

To

<b>BSE Limited</b> <b>Phiroze Jeejeebhoy Towers,</b> <b>Dalal Street, Mumbai 400 001</b>	<b>National Stock Exchange of India Ltd</b> <b>Exchange Plaza, 5th Floor, Plot No. C-I, G</b> <b>Block, Bandra Kurla Complex, Bandra (East),</b> <b>Mumbai - 400 051</b>
<b>Scrip Code: 542752</b>	<b>Symbol: AFFLE</b>

**Sub: Business Responsibility and Sustainability Report for FY 2024-2025**

Dear Sir/ Madam,

In compliance with Regulation 34(2)(f) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Business Responsibility and Sustainability Report forming part of the Annual Report of the Company for FY 2024-25.

Kindly take the above information on records.

Thanking you,

**Yours Faithfully,**  
**For Affle 3i Limited**  
*(Formerly known as Affle (India) Limited)*

**Parmita Choudhury**  
**Company Secretary & Compliance Officer**

**Encl: As above****Affle 3i Limited**

(Formerly known as Affle (India) Limited)

**Regd. Office** | A47 Lower Ground Floor, Hauz Khas, Off Amar Bhawan, New Delhi-110016**Communication Office** | 8th floor, Unitech Commercial Tower - 2, Sector - 45, Gurugram - 122003, Haryana(P) 0124-4598749 (W) [www.affle.com](http://www.affle.com); CIN: L65990DL1994PLC408172

# BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT

## SECTION A: GENERAL DISCLOSURES

### I. Details of the listed entity

1.	Corporate Identity Number (CIN)	L65990DL1994PLC408172
2.	Name	Affle 3i Limited (Formerly known as Affle (India) Limited)
3.	Year of incorporation	1994
4.	Registered office address	A47 Lower Ground Floor, Hauz Khas, Off Amar Bhawan, New Delhi-110016
5.	Corporate address	8 <sup>th</sup> floor, Unitech Commercial Tower - 2, Sector - 45, Gurugram - 122003, Haryana
6.	E-mail	<a href="mailto:compliance@affle.com">compliance@affle.com</a>
7.	Telephone	0124-4598749
8.	Website	<a href="http://www.affle.com">www.affle.com</a>
9.	Financial year for which reporting is being done	FY2024-25
10.	Paid-up capital	INR 280.99 million
11.	Name of the Stock Exchange(s) where shares are listed	1. BSE Limited 2. National Stock Exchange of India Limited
12.	Name and contact details (telephone, email address) of the person who may be contacted in case of any queries on the BRSR report	Karish Manchanda Investors Relations and Strategy Email – <a href="mailto:investor.relations@affle.com">investor.relations@affle.com</a>
13.	Reporting boundary	Disclosures made in this report are on a consolidated basis unless otherwise stated
14.	Name of assessment or assurance provider	Not applicable for the current financial year
15.	Type of assessment or assurance obtained	Not applicable for the current financial year

### II. Products/ Services

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

S. No.	Description of main activity	Description of business activity	% of turnover in FY2024-25
1.	Information and Communication	Mobile Advertising (Consumer Platform)	100.0%

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

S. No.	Product / Service	NIC Code	% of total turnover contributed
1.	Consumer Platform	62099	100.0%

### III. Operations

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

Locations	Number of plants	Number of offices	Total
National	Not applicable	4	4
International		13	13

#### 19. Markets served by the entity:

##### a. Number of locations:

Locations	Number
National (no. of states)	PAN India
International (no. of countries)	>130

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

The contribution of exports of Affle 3i Limited on a standalone basis was 43.31% as a percentage of the total turnover of the entity for the financial year 2024-25.

##### c. A brief on types of customers:

Our customers primarily comprise of Business to Consumer ("B2C") companies who engage with us either directly or through their advertising agencies across industry verticals including (1) e-commerce, ed-tech and entertainment; (2) fintech, FMCG and foodtech; (3) gaming, government and groceries; and (4) healthtech, hospitality & travel and home & other Utilities (collectively, the "Category EFGH" industries for the Company).

As of March 31, 2025, we had over 99.1% of our revenue from the categories E, F, G & H and 75.8% of our revenue came from customers who directly engaged with us, while the rest 24.2% of our revenue came from customers who engaged with us through their advertising agencies.

### IV. Employees

#### 20. Details as at the end of financial year:

##### a. Employees and workers (including differently abled):

S. No.	Particulars	Total (A)	Male		Female	
			No. (B)	% (B/A)	No. (C)	% (C/A)
<b>Employees</b>						
1	Permanent <sup>1</sup> (D)	617	385	62.4%	232	37.6%
2	Other than permanent <sup>2</sup> (E)	1	1	100.0%	0	-
3	<b>Total employees (D + E)</b>	<b>618</b>	<b>386</b>	<b>62.4%</b>	<b>232</b>	<b>37.5%</b>
<b>Workers</b>						
4	Permanent (F)	-	-	-	-	-
5	Other than permanent (G)	-	-	-	-	-
6	<b>Total workers (F+G)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

#### Note:

1. Categorisation of Permanent and Other than Permanent Employees is as per internal operations and workflow management of the Company.

## b. Differently abled employees and workers:

S. No.	Particulars	Total (A)	Male		Female	
			No. (B)	% (B/A)	No. (C)	% (C/A)
<b>Differently abled employees</b>						
1	Permanent (D)	-	-	-	-	-
2	Other than permanent (E)	-	-	-	-	-
3	<b>Total differently abled employees (D + E)</b>	-	-	-	-	-
<b>Differently abled workers</b>						
4	Permanent (F)	-	-	-	-	-
5	Other than permanent (G)	-	-	-	-	-
6	<b>Total workers (F+G)</b>	-	-	-	-	-

## 21. Participation / Inclusion / Representation of women:

	Total (A)	No. and percentage of Females	
		No. (B)	% (B/A)
Board of Directors	8	2	25.0%
Key Managerial Personnel	3	1	33.3%

**Note:** Board of Directors & Key Managerial Personnel of Affle 3i Limited are on a standalone basis

## 22. Turnover rate for permanent employees and workers:

	FY2024-25			FY2023-24			FY2022-23		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Permanent employees	30.5%	37.4%	33.0%	34.0%	41.0%	37.0%	30.3%	30.9%	30.6%
Permanent workers	-	-	-	-	-	-	-	-	-

## V. Holding, Subsidiary and Associate Companies (including Joint Ventures)

## 23. (a) Names of holding / subsidiary / associate companies / joint ventures:

S. No.	Name of the holding / subsidiary / associate / joint ventures (A)	Indicate whether holding / subsidiary / associate / joint venture	% of shares held by the Company	Does the entity indicated at column A, participate in the Business Responsibility initiatives of the Company? (Yes/No)
1.	Affle Holdings Pte. Ltd.	Holding	46.8%	Yes, Business Responsibility initiatives of the Company are extended to the foreign subsidiaries to the extent as required under the laws of the country of their operation.
2.	Affle International Pte. Ltd	Wholly owned Subsidiary	100.0%	
3.	PT. Affle Indonesia	Step-down Subsidiary	100.0%	
4.	Affle MEA FZ-LLC	Step-down Subsidiary	100.0%	
5.	Affle Iberia S.L. (earlier known as Mediasmart Mobile S.L.)	Step-down Subsidiary	100.0%	
6.	Appnext Pte. Ltd.	Step-down Subsidiary	100.0%	
7.	Appnext Technologies Limited	Step-down Subsidiary	100.0%	
8.	Jampp (Ireland) Ltd.	Step-down Subsidiary	100.0%	
9.	Atommica LLC	Step-down Subsidiary	100.0%	

S. No.	Name of the holding / subsidiary / associate / joint ventures (A)	Indicate whether holding / subsidiary / associate / joint venture	% of shares held by the Company	Does the entity indicated at column A, participate in the Business Responsibility initiatives of the Company? (Yes/No)
10.	Jampp EMEA GmbH	Step-down Subsidiary	100.0%	
11.	Jampp APAC Pte. Ltd.	Step-down Subsidiary	100.0%	
12.	Jampp HQ S.A.	Step-down Subsidiary	100.0%	
13.	Affle (UK) Ltd. (earlier known as Jampp Ltd.)	Step-down Subsidiary	100.0%	
14.	Affle Brazil Ltda. (earlier known as Jampp Veiculacao de Publicidade Limitada)	Step-down Subsidiary	100.0%	
15.	Affle Inc. (earlier known as YouAppi Inc.)	Step-down Subsidiary	100.0%	
16.	Affle Israel Ltd. (earlier known as YouAppi Ltd.)	Step-down Subsidiary	100.0%	
17.	YouAppi GmbH	Step-down Subsidiary	100.0%	
18.	YouAppi Japan Co. Ltd.	Step-down Subsidiary	100.0%	
19.	YouAppi India Private Limited	Step-down Subsidiary	100.0%	
20.	Affle Inc. (Korea Branch) (earlier known as YouAppi Inc. (Korea Branch))	Step-down Subsidiary	100.0%	

## VI. CSR Details

### 24. CSR Activities

- (i) Whether CSR is applicable as per section 135 of Companies Act, 2013: Yes
- (ii) Turnover: INR 7,143.86 million (Standalone)
- (iii) Net worth: INR 18,804.83 million (Standalone)

## VII. Transparency and Disclosures Compliances

### 25. Complaints / Grievances 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) If Yes, then provide web-link for grievance redress policy	FY2024-25			FY2023-24		
		Number of complaints filed during the year	Number of complaints pending resolution at the end of the year	Remarks	Number of complaints filed during the year	Number of complaints pending resolution at the end of the year	Remarks
Communities	Grievance Redressal / Whistle Blower Policy is available at: <a href="https://affle.com/images/pdf/Whistle%20Blower%20Policy.pdf">https://affle.com/images/pdf/Whistle%20Blower%20Policy.pdf</a>	-	-	-	-	-	-
Investors (other than shareholders)		-	-	-	-	-	-
Shareholders		1	-	-	3	-	-
Employees and workers		-	-	-	-	-	-

Stakeholder group from whom complaint is received	Grievance redressal mechanism in place (Yes/No) If Yes, then provide web-link for grievance redress policy	FY2024-25			FY2023-24		
		Number of complaints filed during the year	Number of complaints pending resolution at the end of the year	Remarks	Number of complaints filed during the year	Number of complaints pending resolution at the end of the year	Remarks
Customers		-	-	-	-	-	-
Value Chain		-	-	-	-	-	-
Partners		-	-	-	-	-	-
Other (Please specify)		-	-	-	-	-	-

**26. Overview of the entity’s material responsible business conduct issues :**

Please indicate material responsible business conduct and sustainability 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:

The Company, being a technology business is less resource intensive with minimal impact on the environment or society. As such, many of the material topics identified and mapped as given on pages 54 to 61 are proactive in nature and offer an opportunity towards sustainable growth instead of being a risk to the business.

S. No.	Material issue identified	Indicate whether risk or opportunity	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)
1.	Customers and Partners Satisfaction	Opportunity	Meeting customers and partners expectations, resolving issues and providing utmost satisfaction builds long-term trust and retention. It is vital for overall business growth.	We proactively seek out to our customers and partners for their feedback to continuously optimize for greater efficiency and effectiveness.	Positive implication
2.	Data Security and Privacy	Risk	As a digital-first organisation, we respect the consumers privacy and align to the global data privacy norms to the best of our capabilities. Any breach of data security can have implications for our brand reputation and our relationship with customers and partners.	Our data protection and privacy framework is backed by DPTM Accreditation, GDPR through GDPR lawyers, ISO/IEC 27001:2022 certification and 3 <sup>rd</sup> party review by auditors. We have comprehensive governance and policy that enables data privacy by design, private data impact assessment, private data risk & control matrix, incident management.	Negative implication

S. No.	Material issue identified	Indicate whether risk or opportunity	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)
3.	Technology Innovation	Opportunity	Innovation is part of our organisational culture. Future growth prospects are aligned to our capability to integrate emerging technologies and develop newer tech offerings.	We foster a culture of innovation at work to further improve our platforms and products as well as identify new areas of R&D/ Patent filings to further strengthen our competitive moat. We also promote learning & development programs and host innovation-related tech events at work.	Positive implication
4.	Brand and Reputation Management	Risk	Our brand reputation helps us attract quality customers and maintain our relationship with all our stakeholders, thus providing us with opportunities for consistent growth. Any irrational loss to our brand and reputation mainly driven by unverified rumours can impact the business.	We manage our brand reputation through two pronged endeavours: 1. We adopt industry-leading operating practices to enhance our deliverability and meet our stakeholder expectations, ensuring credibility of our brand is upheld. 2. Through our PR team, we continually monitor media coverage to identify any irrational news and our senior management proactively responds whenever necessary.	Negative implication
5.	Employee Training and Upskilling	Opportunity	We operate in an automated environment and make use of the latest technologies. Our employees need to be trained and upskilled to remain ahead of the curve and drive sustainable growth.	We provide our employees with opportunities to continuously learn and improve their capabilities. We enable them with access to an online portal having hundreds of training modules, participation in webinars and organising tech events that foster innovation and knowledge sharing.	Positive implication

S. No.	Material issue identified	Indicate whether risk or opportunity	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)
6.	Employee Welfare and Well-being	Opportunity	It fosters a culture of happiness and directly impacts the confidence, development and health of the employees. It helps our people perform at their highest potential, while also promoting team cohesion and long-term organisational agility.	We provide our employees with a progressive & diverse culture that encourages open exchange of ideas and entrepreneurial problem-solving mindset. We strive to provide employees with opportunities for growth while ensuring a safe & healthy work environment.	Positive implication
7.	Transparency, Disclosures and Regulatory Compliance	Risk	Timely disclosures and transparent corporate governance policies are essential for maintaining trust and credibility of the Company. Lapses in compliance can have direct and immediate impact on our operations, affecting our brand reputation.	We have a dedicated in-house secretarial & compliance team that manages all the compliances effectively. We also have all the necessary Corporate Policies in place to ensure the regulatory compliances are well met.	Negative implication
8.	Economic Performance and Financial Inclusion	Opportunity	Prudent deployment of financial capital and maximizing our returns enable us to deliver desired outcomes that positively affect our other capitals as well, directed at delivering an integrated growth.	Anchored on our asset-light, scalable tech platforms and unique business model, we continue to enhance on our revenue, profitability and margin profile while effectively managing working capital, cash flow generated from operations, and maintaining a healthy balance sheet.	Positive implication

S. No.	Material issue identified	Indicate whether risk or opportunity	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)
9.	Board Diversity, Performance and Independence	Opportunity	The performance and independence of the Board is crucial to ensure that the Company is fully compliant with all statutory requisites as well as the diversity of experience on Board promote greater intellectual approach in navigating challenges and steering the Company to greater heights.	<p>We ensure all the strategic disclosures are duly placed for review of the Board as well as any lapse in meeting compliances is communicated to the Board. Our auditors are also provided with access to the Board for discussion on statutory matters.</p> <p>Our corporate governance framework strives to upkeep Board diversity, with 55.6% of the Board comprising of Independent Directors as on date.</p>	Positive implication
10.	Stakeholders Relations	Opportunity	Continuous engagement with stakeholders helps us identify and proactively address the needs of our stakeholders.	We engage through formal and informal channels across stakeholder groups to identify priorities, address key concerns and gather feedback. These engagements help to understand expectations and ensures our strategy remain aligned with stakeholder interests.	Positive implication

S. No.	Material issue identified	Indicate whether risk or opportunity	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)
11.	Environmental Sustainability	Risk	We recognize the larger environmental risk our planet is facing and environmental sustainability is critical to the long term collective health of our society.	<p>We engage with our stakeholders around the year and the formal / informal feedback that we receive, helps us in better shaping our procedures towards a more responsible business.</p> <p>Affle being in the mobile advertising technology business, is significantly less resource intensive in terms of environmental impact or related material inputs.</p> <p>However, as a responsible Company, we resolve to accelerate ESG initiative to make a positive impact on people and the planet.</p>	Negative implication

## 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	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
<b>Policy and management processes</b>									
1 a. Whether your entity's policy / policies cover each principle and its core elements of the NGRBCs. (Yes/No)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
b. Has the policy been approved by the Board? (Yes/No)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
c. Web Link of the policies	<a href="https://affle.com/images/pdf/2025/Business-Responsibility-and-Sustainability-Policy.pdf">https://affle.com/images/pdf/2025/Business-Responsibility-and-Sustainability-Policy.pdf</a>								
2 Whether the entity has translated the policy into procedures. (Yes/No)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes



Disclosure questions	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
3 Do the enlisted policies extend to your value chain partners? (Yes/No)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
4 Name of the national and international codes/certifications/ labels/standards (e.g. Forest Stewardship Council, Fairtrade, Rainforest Alliance, Trustea) standards (e.g. SA 8000, OHSAS, ISO, BIS) adopted by the Company and mapped to each principle.	None								
5 Specific commitments, goals and targets set by the entity with defined timelines	<ul style="list-style-type: none"> <li>• Modernisation of our cloud infrastructure by migrating to higher-efficiency chips and servers to further reduce CO<sub>2</sub> emissions</li> <li>• Set up the process for donating used laptops/ hardware to charitable organizations and reduce direct disposal of e-waste.</li> <li>• Enhance ESG data collection and disclosure process.</li> <li>• Engage with external consultants to establish goals and targets along with optimization/improvement plan in the upcoming 18 months.</li> </ul>								
6 Performance of the entity against the specific commitments, goals and targets along-with reasons in case the same are not met.	<p>We have modernised our cloud infrastructure by migrating to higher-efficiency Amazon Web Services (AWS) Graviton chips and servers, which deliver higher performance while consuming significantly less power.</p> <p>This shift has led to a substantial reduction in our CO<sub>2</sub> emissions, from 286.4 MTCO<sub>2</sub>e in FY2024 to 110.2 MTCO<sub>2</sub>e in FY2025, representing a 61.5% year-on-year reduction, despite an expansion in our operational scale.</p> <p>Affle has established qualitative ESG standards and policies for FY2024-25 and is currently in the process of engaging with external technical consultants to help establish quantitative targets of the Company. The Company's progress towards achieving these qualitative targets may be reported in the next fiscal year.</p>								

**Disclosure questions**

**P 1 P 2 P 3 P 4 P 5 P 6 P 7 P 8 P 9**

**Governance, leadership and oversight**

7 Statement by director responsible for the business responsibility report, highlighting ESG related challenges, targets and achievements (listed entity has flexibility regarding the placement of this disclosure)

At Affle, we recognize the importance of integrating sustainability across our organization. We continue to benchmark our governance, ESG practices and financial reporting with industry leading standards. Our proactive adoption of ESG in FY2020-21 and perpetual initiatives towards enabling a sustainable well-governed ecosystem reinforces our commitment towards inclusive value creation for the stakeholders and the society at large.

Affle being in the mobile advertising technology business, is significantly less resource intensive in terms of environmental impact or related material inputs. However, as a responsible Company, we resolve to accelerate the evolution of ESG to make a positive impact on people and the planet. We are committed to make conscious efforts towards managing energy, water and waste more efficiently. Recently, we revised our e-waste strategy as part of our waste management approach, with the aim of minimizing waste and its environmental impact. Our revised policy will reduce e-waste through donating used laptops/hardware to charitable organizations in working condition, aligned to the 3R (Reduce, Recycle and Reuse) principle of waste management. This shall also contribute to the digital inclusiveness and academic well-being of the communities around us.

During the year FY2024-25, we continued our efforts of implementing sustainable business practices across organization, focused on: 1. reducing our CO<sub>2</sub> emissions through modernisation of our cloud infrastructure 2. enhancing cyber security and data protection capabilities to ensure the security and privacy for our customers and 3. creating an inclusive workplace free from all forms of discrimination and harassment.

On the governance front, our ESG committee conducts regular evaluations of the Company's ESG practices. We assess all critical policies to ensure that they align with our values & objectives and integrate sustainability considerations into all our business processes, corporate decisions and strategic goals.

With the aim of positive impact towards a better tomorrow, Affle is broadening its sustainability initiatives and working more closely to address previously identified major material topics which have high relevance to its business.

8 Details of the highest authority responsible for implementation and oversight of the business responsibility policy (ies):

The Board oversees recommendations of the ESG Committee related to business responsibility. ESG Committee ensures long-term positive value creation across the enterprise-wide materiality topics identified for all the stakeholders.

Disclosure questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
9 Does the entity have a specified committee of the board / director responsible for decision making on sustainability related issues? If yes, provide details.	The ESG Committee is responsible for decision making on sustainability related issues.								

10 Details of Review of NGRBCs by the Company

Subject for review	Indicate whether review was undertaken 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	P1	P2	P3	P4	P5	P6	P7	P8	P9
A Performance against above policies and follow up action	Y	Y	Y	Y	Y	Y	Y	Y	Y	Annually								
B Compliance with statutory requirements of relevance to the principles, and rectification of any non-compliances	Affle complies with the applicable laws of the land it operates in.																	

11 Has the entity carried out independent assessment/ evaluation of the working of its policies by an external agency? If yes, provide name of the agency.	P1	P2	P3	P4	P5	P6	P7	P8	P9
	No								

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
A The entity does not consider the principles material to its business (Yes/No)	Our response to question (1) in table above is Yes for all principles and hence this is not applicable.								
B The entity is not at a stage where it is in a position to formulate and implement the policies on specified principles (Yes/No)									
C The entity does not have the financial or / human and technical resources available for the task (Yes/No)									
D It is planned to be done in the next financial year (Yes/No)									
E Any other reason (please specify)									

**SECTION C: PRINCIPLE WISE PERFORMANCE DISCLOSURE**

This section sets out the Company’s performance in integrating the Principles and Core Elements with key processes and decisions. The sustainability disclosure pertaining to the essential indicators under each of the nine principles is given below.

**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	% of persons in respective category covered by the awareness programmes
Board of Directors	2	(i) Updates on regulatory changes (ii) Overview of policies and code of conduct as per applicable rules	100.0%
Key Managerial Personnel	2	(i) Training on Human Rights & Anti-Corruption & Anti-bribery policies (ii) Training on Prevention of Sexual Harassment at Workplace	100.0%
Employees other than BoD and KMPs	3	(i) Training on Human Rights & Anti-Corruption & Anti-bribery policies (ii) Manager’s Briefing Session on PMS (iii) Training on Prevention of Sexual Harassment at Workplace	100.0%
Workers	-	-	-

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, in the following format (Note: the entity shall make disclosures on the basis of 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			None		
Settlement					
Compounding fee					
	Non-monetary				
Imprisonment			None		
Punishment					

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.

Case Details	Name of the regulatory / enforcement agencies / judicial institutions
Not applicable	

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.

Anti-Bribery and Anti-Corruption Policy of the Company is available at the website of the Company at <https://affle.com/images/pdf/2022/Anti%20Corruption%20&%20Anti%20Bribery%20Policy.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:

	FY2024-25	FY2023-24
Directors	None	
KMPs		
Employees		
Workers		

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

	FY2024-25		FY2023-24	
	Number	Remarks	Number	Remarks
Number of complaints received in relation to issues of Conflict of Interest of the Directors	None			
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

8. Number of days of accounts payables ((Accounts payable \*365) / Cost of goods/services procured):

	FY2024-25	FY2023-24
Number of days of accounts payable	107.86	112.08

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:

Parameter	Metrics	FY2024-25	FY2023-24
Concentration of purchases	a. Purchase from trading houses as % of total purchases	-	-
	b. Number of trading houses where purchases are made from	-	-
	c. Purchases from top 10 trading houses as % of total purchases from trading houses	-	-
Concentration of sales	a. Sales to dealers / distributors as % of total sales	-	-
	b. Number of dealers / distributors to whom sales are made	-	-
	c. Sales to top 10 dealers / distributors as % of total sales to dealers / distributors	-	-
Share of RPTs in	a. Purchases (Purchases with related parties / Total Purchases)	30.6%	26.3%
	b. Sales (Sales to related parties / Total Sales)	17.9%	7.7%
	c. Loans & advances (Loans & advances given to related parties / Total loans & advances)	99.3%	99.9%
	d. Investments (Investments in related parties / Total Investments made)	91.3%	94.7%

**Principle 2** Businesses should provide goods and services in a manner that is sustainable and safe

**Essential Indicators**

- 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.

	FY2024-25 (%)	FY2023-24 (%)	Details of improvements in environmental and social impacts
R&D Capex			The Company is in the business of mobile advertising and the R&D / Capex is spent towards building and enhancing mobile technologies which have very limited direct impact on utilization of environmental resources. However, as an indirect impact, our tech R&D helps reduce the usage of paper involved in traditional forms of advertising, thus our technology is environmental and social friendly.

2. Does the entity have procedures in place for sustainable sourcing? If yes, what percentage of inputs were sourced sustainably?

The Company is in the process of setting up procedures for sustainable sourcing to the extent applicable to the Company.

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.

Not applicable. Affle, being in mobile advertising technology business has no tangible product for reusing, recycling and disposing at the end of life.

4. Whether Extended Producer Responsibility (EPR) is applicable to the entity's activities. 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.

Not applicable

**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:

Category	% of employees covered by										
	Total (A)	Health insurance		Accident insurance		Maternity benefits		Paternity benefits		Day care facilities	
		No. (B)	% (B / A)	No. (C)	% (C / A)	No. (D)	% (D / A)	No. (E)	% (E / A)	No. (F)	% (F / A)
<b>Permanent employees</b>											
Male	385	369	95.8%	0	0%	-	-	385	100.0%	-	-
Female	232	222	95.7%	0	0%	232	100.0%	-	-	76	32.8%
<b>Total</b>	<b>617</b>	<b>591</b>	<b>95.8%</b>	<b>0</b>	<b>0%</b>	<b>232</b>	<b>37.6%</b>	<b>385</b>	<b>62.4%</b>	<b>76</b>	<b>12.3%</b>
<b>Other than permanent employees</b>											
Male	1	-	-	-	-	-	-	-	-	-	-
Female	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

- 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	
		No. (B)	% (B / A)	No. (C)	% (C / A)	No. (D)	% (D / A)	No. (E)	% (E / A)	No. (F)	% (F / A)
<b>Permanent workers</b>											
Male	-	-	-	-	-	-	-	-	-	-	-
Female	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

	% of workers covered by										
	Total (A)	Health insurance		Accident insurance		Maternity benefits		Paternity benefits		Day care facilities	
		No. (B)	% (B / A)	No. (C)	% (C / A)	No. (D)	% (D / A)	No. (E)	% (E / A)	No. (F)	% (F / A)
<b>Other than permanent workers</b>											
Male	-	-	-	-	-	-	-	-	-	-	-
Female	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	-	-	-	-	-	-	-	-	-	-	-

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

	FY2024-25	FY2023-24
Cost incurred on well-being measures as a % of total revenue of the company	0.12%	0.13%

2. Details of retirement benefits, for current financial year and previous financial year:

Benefits	FY2024-25			FY2023-24		
	No. of employees covered as a % of total employees	No. of workers covered as a % of total workers	Deducted and deposited with the authority	No. of employees covered as a % of total employees	No. of workers covered as a % of total workers	Deducted and deposited with the authority
PF	95.4%	-	Yes	94.7%	-	Yes
Gratuity	100.0%	-	Not applicable	98.9%	-	Not applicable
Employee State Insurance (ESI)	-	-	Not applicable	-	-	Not applicable
Others	-	-	-	-	-	-

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?

The Company currently does not have differently abled employees. The Company has an equal opportunity policy statement and is open to employing differently abled in its human resource base.

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.

The Company's statement on equal opportunity is part of its Human Rights Policy Statement available on the website at <https://affle.com/images/pdf/2022/Human%20Rights%20Policy%20Statement.pdf>.

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	100.0%	100.0%	-	-
Female	100.0%	100.0%	-	-
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	-	-

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

	Yes/No. If yes, then give details of the mechanism in brief
Permanent Workers	Yes, The Vigil Mechanism/ Whistle Blower Policy is available on the website of the Company at <a href="https://affle.com/images/pdf/Whistle%20Blower%20Policy.pdf">https://affle.com/images/pdf/Whistle%20Blower%20Policy.pdf</a>
Other than Permanent Workers	
Permanent Employees	
Other than Permanent Employees	

7. Membership of employees and workers in association(s) or unions recognised by the Company:  
The Company does not have employees and workers association(s) or unions.

8. Details of training given to employees and workers:

	FY2024-25					FY2023-24				
	Total (A)	Health and safety measures		Skill upgradation		Total (D)	Health and safety measures		Skill upgradation	
		No. (B)	% (B / A)	No. (C)	% (C / A)		No. (E)	% (E / D)	No. (F)	% (F / D)
<b>Employees</b>										
Male	386	386	100.0%	386	100.0%	403	403	100.0%	403	100.0%
Female	232	232	100.0%	232	100.0%	241	241	100.0%	241	100.0%
<b>Total</b>	<b>618</b>	<b>618</b>	<b>100.0%</b>	<b>618</b>	<b>100.0%</b>	<b>644</b>	<b>644</b>	<b>100.0%</b>	<b>644</b>	<b>100.0%</b>
<b>Workers</b>										
Male	-	-	-	-	-	-	-	-	-	-
Female	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

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

	FY2024-25			FY2023-24		
	Total (A)	No. (B)	% (B / A)	Total (C)	No. (D)	% (D / C)
<b>Employees</b>						
Male	386	386	100.0%	403	403	100.0%
Female	232	232	100.0%	241	241	100.0%
<b>Total</b>	<b>618</b>	<b>618</b>	<b>100.0%</b>	<b>644</b>	<b>644</b>	<b>100.0%</b>
<b>Workers</b>						
Male	-	-	-	-	-	-
Female	-	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

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 of such system?

No, there are no significant occupational health and safety risks due to the nature of our business. With regards to safety, relevant alerts are sent to employees on safety related aspects on a need basis. Psychological training was conducted to help employees develop mental fitness through Mind Fitness and Stress Management, particularly during the pandemic times.

Affle Care program is established for all the Afflers and their families. It is a holistic counselling program to support the emotional, practical and physical well-being available 24x7 and completely free of cost.

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

Given the nature of our business, this is not directly applicable.

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

Not applicable

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

Yes

11. Details of safety related incidents:

Safety Incident / Number	Category*	FY2024-25	FY2023-24
Lost Time Injury Frequency Rate (LTIFR) (per one million-person hours worked)	Employees	-	-
	Workers	-	-
Total recordable work-related injuries	Employees	-	-
	Workers	-	-
No. of fatalities	Employees	-	-
	Workers	-	-
High consequence work-related injury or ill-health (excluding fatalities)	Employees	-	-
	Workers	-	-

\*Including the contract workforce

12. Describe the measures taken by the entity to ensure a safe and healthy workplace.

The Company provides a workplace environment that is safe, hygienic, humane and upholds the dignity of the employees. The Company has imparted training to all the employees on Prevention of Sexual Harassment at Workplace. Psychological training was conducted to help employees develop mental fitness through Mind Fitness and Stress Management. Affle Care program was launched for all Afflers and their families. It is a holistic counselling program to support the emotional, practical and physical well-being available 24x7 and completely free of cost.

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

	FY2024-25			FY2023-24		
	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	-	-	-	-	-	-
Health and Safety	-	-	-	-	-	-

14. Assessments for the year:

	% of plants and offices that were assessed (by entity or statutory authorities or third parties)
Health and safety practices	Not applicable
Working conditions	

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

Not applicable

**Principle 4** Businesses should respect the interests of and be responsive to all its stakeholders

**Essential Indicators**

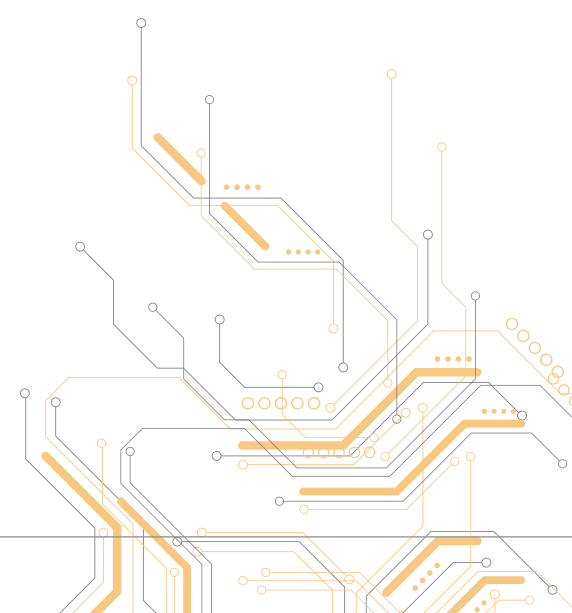
1. Describe the processes for identifying key stakeholder groups of the entity.

Stakeholder engagement is a continuous process at Affle. We have identified our global stakeholders' groups that can be impacted by our strategic and operational decisions or instead impact us. We continue to engage with them regularly and stakeholder inclusiveness is a part of our core 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 and marginalized group (Yes/No)	Channels of communication (Email, SMS, Newspaper, Pamphlets, Advertisements, Community Meetings, Notice Board, Website), Other	Frequency of engagement (annually / half yearly / quarterly / others)	Purpose and scope of engagement including key topics and concerns raised during such engagement
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The Company recognises stakeholders' groups which includes shareholders, investors, employees, customers, publishers & ecosystem-level partners, government, regulators, trade bodies, NGOs and the society at large. For detailed stakeholder mapping including channels of communication, stakeholders' expectations and other details, please refer pages 52 to 53 of this Annual 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:

	FY2024-25			FY2023-24		
	Total (A)	No. of employees / workers covered (B)	% (B / A)	Total (C)	No. of employees / workers covered (D)	% (D / C)
<b>Employees</b>						
Permanent	617	617	100.0%	642	642	100.0%
Other than permanent	1	1	100.0%	2	2	100.0%
<b>Total Employees</b>	<b>618</b>	<b>618</b>	<b>100.0%</b>	<b>644</b>	<b>644</b>	<b>100.0%</b>
<b>Workers</b>						
Permanent	-	-	-	-	-	-
Other than permanent	-	-	-	-	-	-
<b>Total Workers</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

2. Details of minimum wages paid to employees and workers:

	FY2024-25					FY2023-24				
	Total (A)	Equal to Minimum Wage		More than Minimum Wage (C)		Total (D)	Equal to Minimum Wage		More than Minimum Wage (C)	
		No. (B)	% (B / A)	No. (C)	% (C / A)		No. (E)	% (E / D)	No. (F)	% (F / D)
<b>Employees</b>										
<b>Permanent</b>	264	0	0.0%	264	100.0%	288	0	0.0%	288	100.0%
Male	190	0	0.0%	190	100.0%	199	0	0.0%	199	100.0%
Female	74	0	0.0%	74	100.0%	89	0	0.0%	89	100.0%
<b>Other than Permanent</b>	-	-	-	-	-	-	-	-	-	-
Male	-	-	-	-	-	-	-	-	-	-
Female	-	-	-	-	-	-	-	-	-	-
<b>Workers</b>										
<b>Permanent</b>	-	-	-	-	-	-	-	-	-	-
Male	-	-	-	-	-	-	-	-	-	-
Female	-	-	-	-	-	-	-	-	-	-
<b>Other than Permanent</b>	-	-	-	-	-	-	-	-	-	-
Male	-	-	-	-	-	-	-	-	-	-
Female	-	-	-	-	-	-	-	-	-	-

**Note:** The minimum wages paid to employees of Affle 3i Limited are on standalone basis and doesn't include employees paid by third party contractor.

3. Details of remuneration / salary / wages:

a. Median remuneration / wages:

	Male		Female	
	Number	Median remuneration / salary /wages of respective category (in INR)	Number	Median remuneration / salary /wages of respective category (in INR)
Board of Directors (BoD)	6	6,500,000	2	750,000
Key Managerial Personnel (KMP)	2	7,846,244	1	2,240,687
Employees other than BoD and KMP	188	1,222,790	73	905,095
Workers	-	-	-	-

**Note:** Board of Directors, Key Managerial Personnel and employees of Affle 3i Limited are on standalone basis.

b. Gross wages paid to females as % of total wages paid by the entity:

	FY2024-25	FY2023-24
Gross wages paid to females as % of total wages	19.4%	22.9%

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 ESG Committee is responsible for addressing all matters related to the Environment, Social and Governance.

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

The Company is committed to protecting the fundamental rights of the individuals that have a direct business relationship with the Company. It strives to uphold the human rights principles and contribute to the fulfilment of human rights based upon the United Nations Guiding Principles on Business and Human Rights (“UN Guiding Principles”).

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

	FY2024-25			FY2023-24		
	Filed during the year	Pending resolution at the end of year	Remarks	Filed during the year	Pending resolution at the end of year	Remarks
Sexual Harassment	1	0	-	-	-	-
Discrimination at workplace	-	-	-	-	-	-
Child labour	-	-	-	-	-	-
Forced labour / involuntary labour	-	-	-	-	-	-
Wages	-	-	-	-	-	-
Other human rights related issues	-	-	-	-	-	-

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

	FY2024-25	FY2023-24
Total Complaints reported under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (POSH)	1	-
Complaints on POSH as a % of female employees / workers	0.43%	-
Complaints on POSH upheld	0	-

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

The Company strives to ensure that the complaint shall be examined independently without any prejudice or influence to prevent adverse consequences to the complainant.

9. Do human rights requirements form part of your business agreements and contracts? (Yes/No)  
Yes

10. Assessments for the year:

	% of plants and offices that were assessed (by entity or statutory authorities or third parties)
Child labour	One instance of sexual harassment was reported and addressed by the Internal Complaints Committee, with due reporting to the Board of Directors. The matter was resolved, and no further assessment was deemed necessary.
Forced / involuntary labour	
Sexual harassment	
Discrimination at workplace	
Wages	
Others – please specify	

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

## Principle 6 Businesses should respect and make efforts to protect and restore the environment

We majorly operate through the leased office spaces in commercial buildings, having centralised electricity & water supply and waste management systems. Due to this, we cannot solely manage or optimize these systems. Despite exercising due diligence, it is challenging for the Company to accurately track and quantify our utilization of day-to-day resources.

### Essential Indicators

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

Parameter	FY2024-25	FY2023-24
<b>From renewable sources</b>		
Total electricity consumption (A)	-	-
Total fuel consumption (B)	-	-
Energy consumption through other sources (C)	-	-
<b>Total energy consumed from renewable sources (A+B+C)</b>	<b>-</b>	<b>-</b>
<b>From non-renewable sources</b>		
Total electricity consumption (D)	-	-
Total fuel consumption (E)	-	-
Energy consumption through other sources (F)	-	-
Total energy consumed from non- renewable sources	-	-
<b>Total energy consumed (A+B+C+D+E+F)</b>	<b>-</b>	<b>-</b>
Energy intensity per rupee of turnover (Total energy consumed / Revenue from operations)	-	-
Energy intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP) (Total energy consumed / Revenue from operations adjusted for PPP)	-	-
Energy intensity in terms of physical output	-	-
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? If yes, name of the external agency.

The Company is in the process of engaging an external agency.

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? If yes, disclose whether targets set under the PAT scheme have been achieved. In case targets have not been achieved, provide remedial action taken.

Not applicable

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

Parameter	FY2024-25	FY2023-24
<b>Water withdrawal by source (in kilolitres)</b>		
(i) Surface water	-	-
(ii) Groundwater	-	-
(iii) Third party water	-	-
(iv) Seawater / desalinated water	-	-
(v) Others	-	-
<b>Total volume of water withdrawal (in kilolitres) (i + ii + iii + iv + v)</b>	-	-
<b>Total volume of water consumption (in kilolitres)</b>	-	-
<b>Water intensity per rupee of turnover</b> (Total water consumption / Revenue from operations)	-	-
<b>Water intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP)</b> (Total water consumption / Revenue from operations adjusted for PPP)	-	-

Parameter	FY2024-25	FY2023-24
Water intensity in terms of physical output	-	-
<b>Water intensity</b> (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? (If yes, name of the external agency).

The Company is in the process of engaging an external agency.

4. Provide the following details related to water discharged:

Parameter	FY2024-25	FY2023-24
<b>Water discharge by destination and level of treatment (in kilolitres)</b>		
(i) To Surface water		
- No treatment	-	-
- With treatment – please specify level of treatment	-	-
(ii) To Groundwater		
- No treatment	-	-
- With treatment – please specify level of treatment	-	-
(iii) To 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	-	-
<b>Total water discharged (in kilolitres)</b>	-	-

**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.

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

Not applicable

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

Parameter	FY2024-25	FY2023-24
Nox	Though the very nature of the business of the Company has limited impact on environment, the Company continuously aims to reduce even the limited impact on the environment by identifying ways to optimize resources. The Company is in the process of engaging with a third-party consultant on this matter.	
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? If yes, name of the external agency

The Company is in the process of engaging an external agency.

7. Provide details of greenhouse gas emissions (Scope 1 and Scope 2 emissions) and its intensity:

Parameter	Unit	FY2024-25	FY2023-24
<b>Total Scope 1 emissions</b> (Break-up of the GHG into CO <sub>2</sub> , CH <sub>4</sub> , N <sub>2</sub> O, HFCs, PFCs, SF <sub>6</sub> , NF <sub>3</sub> , if available)	Metric tonnes of CO <sub>2</sub> equivalent	Though the very nature of the business of the Company has limited impact on environment, the Company continuously aims to reduce even the limited impact on the environment by identifying ways to optimize resources.  We have modernised our cloud infrastructure by migrating to higher-efficiency Amazon Web Services (AWS) Graviton chips and servers, which deliver higher performance while consuming significantly less power. This shift has led to a substantial reduction in our CO <sub>2</sub> emissions, from 286.4 MTCO <sub>2</sub> e in FY2024 to 110.2 MTCO <sub>2</sub> e in FY2025, representing a 61.5% year-on-year reduction, despite an expansion in our operational scale.  Additionally, the Company is in the process of engaging with a third-party consultant to identify ways to further optimize resources.	
<b>Total Scope 2 emissions</b> (Break-up of the GHG into CO <sub>2</sub> , CH <sub>4</sub> , N <sub>2</sub> O, HFCs, PFCs, SF <sub>6</sub> , NF <sub>3</sub> , if available)	Metric tonnes of CO <sub>2</sub> equivalent		
<b>Total Scope 1 and Scope 2 emissions per rupee of turnover</b> (Total Scope 1 and Scope 2 GHG emissions / Revenue from operations)			
<b>Total Scope 1 and Scope 2 emission intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP)</b> (Total Scope 1 and Scope 2 GHG emissions / Revenue from operations adjusted for PPP)			
<b>Total Scope 1 and Scope 2 emission intensity in terms of physical output</b>			
<b>Total Scope 1 and Scope 2 emission intensity</b> (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? If yes, name of the external agency.

The Company is in the process of engaging an external agency.

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

Not applicable

9. Provide details related to waste management by the entity:

Parameter	FY2024-25	FY2023-24
<b>Total waste generated (in metric tonnes)</b>		
Plastic waste (A)		
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 (H). Please specify, if any. (Break-up by composition i.e. by materials relevant to the sector)		
<b>Total (A+B + C + D + E + F + G + H)</b>		

Though the very nature of the business of the Company has limited impact on environment, the Company continuously aims to reduce even the limited impact on the environment by identifying ways to optimize resources.

Parameter	FY2024-25	FY2023-24
<b>Waste intensity per rupee of turnover</b>		
(Total waste generated / Revenue from operations)		
<b>Waste intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP)</b> (Total waste generated / Revenue from operations adjusted for PPP)		
<b>Waste intensity in terms of physical output</b>		
<b>Waste intensity</b> (optional) – the relevant metric may be selected by the entity		
<b>For each category of waste generated, total waste recovered through recycling, re-using or other recovery operations (in metric tonnes)</b>		
<b>Category of waste</b>		
(i) Recycled	-	-
(ii) Re-used	-	-
(iii) Other recovery operations	-	-
<b>Total</b>	-	-
<b>For each category of waste generated, total waste disposed by nature of disposal method (in metric tonnes)</b>		
<b>Category of waste</b>		
(i) Incineration	-	-
(ii) Landfilling	-	-
(iii) Other disposal operations	-	-
<b>Total</b>	-	-

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

The Company is in the process of engaging an external agency.

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.

Not applicable

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:

S. No.	Location of operations/offices	Type of operations	Whether the conditions of environmental approval / clearance are being complied with? (Yes/No) If no, the reasons thereof and corrective action taken, if any
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Not applicable

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

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, Environment protection act and rules thereunder. If not, provide details of all such non-compliances:

There are no instances of non-compliance with applicable environmental law/regulations/guidelines in India, such as the Water (Prevention and Control of Pollution) Act, Air (Prevention and Control of Pollution) Act, Environment Protection Act and rules thereunder.

**Principle 7** Businesses, when engaging in influencing public and regulatory policy, should do so in a manner that is responsible and transparent

**Essential Indicators**

- 1a. Number of affiliations with trade and industry chambers / associations. Three (3)
- 1b. 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:

S. No.	Name of the trade and industry chambers/ associations	Reach of trade and industry chambers/ associations (State/ National/ International)
1.	Mobile Marketing Association (MMA)	International
2.	Internet and Mobile Association of India (IAMA)	National
3.	Interactive Advertising Bureau (IAB)	International

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

S. No.	Name of authority	Brief of the case	Corrective action taken
		Not applicable	

## 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
Not applicable					

2. Provide information on project(s) for which ongoing Rehabilitation and Resettlement (R&R) is being undertaken by your entity.

S. 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)
Not applicable						

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

The Company follows an open grievance policy and as such members of the community can send an email at [compliance@affle.com](mailto:compliance@affle.com) to the Company sharing their concerns, if any.

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

	FY2024-25	FY2023-24
Directly sourced from MSMEs small producers	Not applicable	
Directly from within India	Not applicable	

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	FY2024-25	FY2023-24
Rural	-	-
Semi- Urban	-	-
Urban	-	-
Metropolitan	100.0%	100.0%

(Places are categorized as per RBI Classification System - rural / semi-urban / urban / metropolitan)

## Principle 9 Businesses should engage with and provide value to their consumers in a responsible manner

### Essential Indicators

- Describe the mechanisms in place to receive and respond to consumer complaints and feedback.  
The Company is in the B2B domain. Our customers are organisations for whom we have a dedicated team internally to handle their complaints, provide support and receive feedback.
- 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	Not applicable
Safe and responsible usage	
Recycling and / or safe disposal	

- Number of consumer complaints in respect of the following:

	FY2024-25			FY2023-24		
	Received during the year	Pending resolution at end of year	Remarks	Received during the year	Pending resolution at end of year	Remarks
Data privacy	-	-	-	-	-	-
Advertising	-	-	-	-	-	-
Cyber-security	-	-	-	-	-	-
Delivery of essential services	-	-	-	-	-	-
Restrictive trade practice	-	-	-	-	-	-
Unfair trade practices	-	-	-	-	-	-
Other	-	-	-	-	-	-

- Details of instances of product recalls on account of safety issues:

	Number	Reasons for recall
Voluntary recalls	Not applicable	
Forced recalls		

- 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.

The Company's Privacy Statement is available at <https://affle.com/privacy-policy>.

- 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.

None

- Provide the following information relating to data breaches:

- Number of instances of data breaches : Nil
- Percentage of data breaches involving personally identifiable information of customers : Nil
- Impact, if any, of the data breaches : Nil