

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SECTION B: MANAGEMENT AND PROCESS DISCLOSURES

This section is aimed at helping businesses demonstrate the structures, policies and processes put in place towards adopting the NGRBC Principles and Core Elements.

Disclosure Questions		P1	P2	P3	P4	P5	P6	P7	P8	P9
Policy and management processes										
1. a.	Whether your entity's policy/policies cover each principle and its core elements of the NGRBCs (Yes/No)	Y	N	Y	Y	Y	Y	Y	Y	Y
b.	Has the policy been approved by the Board? (Yes/No)	Y	N	Y	Y	Y	Y	Y	Y	Y

c. Web Link of the Policies, if available

Sr. No.	Name of policy	Link to Policy	Which Principles each policy goes into
1	Vigil Mechanism	https://www.signpostindia.com/wp-content/uploads/2023/11/SIL-Vigil-Mechanism.pdf	P1
2	Corporate Social Responsibility Policy (CSR)	https://www.signpostindia.com/wp-content/uploads/2023/11/CSR-POLICY-SIL.pdf	P8, P4
3	Related Party Transaction Policy	https://www.signpostindia.com/wp-content/uploads/2023/11/SIL-Policy-Related-Party-Transactions.pdf	P1, P4, P7
4	Prevention of Sexual Harassment Policy	https://www.signpostindia.com/wp-content/uploads/2023/11/SEXUAL-HARASSMENT-Policy.pdf	P5
5	Appointment of Independent Directors	https://www.signpostindia.com/wp-content/uploads/2023/09/Appointment-of-Independent-Directors.pdf	P1
6	Familiarization programmes for Independent Directors	https://www.signpostindia.com/wp-content/uploads/2023/09/Familiarization-Program-for-Independent-Directors.pdf	P1
7	Policy for determining Materiality of Events	https://www.signpostindia.com/wp-content/uploads/2024/01/Materiality-Policy-with-Annexures.pdf	P1, P4
8	Policy on Dividend Distribution	https://www.signpostindia.com/wp-content/uploads/2023/09/Dividend-Distribution-Policy.pdf	P3, P4
9	Code of Conduct for Prevention of Insider Trading	https://www.signpostindia.com/wp-content/uploads/2023/11/Code-of-Conduct_SIL-1.pdf	P1, P4, P7
10	Policy on Appointment and Remuneration of Directors, Key Managerial Personnel and Senior Management	https://www.signpostindia.com/wp-content/uploads/2023/09/Appointment-and-Remuneration-of-Directors-Key-Managerial-Personnel-and-Senior-Management.pdf	P3, P4
11	Employee Code of Conduct (Ethics policy)	Intranet	P1
12	HR Grievance Redressal Mechanism	Intranet	P5

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Sr. No.	Name of policy	Link to Policy	Which Principles each policy goes into
13	Investment declaration Process (Tax Policy)	Intranet	P1, P7
14	Time and Attendance Policy (Working Hours)	Intranet	P3, P4
15	Induction Program (Employee Handbook)	Intranet	P3
16	Privacy Policy	https://www.signpostindia.com/privacy-policy/	P9
17	Business Continuity and Disaster Management Plan	Intranet	P6

2. Whether the entity has translated the policy into procedures? (Yes/No)	Yes
3. Do the enlisted policies extend to your value chain partners? (Yes/No)	No
4. Name of the national and international codes/certifications/ labels/standards (e.g. Forest Stewardship Council, Fairtrade, Rainforest Alliance, Trustee) standards (e.g. SA 8000, OHSAS, ISO, BIS) adopted by your entity and mapped to each principle.	Our entity has adopted the ISO 9001:2015 Quality Management System standard. This internationally recognized certification focuses on ensuring consistent quality in products and services through effective management practices. ISO 9001:2015 emphasizes a customer-centric approach, aiming to enhance customer satisfaction by meeting customer requirements and continuously improving processes.
5. Specific commitments, goals and targets set by the entity with defined timelines, if any.	Our entity has committed to achieving net-zero emissions by 2040 as a key goal within our ESG strategy. To support this objective, we have allocated significant investments towards sustainable technologies and practices. We have made substantial progress towards our goals, having successfully converted 95% of our illuminated media to LED technology. This achievement underscores our commitment to reducing our environmental impact and advancing our sustainability agenda. The implementation of LED technology has notably improved energy efficiency and reduced our carbon emissions.
6. Performance of the entity against the specific commitments, goals and targets along-with reasons in case the same are not met.	

Governance, leadership and oversight

7. Statement by director responsible for the business responsibility report, highlighting ESG related challenges, targets and achievements

As part of our commitment to Environmental, Social, and Governance (ESG) principles, we have set ambitious targets and made significant progress in addressing ESG-related challenges. Our primary focus has been on achieving net-zero emissions by 2040. To this end, we have strategically directed our investments towards sustainable practices and technologies.

One of our major achievements in this regard is the transformation of 95% of our illuminated media to light-emitting diode (LED) technology. This transition not only enhances energy efficiency but also significantly reduces our carbon footprint, aligning with our sustainability goals.

These efforts are a testament to our dedication to creating a more sustainable future while addressing the environmental challenges of our industry. We remain committed to continuing our progress and meeting our ESG targets through ongoing innovation and responsible practices.

Shripad Ashtekar
Managing Director

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

8. Details of the highest authority responsible for implementation and oversight of the Business Responsibility policy (ies).	Name - Shripad Ashtekar Designation - Managing Director DIN - 01932057
9. Does the entity have a specified Committee of the Board/Director responsible for decision making on sustainability related issues? (Yes/ No). If yes, provide details.	The CSR Committee reviews and monitors community and social related projects as well as Sustainability related activities of the Company.

10. Details of Review of NGRBCs by the Company:

Subject for Review	Indicate whether review was under taken by Director/Committee of the Board/ Any other Committee	Frequency (Annually/Half yearly/Quarterly/Any other – please specify)								
		P1	P2	P3	P4	P5	P6	P7	P8	P9
Performance against above policies and follow up action	The Company diligently tracks and evaluates performance against its policies. Regular follow-up actions are taken to ensure continuous improvement and alignment with the company's commitments.									
Compliance with statutory requirements of relevance to the principles, and, rectification of any non-compliances	Policies wherever stated have been approved by Board of Directors/Committee of Directors/ Management of The Company. The Company has requisite procedure in place to ensure compliance with relevant regulations									

	P1	P2	P3	P4	P5	P6	P7	P8	P9
11. Has the entity carried out independent assessment/evaluation of the working of its policies by an external agency? (Yes/No). If yes, provide name of the agency.	Yes, Dhir & Dhir Associates, an eminent law firm, conducted an evaluation to assess the implementation and effectiveness of policies. The evaluation primarily focused on the effectiveness of policy execution. Moreover, the policies undergo periodic evaluations and revisions led by department heads and business heads, followed by approval from the management or board. It is important to mention that internal auditors and regulatory bodies may review the processes and compliance measures, as necessary.								

12. If answer to question (1) above is "No" i.e. not all Principles are covered by a policy, reasons to be stated:

Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
The entity does not consider the principles material to its business (Yes/No)	NA	No	NA	NA	NA	NA	NA	NA	NA
The entity is not at a stage where it is in a position to formulate and implement the policies on specified principles (Yes/No)	NA	No	NA	NA	NA	NA	NA	NA	NA
The entity does not have the financial or/human and technical resources available for the task (Yes/No)	NA	No	NA	NA	NA	NA	NA	NA	NA
It is planned to be done in the next financial year (Yes/No)	NA	Yes	NA	NA	NA	NA	NA	NA	NA

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

SECTION C: PRINCIPLE WISE PERFORMANCE DISCLOSURE

PRINCIPLE 1:

Businesses should conduct and govern themselves with integrity, and in a manner that is Ethical, Transparent and Accountable:

ESSENTIAL INDICATORS

1. Percentage coverage by training and awareness programmes on any of the Principles during the financial year:

Segment	Total Number of training and awareness programmes held	Topics/principles covered under the training and its impact	% age of persons in respective category covered by the awareness programmes
Board of Directors	1	1. Leadership Training Programme	100%
Key Managerial Personnel	1	1. Leadership Training Programme	100%
Employees other than BoD and KMPs	7	1. Financial Awareness/Financial Literacy 2. Google workplace Training 3. Salary Account benefits & features 4. Sales Training for classified team 5. Time & attendance training - Captura application 6. HRMS training - Zinghr 7. PoSH Quarterly Review Meeting 8. Induction	100%
Workers	1	1. Safety Trainings	100%

2. Details of fines/penalties/punishment/award/compounding fees/settlement amount paid in proceedings (by the entity or by directors/KMPs) with regulators/law enforcement agencies/judicial institutions, in the financial year (basis the materiality as specified in Regulation 30 of SEBI (Listing Obligations and Disclosure Obligations) Regulations, 2015 and as disclosed on the entity's website).

Monetary					
	NGRBC Principle	Name of the regulatory/enforcement agencies/judicial institutions	Amount (in INR)	Brief of the Case	Has an appeal been preferred? (Yes/No)
Penalty/Fine				NA	
Settlement				NA	
Compounding Fee				NA	
Non-Monetary					
Imprisonment				NA	
Punishment				NA	

3. Of the instances disclosed in Question 2 above, details of the Appeal/Revision preferred in cases where monetary or non-monetary action has been appealed.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

Case Details	Name of the regulatory/enforcement agencies/ judicial institutions
NA	

4. Does the entity have an anti-corruption or anti-bribery policy? If yes, provide details in brief and if available, provide a web-link to the policy.

The Company was in the process of drafting an anti-bribery and anti-corruption policy during the reporting year. The same has been implemented in the current year and has been uploaded on the Company’s website <https://www.signpostindia.com/wp-content/uploads/2024/08/Signpost-ABAC-Policy-2024.pdf>

5. Number of Directors/KMPs/employees/workers against whom disciplinary action was taken by any law enforcement agency for the charges of bribery/corruption:

	FY 2023-24	FY 2022-23
Directors	Nil	Nil
KMPs	Nil	Nil
Employees	Nil	Nil
Workers	Nil	Nil

6. Details of complaints with regard to conflict of interest:

	FY 2023-24		FY 2022-23	
	Number	Remarks	Number	Remarks
Number of complaints received in relation to issues of conflict of interest of the Directors	Nil. No complaints were received in both the years related to issues of conflict of interest of Directors/KMPs			
Number of complaints received in relation to issues of Conflict of Interest of the KMPs				

7. Provide details of any corrective action taken or underway on issues related to fines/penalties/action taken by regulators/ law enforcement agencies/judicial institutions, on cases of corruption and conflicts of interest.

Not Applicable since there were no such complaints raised in the reporting year.

8. Number of days of accounts payables [(Accounts payable*365)/Cost of goods/services procured] in the following format:

	FY 2023-24	FY 2022-23
Number of days of accounts payables	166.90	181.23

9. Open-ness of Business

Provide details of concentration of purchases and sales with trading houses, dealers and related parties along-with loans and advances & investments, with related parties, in the following format:

Parameter	Metrics	FY 2023-24	FY 2022-23
Concentration of Purchases	a. Purchases from Trading houses as % of total purchases	0%	0%
	b. Number of trading houses where purchases and made from	0	0
	c. Purchases from top 10 trading houses as % of total purchases from trading houses	0%	0%
Concentration of Sales	a. Sales to dealers/distributors as % of total sales	0%	0%
	b. Number of dealers/distributors to whom sales are made	0	0
	c. Sales to top 10 dealers/ distributors as % of total sales to dealers/ distributors	0%	0%

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Parameter	Metrics	FY 2023-24	FY 2022-23
Share of RPTs in	a. Purchases (Purchases with related parties/Total Purchases)	0.03%	0.20%
	b. Sales (Sales to related parties/ Total Sales)	0.33%	0%
	c. Loans & advances (Loans & advances given to related parties/Total loans & advances)	43%	76%
	d. Investments (Investments in related parties/Total Investments made)	2%	2%

LEADERSHIP INDICATORS

1. Awareness programmes conducted for value chain partners on any of the Principles during the financial year:

Total number of awareness programmes held	Topic/principles covered under the training	% age of value chain partners covered (by value of business done with such partners) that were assessed
		Nil

2. Does the entity have processes in place to avoid/manage conflict of interests involving members of the Board? (Yes/No). If Yes, provide details of the same.

Yes the terms and conditions for the appointment of independent directors has a clause to address any conflict of interest.

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PRINCIPLE 2:

Businesses should provide goods and services in a manner that is sustainable and safe:

ESSENTIAL INDICATORS

1. **Percentage of R&D and capital expenditure (capex) investments in specific technologies to improve the environmental and social impacts of product and processes to total R&D and capex investments made by the entity, respectively.**

	2023-24	2022-23	Details of Improvements in environmental and social impacts
R&D	0.00%	0.00%	No expenses were incurred specifically for improvements in environmental and social impacts
Capex	Smart meters have been installed across our digital media assets that help minimizing electricity consumption. However, currently it's difficult to quantify the same as % of total capex expenditure.		

2. **a. Does the entity have procedures in place for sustainable sourcing? (Yes/No)**
Currently, the Company does not have procedures for sustainable sourcing. However, we are actively exploring and working towards implementing sustainable sourcing practices to strengthen our commitment to environmental responsibility.
- b. If yes, what percentage of inputs were sourced sustainably?**
NA
3. **Describe the processes in place to safely reclaim your products for reusing, recycling and disposing at the end of life, for (a) Plastics (including packaging) (b) E-waste (c) Hazardous waste and (d) other waste.**
Due to the nature of our operations, end of life reclamation is not applicable. However, we do reuse our digital signboards for various projects, and our billboard canvases are made of recyclable cotton.
4. **Whether Extended Producer Responsibility (EPR) is applicable to the entity's activities (Yes/No). If yes, whether the waste collection plan is in line with the Extended Producer Responsibility (EPR) plan submitted to Pollution Control Boards? If not, provide steps taken to address the same.**
EPR is currently not applicable to the Company.

LEADERSHIP INDICATORS

1. **Has the entity conducted Life Cycle Perspective/Assessments (LCA) for any of its products (for manufacturing industry) or for its services (for service industry)? If yes, provide details in the following format?**

NIC Code	Name of Product/Service	% of total Turnover Contributed	Boundary for which the Life Cycle Perspective/Assessment was conducted	Whether conducted by independent external agency (Yes/No)	Results communicated in public domain (Yes/No) If yes, provide the web-link
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LCA is currently not being conducted by the Company.

2. **If there are any significant social or environmental concerns and/or risks arising from production or disposal of your products/services, as identified in the Life Cycle Perspective/Assessments (LCA) or through any other means, briefly describe the same along-with action taken to mitigate the same.**

Name of Product/Service	Description of the risk/concern	Action Taken
Not Applicable. As, LCA is not being conducted.		

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

3. Percentage of recycled or reused input material to total material (by value) used in production (for manufacturing industry) or providing services (for service industry).

Indicate input material	Recycled or re-used input material to total material	
	FY 2023-24	FY 2022-23

Due to the nature of our operations, this is not applicable. However, we do reuse our digital signboards for various projects, and our billboard canvases are made of recyclable cotton.

4. Of the products and packaging reclaimed at end of life of products, amount (in metric tonnes) reused, recycled, and safely disposed, as per the following format:

	FY 2023-24			FY 2022-23		
	Re-Used	Recycled	Safely Disposed	Re-Used	Recycled	Safely Disposed
Plastics (including packaging)	Not Applicable					
E-waste						
Hazardous Waste						
Other waste (Paper)						

5. Reclaimed products and their packaging materials (as percentage of products sold) for each product category

Indicate product category	Reclaimed products and their packaging materials (as percentage of products sold) for each product category
Not Applicable	

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

PRINCIPLE 3:

Businesses should respect and promote the well-being of all employees, including those in their value chains:

ESSENTIAL INDICATORS

1. a. Details of measures for the well-being of employees:

% of employees covered by											
	Total (A)	Health Insurance		Accident Insurance		Maternity Benefits		Paternity Benefits		Day Care facilities	
		Number (B)	% (B/A)	Number (C)	% (C/A)	Number (D)	% (D/A)	Number (E)	% (E/A)	Number (F)	% (F/A)
Permanent Employees											
Male	327	327	100.00	0	0.00	0	0.00	327	100.00	0	0.00
Female	76	76	100.00	0	0.00	76	100.00	0	0.00	0	0.00
Total	403	403	100.00	0	0.00	76	100.00*	327	100.00	0	0.00
Other than Permanent Employees											
Male	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Female	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00

*Percentage of (D) – maternity benefit is calculated as 100% as per FAQs on BRSR issued by NSE dated May 10, 2024

b. Details of measures for the well-being of workers:

% of workers covered by											
	Total (A)	Health Insurance		Accident Insurance		Maternity Benefits		Paternity Benefits		Day Care facilities	
		Number (B)	% (B/A)	Number (C)	% (C/A)	Number (D)	% (D/A)	Number (E)	% (E/A)	Number (F)	% (F/A)
Permanent Workers											
Male	244	244	100.00	25	10.25	0	0.00	244	100.00	0	0.00
Female	0	0	0.00	0	0.00	0	0.00	0	0	0	0.00
Total	244	244	100.00	25	10.25	0	0.00	244	100.00	0	0.00
Other than Permanent Workers											
Male	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Female	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00

c. Spending on measures towards well-being of employees and workers (including permanent and other than permanent) in the following format:

	FY 2023-24	FY 2022-23
Cost incurred on well-being measures as a % of total revenue of the company	0.33	0.38

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

2. Details of retirement benefits, for Current Financial Year and Previous Financial Year

Benefits	FY 2023-24			FY 2022-23		
	No. of employees covered as a % of total employees	No. of workers covered as a % of total workers	Deducted and deposited with the authority (Y/N/N.A.)	No. of employees covered as a % of total employees	No. of workers covered as a % of total workers	Deducted and deposited with the authority (Y/N/N.A.)
PF	100%	100%	Y	100%	100%	Y
Gratuity	100%	100%	NA	100%	100%	NA
ESI*	100%	100%	Y	100%	100%	Y

* ESI is 100% for people who are eligible for ESIC Scheme.

3. Accessibility of workplaces

Are the premises/offices of the entity accessible to differently abled employees and workers, as per the requirements of the Rights of Persons with Disabilities Act, 2016? If not, whether any steps are being taken by the entity in this regard

Currently, our premises are equipped with a lift and railings to support accessibility. However, we recognize that there is always room for improvement. We are committed to enhancing accessibility further and are actively exploring additional measures to ensure compliance with the Rights of Persons with Disabilities Act, 2016. Over the coming years, we will continue to assess and upgrade our facilities to better accommodate differently-abled people.

4. Does the entity have an equal opportunity policy as per the Rights of Persons with Disabilities Act, 2016? If so, provide a web-link to the policy.

We practice the principles of equal opportunity and inclusivity in our daily operations. We are committed to formalizing this commitment and will work on drafting and implementing a comprehensive policy in the coming years. However, we currently do not have a formal equal opportunity policy specifically drafted in accordance with the Rights of Persons with Disabilities Act, 2016.

5. Return to work and Retention rates of permanent employees and workers that took parental leave.

Gender	Permanent Employees		Permanent workers	
	Return to work rate	Retention rate	Return to work rate	Retention rate
Male	No parental leave was availed		No parental leave was availed	
Female	100%	100%		
Total	100%	100%		

6. Is there a mechanism available to receive and redress grievances for the following categories of employees and worker? If yes, give details of the mechanism in brief.

	Yes/No (If Yes, then give details of the mechanism in brief)
Permanent Workers	Escalation Matrix 1 st Single Point of Contact (SPOC) - Reporting Manager 2 nd SPOC - Dept. Head 3 rd SPOC - HR Contact details - hr@signpostindia.com
Other than Permanent Workers	NA
Permanent Employees	Escalation Matrix 1 st SPOC - Reporting Manager 2 nd SPOC - Dept. Head 3 rd SPOC - HR Contact details - hr@signpostindia.com
Other than Permanent Employees	NA

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

7. Membership of employees and worker in association(s) or Unions recognized by the listed entity:

Category	FY 2023-24			FY 2022-23		
	Total employees/workers in respective category	No. of employees/workers in respective category, who are part of association(s) or Union	% (B/A)	Total employees/workers in respective category	No. of employees/workers in respective category, who are part of association(s) or Union	% (D/C)
	(A)	(B)		(C)	(D)	
Total Permanent Employees	403	0	0.00	195	0	0.00
Male	327	0	0.00	47	0	0.00
Female	76	0	0.00	148	0	0.00
Total Permanent Worker	244	0	0.00	12	0	0.00
Male	244	0	0.00	9	0	0.00
Female	0	0	0.00	3	0	0.00

8. Details of training given to employees and workers:

Category	FY 2023-24					FY 2022-23				
	Total (A)	On Health and Safety measures		On Skill upgradation		Total (D)	On Health and Safety measures		On Skill upgradation	
		No. (B)	% (B/A)	No. (C)	% (C/A)		No. (E)	% (E/D)	No. (F)	% (F/D)
Employees										
Male	327	327	100.00	327	100.00	47	47	100.00	0	0.00
Female	76	76	100.00	76	100.00	148	148	100.00	0	0.00
Total	403	403	100.00	403	100.00	195	195	100.00	0	0.00
Workers										
Male	244	244	100.00	244	100.00	9	9	100.00	0	0.00
Female	0	0	100.00	0	100.00	3	3	100.00	0	0.00
Total	244	244	100.00	244	100.00	12	12	100.00	0	0.00

9. Details of performance and career development reviews of employees and worker:

Category	FY 2023-24			FY 2022-23		
	Total (A)	No. (B)	% (B/A)	Total (C)	No. (D)	% (D/C)
Employees						
Male	327	327	100.00	47	47	100.00
Female	76	76	100.00	148	148	100.00
Total	403	403	100.00	195	195	100.00
Workers						
Male	244	244	100.00	9	9	100.00
Female	0	0	100.00	3	3	100.00
Total	244	244	100.00	12	12	100.00

10. Health and safety management system:

- a. Whether an occupational health and safety management system has been implemented by the entity? (Yes/No). If yes, the coverage such system?

While we are in the process of developing a formal occupational health and safety management system, we are committed to fostering a safe and healthy work environment. To support this goal, we provide comprehensive work-related training and induction for all team members.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

b. What are the processes used to identify work-related hazards and assess risks on a routine and non-routine basis by the entity?

On a routine basis, the attendance and daily operations reporting of on-site workers includes reporting of any injuries or hazards at sites. Apart from that there is a process to train the employees for use of equipment and tools. Regular inspection and maintenance of equipment is in place to ensure they are in proper working order. A process of reporting and tagging of any faulty equipment on immediate basis to prevent usage until it is repaired is in place.

c. Whether you have processes for workers to report the work-related hazards and to remove themselves from such risks. (Y/N)

Yes. Each team has a designated team lead and supervisor responsible for overseeing operational tasks and ensuring employee safety.

d. Do the employees/worker of the entity have access to non-occupational medical and healthcare services? (Yes/No)

Yes, employees have access to non-occupational medical and healthcare services through our Group Medical Insurance Policy and the Employees’ State Insurance Corporation (ESIC) coverage

11. Details of safety related incidents, in the following format:

Safety Incident/Number	Category	FY 2023-24	FY 2022-23
Lost Time Injury Frequency Rate (LTIFR) (per one million-person hours worked)	Employees	0.00	0.00
	Workers	0.00	0.00
Total recordable work-related injuries	Employees	0.00	0.00
	Workers	0.00	0.00
No. of fatalities	Employees	0.00	0.00
	Workers	0.00	0.00
High consequence work-related injury or ill-health (excluding fatalities)	Employees	0.00	0.00
	Workers	0.00	0.00

12. Describe the measures taken by the entity to ensure a safe and healthy work place:

To ensure a safe and healthy workplace, our entity has implemented several key measures. We have strategically placed and regularly maintained fire extinguishers throughout the premises. We also provide first aid kits in accessible locations to offer immediate assistance if needed. Looking ahead, we are planning to introduce a comprehensive mental health initiative next year, aimed at promoting mental well-being and providing support to employees facing mental health challenges. These efforts reflect our commitment to creating a secure and supportive work environment for all.

13. Number of Complaints on the following made by employees and workers:

	FY 2023-24			FY 2022-23		
	Filed during the year	Pending resolution at the end of year	Remarks	Filed during the year	Pending resolution at the end of year	Remarks
Working Conditions	0	0	NA	0	0	NA
Health & Safety	0	0	NA	0	0	NA

14. Assessments for the year:

	% of your plants and offices that were assessed (by entity or statutory authorities or third parties)
Health and safety practices	NIL, as the Company has not conducted any assessments during the reporting year.
Working Conditions	However, the same shall be assessed and taken up accordingly in the upcoming years.

15. Provide details of any corrective action taken or underway to address safety-related incidents (if any) and on significant risks/concerns arising from assessments of health & safety practices and working conditions.

NA

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

LEADERSHIP INDICATORS

1. Does the entity extend any life insurance or any compensatory package in the event of death of:

(A) Employees (Y/N) (B) Workers (Y/N).

Yes, the entity provides life insurance and compensatory packages for both employees and workers. Employees and workers benefit from the Employees Deposit Linked Insurance Scheme (EDLI) and a pension plan through the Employees' Provident Fund Organisation (EPFO).

2. Provide the measures undertaken by the entity to ensure that statutory dues have been deducted and deposited by the value chain partners.

The Company currently does not have methods in place to deduct and deposit statutory dues through their value chain partners.

3. Provide the number of employees/workers having suffered high consequence work- related injury/ill-health/fatalities (as reported in Q11 of Essential Indicators above), who have been are rehabilitated and placed in suitable employment or whose family members have been placed in suitable employment:

	Total no. of affected employees/workers		No. of employees/workers that are rehabilitated and placed in suitable employment or whose family members have been placed in suitable employment	
	FY 2023-24	FY 2022-23	FY 2023-24	FY 2022-23
Employees	0	0	0	0
Workers	0	0	0	0

4. Does the entity provide transition assistance programs to facilitate continued employability and the management of career endings resulting from retirement or termination of employment? (Yes/No)

Yes, the entity provides transition assistance programs by offering retired employees the opportunity to continue working with us as consultants.

5. Details on assessment of value chain partners:

	% of value chain partners (by value of business done with such partners) that were assessed
Health and safety practices	NIL, as the Company has not conducted any assessments during the reporting year.
Working Conditions	However, the same shall be assessed and taken up accordingly in the upcoming years.

6. Provide details of any corrective actions taken or underway to address significant risks/concerns arising from assessments of health and safety practices and working conditions of value chain partners.

NA

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

PRINCIPLE 4:

Businesses should respect the interests of and be responsive to all its stakeholders:

ESSENTIAL INDICATORS

1. Describe the processes for identifying key stakeholder groups of the entity.

Our process of stakeholder engagement involves identifying key internal and external stakeholders followed by analyzing the impact of each stakeholder groups on our business and vice versa. Based on the exercise carried out, we prioritized our key stakeholders to understand their expectations and concerns. Through regular interactions with our stakeholders across various channels, we have been able to strengthen our relationships and enhance our organization strategy.

2. List stakeholder groups identified as key for your entity and the frequency of engagement with each stakeholder group.

Stakeholder Group	Whether identified as Vulnerable & Marginalized Group (Yes/No)	Channels of Communication (Email, SMS, Newspaper, Pamphlets, Advertisement, Community, Meetings, Notice Board, Website, Other)	Frequency of engagement (Annually/Half yearly/ Quarterly/others – please specify)	Purpose and scope of engagement including key topics and concerns raised during such engagement
Shareholders	No	Website, Press releases, general meetings	Quarterly over website. Press releases are made as and when any important news like getting new projects is to be shared	Purpose is to keep the shareholders updated with the upcoming projects and major changes in the business including changes in management, if any
Customers	No	Website	Quarterly over website	Purpose is to showcase the capability of the company to help the customers grow their brand value using our media assets that are wide spreading day by day across the nation
Vendors	No	Website	Quarterly over website	Purpose is to strengthen the relationship with vendors in order to deliver better quality to the end customer
Employees	No	Website, Trainings	Quarterly over website. Trainings as and when required	Purpose is to keep our employees motivated by giving them a sense of growth of the company which ultimately helps the employees in their career growth
Regulatory authorities	No	Mail	As and when	Submissions of compliances and receipt of approvals, replies to queries
Communities	Yes	Newspaper, Mail, Website	As and when	Requisite engagement under CSR objective

LEADERSHIP INDICATORS

1. Provide the processes for consultation between stakeholders and the Board on economic, environmental, and social topics or if consultation is delegated, how is feedback from such consultations provided to the Board.

The Company places great importance on stakeholder feedback. When an issue is raised, the Company engages in thorough consultations with the relevant stakeholders, including board-level discussions if necessary. The goal is to implement changes that provide mutual benefits for all parties involved.

2. Whether stakeholder consultation is used to support the identification and management of environmental, and social topics (Yes/No). If so, provide details of instances as to how the inputs received from stakeholders on these topics were incorporated into policies and activities of the entity.

The Company promptly engages in discussions to address and resolve it, even though there were no such instances in the reporting period.

3. Provide details of instances of engagement with, and actions taken to, address the concerns of vulnerable/marginalized stakeholder groups.

Although there were no such instances in the reporting period, the Company’s CSR initiatives are designed to benefit those who are disadvantaged, vulnerable and marginalized in society.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

PRINCIPLE 5:
Businesses should respect and promote human rights

ESSENTIAL INDICATORS

1. Employees and workers who have been provided training on human rights issues and policy(ies) of the entity, in the following format:

Category	FY 2023-24			FY 2022-23		
	Total (A)	No. of employees/ workers covered (B)	% (B/A)	Total (C)	No. of employees/ workers covered (D)	% (D/C)
Employees						
Permanent	403	0	0.00	195	0	0.00
Other than permanent	0	0	0.00	0	0	0.00
Total Employees	403	0	0.00	195	0	0.00
Workers						
Permanent	244	0	0.00	12	0	0.00
Other than permanent	0	0	0.00	0	0	0.00
Total Workers	244	0	0.00	12	0	0.00

Note: The Company educates all its new joiners on the principles of Non-Discrimination and Prevention of Sexual Harassment during the induction process.

2. Details of minimum wages paid to employees and workers, in the following format:

Category	FY 2023-24					2022-23				
	Total (A)	Equal to Minimum Wage		More than Minimum Wage		Total (D)	Equal to Minimum Wage		More than Minimum Wage	
		No. (B)	% (B/A)	No. (C)	% (C/A)		No. (E)	% (E/D)	No. (F)	% (F/D)
Employees										
Permanent	403	0	0.00	403	100.00	195	0	0.00	195	100.00
Male	327	0	0.00	327	100.00	47	0	0.00	47	100.00
Female	76	0	0.00	76	100.00	148	0	0.00	148	100.00
Other than Permanent	0	0	0.00	0	0.00	0	0	0.00	0	0.00
Male	0	0	0.00	0	0.00	0	0	0.00	0	0.00
Female	0	0	0.00	0	0.00	0	0	0.00	0	0.00
Workers										
Permanent	244	7	3.00	237	97.00	12	0	0.00	12	100.00
Male	244	7	3.00	237	97.00	9	0	0.00	9	100.00
Female	0	0	0.00	0	0.00	3	0	0.00	3	100.00
Other than Permanent	0	0	0.00	0	0.00	0	0	0.00	0	0.00
Male	0	0	0.00	0	0.00	0	0	0.00	0	0.00
Female	0	0	0.00	0	0.00	0	0	0.00	0	0.00

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

3. Details of remuneration/salary/wages, in the following format -

a. Median remuneration/wages:

	Male		Female	
	Number	Median remuneration/Salary/Wages of respective category (per Annum)	Number	Median remuneration/Salary/Wages of respective category (per Annum)
Board of Directors (BoD)	2	247.89 Lacs	NA*	NA
Key Managerial Personnel	1	52.50 Lacs	1	7.67 Lacs
Employees other than BoD and KMP	326	3.23 Lacs	75	4.27 Lacs
Workers	244	1.55 Lacs	NA	NA

*Only 2 Board of directors (all male) are paid remuneration. The remaining directors are paid sitting fees.

b. Gross wages paid to females as % of total wages paid by the entity, in the following format:

	FY 2023-24	FY 2022-23
Gross wages paid to females as % of total wages	27%	18%

4. Do you have a focal point (Individual/Committee) responsible for addressing human rights impacts or issues caused or contributed to by the business? (Yes/No)

Yes, the HR head serves as the focal point responsible for addressing human rights impacts and issues caused or contributed to by the business.

5. Describe the internal mechanisms in place to redress grievances related to human rights issues

We have established internal mechanisms to address grievances related to human rights issues through our Prevention of Sexual Harassment (PoSH) Committee. This committee is dedicated to handling complaints and concerns regarding human rights, ensuring that all grievances are taken seriously and addressed promptly.

6. Number of Complaints on the following made by employees and workers:

	FY 2023-24			FY 2022-23		
	Filed during the year	Pending resolution at the end of the year	Remarks	Filed during the year	Pending resolution at the end of the year	Remarks
Sexual harassment	1	0	Promptly resolved as per Company's policy	0	0	NA
Discrimination at workplace	0	0	NA	0	0	NA
Child Labour	0	0	NA	0	0	NA
Forced Labour/ Involuntary Labour	0	0	NA	0	0	NA
Wages	0	0	NA	0	0	NA
Other Human Rights related issues	0	0	NA	0	0	NA

7. Complaints filed under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, in the following format:

	FY 2023-24	FY 2022-23
Total Complaints reported under Sexual Harassment on of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (PoSH)	1	0
Complaints on PoSH as a % of female employees/workers	1.3%	0
Complaints on PoSH upheld	0	0

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

8. Mechanisms to prevent adverse consequences to the complainant in discrimination and harassment cases

To prevent adverse consequences to complainants in discrimination and harassment cases, we have established a Prevention of Sexual Harassment (PoSH) Committee and implemented a comprehensive policy. The PoSH Committee ensures that all complaints are handled with confidentiality and impartiality, providing a safe environment for complainants to report issues without fear of retaliation.

9. Do human rights requirements form part of your business agreements and contracts?

No, human rights requirements currently do not form part of our business agreements and contracts. However, we recognize the importance of integrating human rights considerations into our contractual relationships and are actively working towards incorporating these requirements in future agreements.

10. Assessments for the year:

	% of your plants and Offices that were assessed (by entity or statutory authorities or third parties)
Child Labour	NIL, as the Company has not conducted any assessments during the reporting year. However, the same shall be assessed and taken up accordingly in the upcoming years.
Forced/involuntary labour	
Sexual Harassment	
Discrimination at workplace	
Wages	

11. Provide details of any corrective actions taken or underway to address significant risks/concerns arising from the assessments at Question 10 above.

Not Applicable

LEADERSHIP INDICATORS

1. Details of a business process being modified/introduced as a result of addressing human rights grievances/complaints

During the reporting year, there was no need to modify or introduce new processes. However, we will remain vigilant and address any such needs promptly if they arise in the future.

2. Details of the scope and coverage of any Human rights due-diligence conducted.

The Company currently does not conduct any human rights due diligence. However, it is open to evaluating its relevance and considering its implementation in the coming years.

3. Is the premise/office of the entity accessible to differently abled visitors, as per the requirements of the Rights of Persons with Disabilities Act, 2016?

Currently, our premises are equipped with a lift and railings to support accessibility. However, we recognize that there is always room for improvement. We are committed to enhancing accessibility further and are actively exploring additional measures to ensure compliance with the Rights of Persons with Disabilities Act, 2016. Over the coming years, we will continue to assess and upgrade our facilities to better accommodate differently-abled people.

4. Details on assessment of value chain partners:

	% of value chain partners (by value of business done with such partners) that were assessed
Sexual Harassment	NIL, as the Company has not conducted any assessments during the reporting year. However, the same shall be assessed and taken up accordingly in the upcoming years.
Discrimination at workplace	
Child Labour	
Forced Labour/Involuntary Labour	
Wages	

5. Provide details of any corrective actions taken or underway to address significant risks/concerns arising from the assessments at Question 4 above.

Not Applicable

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

PRINCIPLE 6:

Businesses should respect and make efforts to protect and restore the environment

ESSENTIAL INDICATORS

1. Details of total energy consumption (in Joules or multiples) and energy intensity, in the following format:

Parameter	FY 2023-24 (In Megajoules)	FY 2022-23 (In Megajoules)
From renewable sources		
Total electricity consumption (A)	0.00	0.00
Total fuel consumption (B)	0.00	0.00
Energy consumption through other sources (C)	0.00	0.00
Total Energy consumption from renewable sources (A+B+C)	0.00	0.00
From non-renewable sources		
Total electricity consumption (D)	6,38,298.00	4,82,770.80
Total fuel consumption (E)	7,44,085.42	5,18,647.84
Energy consumption through other sources (F)	0.00	0.00
Total Energy consumption from non-renewable sources (D+E+F)	13,82,383.42	10,01,418.64
Total energy consumed (A+B+C+D+E+F)	13,82,383.42	10,01,418.64
Energy intensity per rupee of turnover (Total energy consumed/Revenue from Operations)	0.00036	0.00030
Energy intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP) (Total energy consumed/Revenue from operations adjusted for PPP)	0.0080	0.0066
Energy intensity in terms of physical output	This is Not Applicable	
Energy intensity (optional) - the relevant metric may be selected by the entity		

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N)
If yes, name of the external agency.

There hasn't been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

2. Does the entity have any sites/facilities identified as designated consumers (DCs) under the Performance, Achieve and Trade (PAT) Scheme of the Government of India? (Y/N) If yes, disclose whether targets set under the PAT scheme have been achieved. In case targets have not been achieved, provide the remedial action taken, if any

Our facilities are not included within the ambit of the Perform, Achieve, and Trade (PAT) Scheme initiated by the Government of India.

3. Provide details of the following disclosures related to water, in the following format:

Parameter	FY 2023-24	FY 2022-23
Water withdrawal by source (in kilolitres)		
(i) Surface water	0.00	0.00
(ii) Groundwater	0.00	0.00
(iii) Third party water	2,418.00	351.00
(iv) Seawater/desalinated water	0.00	0.00
(v) Others	0.00	0.00
Total volume of water withdrawal (in kilolitres) (i + ii + iii + iv + v)	2,418.00	351.00
Total volume of water consumption (in kilolitres)	2,176.20	315.90
Water intensity per rupee of turnover (Water consumed/Revenue from operations)	0.00000056	0.00000094

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

Parameter	FY 2023-24	FY 2022-23
Water Intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP) <i>(Total water consumption/Revenue from operations adjusted for PPP)</i>	0.0000126	0.0000021
Water intensity in terms of physical output	NA	NA
Water intensity (optional) - the relevant metric may be selected by the entity		

*Water Consumption for both the financial years has been calculated by subtracting total water discharge from the total water withdrawal.

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.

There hasn't been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

4. Provide the following details related to water discharged

Parameter	FY 2023-24	FY 2022-23
Water discharge by destination and level of treatment (in kilolitres)		
(i) To Surface water		
- No treatment	0.00	0.00
- With treatment - please specify level of treatment	0.00	0.00
(ii) To Groundwater		
- No treatment	0.00	0.00
- With treatment - please specify level of treatment	0.00	0.00
(iii) To Seawater		
- No treatment	0.00	0.00
- With treatment - please specify level of treatment	0.00	0.00
(iv) Sent to third-parties		
- No treatment	241.80	35.10
- With treatment - please specify level of treatment	0.00	0.00
(v) Others		
- No treatment	0.00	0.00
- With treatment - please specify level of treatment	0.00	0.00
Total water discharged (in kilolitres)	241.80	35.10

*An assumption of 10% from total water withdrawal was considered to calculate the water discharged for both the financial years.

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.

There hasn't been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

5. Has the entity implemented a mechanism for Zero Liquid Discharge? If yes, provide details of its coverage and implementation.

The Company currently does not have any mechanisms or systems in place for achieving Zero Liquid Discharge (ZLD).

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

6. Please provide details of air emissions (other than GHG emissions) by the entity, in the following format:

Parameter	Please specify unit	FY 2023-24	FY 2022-23
NOx	Considering the Company's business operations, it does not emit any of the mentioned air pollutants, hence no evaluation is being conducted of the same.		
SOx			
Particulate matter (PM)			
Persistent organic pollutants (POP)			
Volatile organic compounds (VOC)			
Hazardous air pollutants (HAP)			
Others - please specify			

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.

There hasn't been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

7. Provide details of greenhouse gas emissions (Scope 1 and Scope 2 emissions)* & its intensity, in the following format:

Parameter	Unit	FY 2023-24	FY 2022-23
Total Scope 1 emissions (Break-up of the GHG into CO₂, CH₄, N₂O, HFCs, PFCs, SF₆, NF₃, if available)	Metric tonnes of CO ₂ equivalent	62.33	60.35
Total Scope 2 emissions (Break-up of the GHG into CO₂, CH₄, N₂O, HFCs, PFCs, SF₆, NF₃, if available)	Metric tonnes of CO ₂ equivalent	145.39	108.62
Total Scope 1 and Scope 2 emissions per rupee of turnover (Total Scope 1 and Scope 2 GHG emissions/Revenue from operations)	Metric tonnes of CO ₂ /rupee	0.000000054	0.000000050
Total Scope 1 and Scope 2 emissions per rupee of turnover adjusted for Purchasing Power Parity (PPP) (Total Scope 1 and Scope 2 GHG emissions/Revenue from operations adjusted for PPP)	Metric tonnes of CO ₂ /rupee	0.0000012	0.0000011
Total Scope 1 and Scope 2 emissions intensity in terms of physical output	This is Not Applicable		
Total Scope 1 and Scope 2 emission intensity (optional) - the relevant metric may be selected by the entity			

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.

There hasn't been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

*Only Company owned vehicles and fire extinguishers considered

8. Does the entity have any project related to reducing Green House Gas emission? If yes, then provide details.

The company currently does not have any specific initiatives in place for greenhouse gas (GHG) reduction. However we recognize the significance of the same and are open to exploring such projects in the upcoming years.

9. Provide details related to waste management by the entity, in the following format:

Parameter	FY 2023-24	FY 2022-23
Total Waste generated (in metric tonnes)		

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

Parameter	FY 2023-24	FY 2022-23
Plastic waste (A)	Since this is the company's first time doing BRSR reporting, the availability of quantifiable data for waste generation and disposal is limited. However, we are actively working on developing and implementing robust tracking and reporting systems to ensure comprehensive and accurate data in the future.	
E-waste (B)		
Bio-medical waste (C)		
Construction and demolition waste (D)		
Battery waste (E)		
Radioactive waste (F)		
Other Hazardous waste. Please Specify, if any. (G)		
Other Non-hazardous waste generated. Please specify, if any. (H) (Break-up by composition i.e. by materials relevant to the sector)		
Total (A+B + C + D + E + F + G + H)		
Waste intensity per rupee of turnover (Total waste generated/Revenue from operations)		
Waste intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP) (Total waste generated/Revenue from operations adjusted for PPP)		
Waste intensity in terms of physical output		
Waste intensity (optional) - the relevant metric may be selected by the entity		
For each category of waste generated, total waste recovered through recycling, re-using or other recovery operations (in metric tonnes)		
Category of waste		
(i) Recycled (Oil and Plastic)	Since this is the company's first time doing BRSR reporting, the availability of quantifiable data for waste generation and disposal is limited. However, we are actively working on developing and implementing robust tracking and reporting systems to ensure comprehensive and accurate data in the future.	
(ii) Re-used		
(iii) Other recovery operations		
Total		
For each category of waste generated, total waste disposed by nature of disposal method (in metric tonnes)		
Category of waste		
(i) Incineration	Since this is the company's first time doing BRSR reporting, the availability of quantifiable data for waste generation and disposal is limited. However, we are actively working on developing and implementing robust tracking and reporting systems to ensure comprehensive and accurate data in the future.	
(ii) Landfilling		
(iii) Other disposal operations		
Total		

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.

There hasn't been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

10. Briefly describe the waste management practices adopted in your establishments. Describe the strategy adopted by your company to reduce usage of hazardous and toxic chemicals in your products and processes and the practices adopted to manage such wastes

As a service-based organization, the company does not utilize hazardous or toxic chemicals, which minimizes the need for specialized waste management procedures. However, the company recognizes the importance of responsible resource management and is dedicated to developing a comprehensive waste management strategy that promotes environmental stewardship. By staying proactive and adaptable, the company aims to implement sustainable practices that contribute to a cleaner and greener future.

11. If the entity has operations/offices in/around ecologically sensitive areas (such as national parks, wildlife sanctuaries, biosphere reserves, wetlands, biodiversity hotspots, forests, coastal regulation zones etc.) where environmental approvals/clearances are required, please specify details in the following format:

Location of operations/offices	Types of operations	Whether the conditions of environmental approval/clearance are being complied with? (Y/N) If no, the reasons thereof and corrective action taken, if any.
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The Company does not have any operations/offices in/around ecologically sensitive areas.

12. Details of environmental impact assessments of projects undertaken by the entity based on applicable laws, in the current financial year:

Name and brief details of project	EIA Notification No.	Date	Whether conducted by independent external agency (Yes/No)	Results communicated in public domain (Yes/No)	Relevant Web link
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Not Applicable. In accordance with the Ministry of Environment, Forest & Climate Change (MoEF) guidelines, the industry/operations are exempt from the requirement to furnish environmental clearance or undergo an Environmental Impact Assessment (EIA).

13. Is the entity compliant with the applicable environmental law/regulations/guidelines in India; such as the Water (Prevention and Control of Pollution) Act, Air (Prevention and Control of Pollution) Act, and Environment protection act and rules thereunder (Y/N). If not, provide details of all such non-compliances, in the following format:

Serial Number	Specify the law/regulation/guidelines which was not complied with	Provide details of the non-compliance	Any fines/penalties/action taken by regulatory agencies such as pollution control boards or by courts	Corrective taken, if any action
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Yes, the Company adheres to all relevant environmental laws and regulations.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

LEADERSHIP INDICATORS

1. Water withdrawal, consumption and discharge in areas of water stress (in kilolitres):

For each facility/plant located in areas of water stress, provide the following information:

- (i) Name of the area
- (ii) Nature of operations
- (iii) Water withdrawal, consumption and discharge in the following format:

Parameter	FY 2023-24	FY 2022-23
Water withdrawal by source (in kilolitres)		
(i) Surface water	The Company does not withdraw or discharge water in areas of water stress.	
(ii) Groundwater		
(iii) Third party water		
(iv) Seawater/desalinated water		
(v) Others		
<i>Total volume of water withdrawal (in kilolitres)</i>		
<i>Total volume of water consumption (in kilolitres)</i>		
<i>Water intensity per rupee of turnover (Water consumed/turnover)</i>		
<i>Water intensity (optional) – the relevant metric may be selected by the entity</i>		
Water discharge by destination and level of treatment (in kilolitres)		
(i) Into Surface water	The Company does not withdraw or discharge water in areas of water stress.	
- No treatment		
- With treatment – please specify level of treatment		
(ii) Into Groundwater		
- No treatment		
- With treatment – please specify level of treatment		
(iii) Into Seawater		
- No treatment		
- With treatment – please specify level of treatment		
(iv) Sent to third-parties		
- No treatment		
- With treatment – please specify level of treatment		
(v) Others		
- No treatment		
- With treatment – please specify level of treatment		
Total water discharged (in kilolitres)		

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N)
If yes, name of the external agency.

There hasn't been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

2. Please provide details of total Scope 3 emissions & its intensity, in the following format:

Parameter	Unit	FY 2023-24	FY 2022-23
Total Scope 3 emissions (Break-up of the GHG into CO₂, CH₄, N₂O, HFCs, PFCs, SF₆, NF₃, if available)	<i>Metric tonnes of CO₂ equivalent</i>	Since this is the company’s first time doing BRSR reporting, the availability of quantifiable data for Scope 3 emissions is limited. However, we are actively working on developing and implementing robust tracking and reporting systems to ensure comprehensive and accurate data in the future.	
Total Scope 3 emissions per rupee of turnover			
Total Scope 3 emission intensity (optional) – the relevant metric may be selected by the entity			

Note: Indicate if any independent assessment/evaluation/assurance has been carried out by an external agency? (Y/N)
If yes, name of the external agency.

There hasn’t been an external review or analysis conducted to assess various aspects of our operations, performance, or compliance with standards or regulations.

3. With respect to the ecologically sensitive areas reported at Question 11 of Essential Indicators above, provide details of significant direct & indirect impact of the entity on biodiversity in such areas along-with prevention and remediation activities.

Not Applicable as the Company does not have any operations/offices in/around ecologically sensitive areas. The Company refrains from conducting its operations in environmentally fragile or ecologically sensitive regions. This strategic decision underscores the company’s commitment to responsible business practices and environmental stewardship, avoiding potential harm to delicate ecosystems. By deliberately choosing locations that are not ecologically sensitive, the company aims to minimize its environmental impact and contribute to the preservation of biodiversity and natural habitats.

4. If the entity has undertaken any specific initiatives or used innovative technology or solutions to improve resource efficiency, or reduce impact due to emissions/effluent discharge/waste generated, please provide details of the same as well as outcome of such initiatives, as per the following format:

Sr. No.	Initiative undertaken	Details of the initiative (Web-link, if any, may be provided along-with summary)	Outcome of the initiative
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As a service-based organization, there is no significant impact due to emissions. However, the company acknowledges the importance of contributing towards reduction of impact due to emissions by taking initiatives and hence, the Company is committed to exploring and implementing strategies in the near future to align with environmental sustainability goals.

5. Does the entity have a business continuity and disaster management plan? Give details in 100 words/web link.

At Signpost India Limited, we have established a comprehensive Business Continuity and Disaster Management Plan that is actively followed. We continuously assess potential risks, including natural disasters and system failures, to ensure preparedness. In the event of an emergency, our respective team SPOCs implement predefined communication protocols to manage the situation effectively. We maintain regular backups of critical data, stored securely offsite, and have robust systems in place to ensure the continuity of our outdoor advertising operations. Staff members undergo regular training to stay prepared for emergencies. We proactively update our clients on any disruptions and outline our recovery strategies. In the event of a COVID-like pandemic, our plan includes remote work capabilities, health and safety protocols, and contingency measures to mitigate operational impact. We regularly review and refine our plan based on lessons learned from drills and real-life incidents to ensure ongoing resilience.

6. Disclose any significant adverse impact to the environment, arising from the value chain of the entity. What mitigation or adaptation measures have been taken by the entity in this regard?

The Company is currently not assessing this. The same shall be taken up as per requirement in the upcoming years.

7. Percentage of value chain partners (by value of business done with such partners) that were assessed for environmental impacts.

We do not currently evaluate the environmental impacts of our value chain partners, but we prefer to work with those who hold ISO certifications.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

PRINCIPLE 7:

Businesses, when engaging in influencing public and regulatory policy, should do so in a manner that is responsible and transparent

ESSENTIAL INDICATORS

1. a) **Number of affiliations with trade and industry chambers/associations.**
One (1)
- b) **List the top 10 trade and industry chambers/associations (determined based on the total members of such body) the entity is a member of/affiliated to.**

Sr. No.	Name of the trade and industry chambers/ associations	Reach of trade and industry chambers/ associations (State/National)
1	Indian Newspaper Society (INS)	National

2. **Provide details of corrective action taken or underway on any issues related to anticompetitive conduct by the entity, based on adverse orders from regulatory authorities**

Name of authority	Brief of the case	Corrective active taken
Not Applicable		

LEADERSHIP INDICATORS

1. **Details of public policy positions advocated by the entity:**

Sr. No.	Public policy advocated	Method resorted for such advocacy	Whether information available in public domain? (Yes/No)	Frequency of Review by Board (Annually/Half yearly/Quarterly/ Others – please specify)	Web Link, If available
The Company does not engage in any public policy advocacy					

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

PRINCIPLE 8:

Businesses should promote inclusive growth and equitable development

ESSENTIAL INDICATORS

1. Details of Social Impact Assessments (SIA) of projects undertaken by the entity based on applicable laws, in the current financial year.

Name and Brief details of project	SIA Notification No.	Date of notification	Whether conducted by independent external agency (Yes/No)	Results communicated in public domain (Yes/No)	Relevant Web Link
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Not Applicable, as the Company does come under the requirements of Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement (Social Impact Assessment and Consent) Rules, 2014

2. Provide information on project(s) for which ongoing Rehabilitation and Resettlement (R&R) is being undertaken by your entity, in the following format:

Sr. No.	Name of Project for which R&R is ongoing	State	District	No. of Project Affected Families (PAFs)	% of PAFs covered by R&R	Amounts paid to PAFs in the FY (in INR)
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Not Applicable

3. Describe the mechanisms to receive and redress grievances of the community.

Community members can contact us on our website for any grievances: <https://www.signpostindia.com/contact-us/>

4. Percentage of input material (inputs to total inputs by value) sourced from suppliers:

	FY 2023-24	FY 2022-23
Directly sourced from MSMEs/small producers	1%	3%
Sourced directly from within India	100%	100%

5. Job creation in smaller towns – Disclose wages paid to persons employed (including employees or workers employed on a permanent or non-permanent/on contract basis) in the following locations, as % of total wage cost

Location	FY 2023-24	FY 2022-23
Rural	0.00	0.00
Semi-Urban	0.00	0.00
Urban	0.00	0.00
Metropolitan	100.00	100.00

LEADERSHIP INDICATORS

1. Provide details of actions taken to mitigate any negative social impacts identified in the Social Impact Assessments (Reference: Question 1 of Essential Indicators above):

Details of negative social impact identified	Corrective action taken
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Not Applicable

2. Provide the following information on CSR projects undertaken by your entity in designated aspirational districts as identified by government bodies:

Sr. No.	State	Aspirational District	Amount spent (in INR)
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Not Applicable as we do not undertake any CSR project in aspirational districts.

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

3. (a) **Do you have a preferential procurement policy where you give preference to purchase from suppliers comprising marginalized /vulnerable groups? (Yes/No)**

No, The Company does not currently have a preferential procurement policy. However, we recognize the significance of the same and are committed to developing the same in the near future.

- (b) **From which marginalized /vulnerable groups do you procure?**

Not Applicable

- (c) **What percentage of total procurement (by value) does it constitute?**

Not Applicable

4. **Details of the benefits derived and shared from the intellectual properties owned or acquired by your entity (in the current financial year), based on traditional knowledge:**

Sr. No.	Intellectual Property based on traditional knowledge	Owned/Acquired (Yes/No)	Benefit shared (Yes/No)	Basis of calculating benefit share
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Not Applicable

5. **Details of corrective actions taken or underway, based on any adverse order in intellectual property related disputes wherein usage of traditional knowledge is involved.**

Name of authority	Brief of the case	Corrective Action taken
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Not Applicable

6. **Details of beneficiaries of CSR Projects:**

Sr. No.	CSR Project	No. of persons benefitted from CSR projects	% of beneficiaries from vulnerable and marginalized groups
1	Paralympic Committee of India	Details of the number of persons are not available	Not ascertainable
2	Research and Development Association of India, Nagpur	Details of the number of persons are not available	Not ascertainable
3	The Society for The Rehabilitation of Crippled Children	Details of the number of persons are not available	Not ascertainable
4	Round Table India Trust	Details of the number of persons are not available	Not ascertainable
5	Cankids Kidscan	Details of the number of persons are not available	Not ascertainable

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

PRINCIPLE 9:

Businesses should engage with and provide value to their consumers in a responsible manner

ESSENTIAL INDICATORS

1. Describe the mechanisms in place to receive and respond to consumer complaints and feedback.

Consumers can contact us on our website for any complaints and feedback. <https://www.signpostindia.com/contact-us/>

2. Turnover of products and/services as a percentage of turnover from all products/service that carry information about:

	As a percentage to total turnover
Environmental and social parameters relevant to the product	0.00
Safe and responsible usage	0.00
Recycling and/or safe disposal	0.00

3. Number of consumer complaints in respect of the following:

	FY 2023-24		Remarks	FY 2022-23		Remarks
	Received during the Year	Pending resolution at end of year		Received during the Year	Pending resolution at end of year	
Data Privacy	0	0	NA	0	0	NA
Advertising	4	0	Complaints from clients regarding their campaigns	3	0	Complaints from clients regarding their campaigns
Cyber-security	0	0	NA	0	0	NA
Delivery of essential services	18	0	Complaints from clients regarding their campaigns	25	0	Complaints from clients regarding their campaigns
Restrictive Trade Practices	0	0	NA	0	0	NA
Unfair Trade Practices	0	0	NA	0	0	NA
Other	0	0	NA	0	0	NA
Total	22	0	NA	28	0	NA

4. Details of instances of product recalls on account of safety issues:

	Number	Reasons for recall
Voluntary recalls	NA	NA
Forced recalls	NA	NA

5. Does the entity have a framework/policy on cyber security and risks related to data privacy? (Yes/No) If available, provide a web-link of the policy

Yes, the Company has a privacy policy that describes our policies and procedures regarding the collection, use, and disclosure of information.

<https://www.signpostindia.com/privacy-policy/>

6. Provide details of any corrective actions taken or underway on issues relating to advertising, and delivery of essential services; cyber security and data privacy of customers; re-occurrence of instances of product recalls; penalty/action taken by regulatory authorities on safety of products/services.

Not Applicable

BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

7. Provide the following information relating to data breaches:

a. **Number of instances of data breaches**

Nil, there have not been any such instances during the reporting period.

b. **Percentage of data breaches involving personally identifiable information of customers**

Nil, there have not been any such instances during the reporting period.

c. **Impact, if any, of the data breaches**

Not Applicable

LEADERSHIP INDICATORS

1. **Channels/platforms where information on products and services of the entity can be accessed (provide web link, if available).**

Details about the services offered by the Company are available the official website at <https://www.signpostindia.com/media/>

2. **Steps taken to inform and educate consumers about safe and responsible usage of products and/or services.**

Information on the safe and responsible use of our services is available on our website at <https://www.signpostindia.com/sustainability/>

3. **Mechanisms in place to inform consumers of any risk of disruption/discontinuation of essential services.**

The Client Servicing team informs consumers of any risks of disruption or discontinuation of essential services via email.

4. **Does the entity display product information on the product over and above what is mandated as per local laws? (Yes/No/Not Applicable) If yes, provide details in brief. Did your entity carry out any survey with regard to consumer satisfaction relating to the major products/services of the entity, significant locations of operation of the entity or the entity as a whole? (Yes/No)**

The Company currently does not carry out any survey with regards to consumer satisfaction.

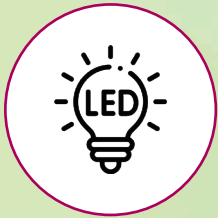
SDG ALIGNMENT



Achieving Net-Zero Emissions by 2040

- o **SDG 13: Climate Action**

This initiative directly supports SDG 13 by aiming to significantly reduce greenhouse gas emissions. Achieving net-zero emissions by 2040 reflects a strong commitment to combating climate change and its impacts. It involves implementing measures such as energy efficiency, renewable energy adoption, and carbon offset strategies.



Transition to LED Technology

- o **SDG 7: Affordable and Clean Energy**

The transition to LED technology enhances energy efficiency, which supports SDG 7. LEDs use less energy and have a longer lifespan compared to traditional lighting solutions, reducing overall energy consumption and the carbon footprint. We have made substantial progress towards our goals, having successfully converted 95% of our illuminated media to LED technology. This contributes to ensuring access to sustainable and modern energy solutions.



Transformation to Eco-Friendly Inks and Sustainable Fabrics

- o **SDG 12: Responsible Consumption and Production**

The use of eco-friendly inks and sustainable fabrics addresses the need for responsible production and consumption. This initiative promotes the reduction of harmful chemicals and waste, aligning with SDG 12's aim to improve resource efficiency and reduce environmental impact throughout production cycles.



Investment in Public Bicycle-Sharing Initiative

- o **SDG 11: Sustainable Cities and Communities**

Investing in a public bicycle-sharing system supports SDG 11 by promoting sustainable urban transport solutions. Bicycle-sharing programs reduce traffic congestion, lower carbon emissions, and enhance the accessibility of eco-friendly transportation options within cities, contributing to the creation of more sustainable urban environments.



Blood Donation Drive: Collecting 63,000 ml of Blood

- o **SDG 3: Good Health and Well-being**

This initiative contributes to SDG 3 by supporting health and well-being through life-saving blood donations. The collected blood will help those in critical need, improving health outcomes and supporting the health infrastructure of the community.



Participation in World Environment Week at Gundavali Station

o **SDG 4: Quality Education**

The awareness drive at World Environment Week emphasizes environmental education and encourages public engagement. By providing information on environmental issues and sustainable practices, it aligns with SDG 4's focus on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all.

o **SDG 12: Responsible Consumption and Production**

The focus on the "Reduce, Reuse, Recycle" motto and engaging in conversations about environmental issues further supports SDG 12 by advocating for sustainable consumption and production patterns.



Celebration of the Indian Paralympic Awards

o **SDG 10: Reduced Inequalities**

Supporting the Indian Paralympic Awards and championing the Paralympic Committee of India reflects a commitment to reducing inequalities. This initiative promotes inclusivity and recognizes the achievements of individuals with disabilities, aligning with SDG 10's goal to reduce inequality and promote equal opportunities for all.

Sustainable Development Goals

