

DIAGEO

India

# *Spirit of Progress:* Society 2030

*Celebrating life,  
every day, everywhere*



# About Diageo India

Diageo India is among India's leading beverage and alcohol companies and a subsidiary of global leader Diageo Plc. The company manufactures, sells, and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No.1, Smirnoff, Ketel One, Tanqueray, Captain Morgan, and Godawan, an artisanal single malt whisky from India.

Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3,000 employees, 37 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE), and Bombay Stock Exchange (BSE) in India.

**Society 2030: Spirit of Progress** is our commitment to grow as a business in the right way, from grain to glass. We are committed to promoting a positive role for alcohol, to championing inclusion and diversity, to preserving the natural resources on which our long-term success depends, and making a positive contribution to the communities in which we live, work, source, and sell.







***Our Ambition*** is to lead India's Consumer Packaged Goods industry on ESG to create enterprise value:

We want to *change* the way the world drinks *for the better*



We believe in the most *inclusive and diverse* culture

Our aim is to *preserve* water for life, *accelerate* to a low-carbon world, and become *sustainable by design*



We believe doing business the *right way* contributes to a *fair and just* society

# Introduction

At Diageo India, our mission is to become the best-performing, most trusted and respected consumer products company in India. Building on the legacy, we want to create a positive impact on our company, within our communities and on society. Our **'Society 2030: Spirit of Progress'** is a 10-year ESG action plan to help create a more inclusive and sustainable world.

Our strategic priorities are to:

1

*Promote*  
**Positive Drinking**

2

*Champion* Inclusion  
& Diversity

3

*Pioneer* Grain to  
Glass Sustainability

all underpinned by doing business the right way. This is how we continue to **celebrate life, every day, everywhere!**

We have set to achieve 25 non-financial targets against our Society 2030 Spirit of Progress strategy in line with UN's Sustainable Development Goals.









# Promote positive drinking

As a responsible business, we want to change the way people drink – for the better. This is why we promote responsible drinking and invest in education programmes to discourage the harmful use of alcohol.

## Our Goals:



Educate **1 million** people on the dangers of underage drinking



**0.8 million** consumers to be educated on the dangers of drink driving



Reach **2 million** people with a message of moderation from our brands



Education on the risks of alcohol-related harm through our **DRINKiQ platform**

## Our Initiatives:

### *Wrong Side of the Road*

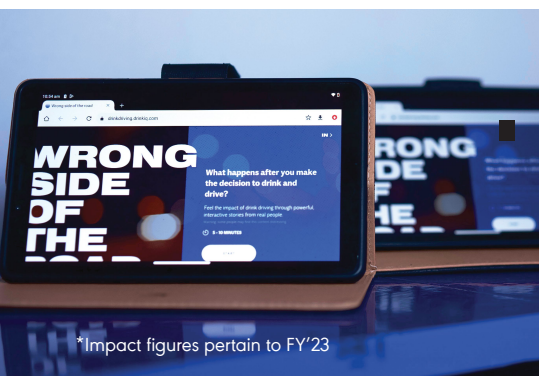
In line with the National Road Safety Campaign - (SADAK SURAKSHA - JEEVAN RAKSHA), the Wrong Side of the Road Project is designed to bring in behavioural change in drivers, decrease fatal road accidents, and make responsible driving a consistent behaviour.

This course equips participants with essential life skills, knowledge, and a tool kit to deal with real-life situations, specifically for citizens above the legal drinking age. Our aim is to make safer roads and safer vehicles, hence safer drivers.

## We reached:

A total of **1,71,100+** by F23. By 2030, we aim to promote attitude change of 1 million people towards drink driving.

Collaborated with **25+** Regional Transport Offices in Uttarakhand, Rajasthan, Maharashtra, and Uttar Pradesh to spread awareness about the effects of alcohol to license applicants above the legal drinking age.



\*Impact figures pertain to FY'23



## Key Features of the Programme

Features which make the project more unique:



## Act Smart India

Act Smart India is a life-changing education programme that tackles the issue of underage drinking. It aims to prepare a generation that is unduly influenced by peer pressure and negative influences.

The programme can be accessed at <https://actsmartindia.org/>

The programme places a strong emphasis on early intervention to stop underage drinking and training youth on ways to deal with pressure in everyday settings.

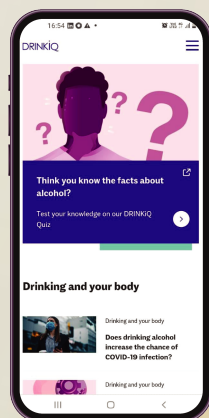
### Highlights:



## DRINKiQ

DRINKiQ is our dedicated online platform focused on promoting responsible drinking across India. It offers information on alcohol, its effects on the body and mind, and the consequences of harmful drinking on individuals and society.

It's at the heart of our ambition to promote moderation and reduce alcohol-related harm – one of the central aims of Society 2030: Spirit of Progress.



\*Impact figures pertain to FY'23

# Championing inclusion and diversity

We are committed to driving diversity and inclusion across our business, at every level, everywhere. From the diverse talent we recruit, develop, and retain, to the way we source services and portray diversity through our brands.

## Our Goals:



Improve employability and livelihoods of **12,000** people by 2030



By 2025, increase total women representation by **33%**

## Our Initiatives:

We view diversity in the broadest sense, including gender, ethnicity, age, sexuality, social class, education, experience, ways of thinking, and more.

Our position on inclusion and diversity is industry-leading, not just because it is the right thing to do, but because we believe this allows us to find and retain the best talent, achieve better performance, and have a greater impact on society.

## Project Saksham

We have hired 64 People with Disabilities across our operations in India. Saksham provides long-term employment support for people with disabilities. We have also embraced progressive policies like gender-neutral Family Leave Policy, Domestic & Family Abuse Guidelines, Prevention of Sexual Harassment, and Thriving Through Menopause.

### LEARNING FOR LIFE™

DIAGEO



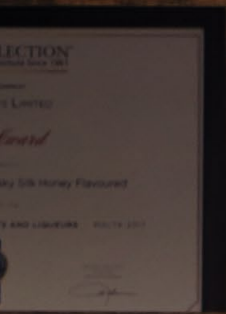
Learning for Life is Diageo's **business and hospitality** skills programme for those seeking employment in **hospitality industries related to our business**. It is aimed to **increase participants' employability, livelihoods and support a thriving hospitality sector that works for all**.

Last 3 years we have **trained more than 2,500 individuals with more than 50% women beneficiary**. Students are placed in **respectable organizations with an average monthly income of INR 12,000**.

We are also delighted to share our partnership with the Skill Council for Persons with Disability (SCPwD). As part of this initiative, SCPwD will train 100 Persons with Disability to prepare them for roles in the Business and Hospitality sector.







# Pioneering grain-to-glass sustainability

Our continued long-term success depends on the people and planet around us. Our grain-to-glass sustainability efforts is divided into three areas: **Preserve Water for Life, Accelerate to a Low Carbon World and Become Sustainable by Design.**

## Our Goals:

### *Preserve Water for Life:*



By 2030, reduce water use in operations with **40%** improvement in water use efficiency in water-stressed areas



By 2030, replenish more water than we use in water-stressed areas

### *Accelerate to a Low Carbon World:*



Mitigating **Scope 1 and Scope 2** (Net zero carbon emissions, by 2025)



Afforestation to offset residual carbon emissions  
**(5KT)**



Sustain **100%** use of renewable fuel

### *Become Sustainable by Design:*



Ensure **99%** of packaging is widely recyclable/ reusable/ compostable



Reduce overall packaging weight by  
**10%**



Become plastic waste neutral through Extended Producer Responsibility (EPR)



Newly constructed Check Dam at Ruparail river in Alwar

## Our Initiatives:

### *Preserving Water for Life*

Diageo assessed Ruparel river in Alwar, Rajasthan, crucial for catchment recharge. Risks spanning water quality, quantity, and availability were found, exacerbated by climate-induced drought and water scarcity.

In response, a collective action project was launched in Alwar. Efforts involved desilting ponds, constructing check dams, improving drainage systems, to name a few. Measures like maintaining Zero Liquid Discharge status, rainwater harvesting pits, and others were adopted.

In recognition, Diageo received the Alliance for Water Stewardship (AWS) Certificate in 2022. This makes the Alwar distillery the first spirit distillery in Asia to receive the coveted AWS certification. This concerted effort stands as a testament to effective collaboration and sustainable water management.

In FY23, created capacity to replenish **4,79,047** Cum of water & initiated projects to create additional capacity of **250,000** Cum through water projects in Rajasthan, Maharashtra and Telangana.



### *Alwar Case Study*

Diageo India has reaffirmed its commitment to fostering action in a critical water-stressed area: Alwar, Rajasthan. This initiative, aligned with SDG 6 for Clean Water and Sanitation, not only encompasses water replenishment but also aims to achieve a net positive water impact.

The approach involves engaging government bodies, local communities, and civil society organizations in a multi-faceted water management strategy. The key goal is to enhance sustainable and fair basin management, expand the reach of effective water management initiatives, and promote responsible internal water resource management across Diageo's operations and supply chains.

\*Impact figures pertain to FY'23



# Net Zero Carbon

For accelerating to a low carbon world, we are close to achieving our 2026 goal of Net Zero Carbon status across our direct operations (Scope 1 and Scope 2) by reducing emissions from the use of fossil fuels and transitioning to 100% renewable energy. By 2030, our target is to reduce our value chain (Scope 3) emissions by 50%.

# Become Sustainable by Design

We are accelerating our agenda to become sustainable by design through partnerships with Source Global to generate water from the air and save groundwater. We have initiated the phased removal of mono cartons and launched biodegradable hipster packs. We have collected back 100% of waste plastic under Extended Producer Responsibility (EPR) by channeling it into the recycling stream.

We have made important strides in reducing our environmental impact by focusing on waste management, recycling, and packaging, delivering a 10% reduction in packaging weight and increasing the recycled content of our packaging to 60% by 2028.



\*Impact figures pertain to FY'23





## **Head Office**

### **Bengaluru**

UB Tower

#24

Vittal Mallya Road

Bengaluru - 560 001, Karnataka

# +91 080-22210705

## **Regional Offices**

### **Kolkata**

Merlin Acropolis, 18<sup>th</sup> Floor

1858/1 Rajdanga

Kolkata - 700107

West Bengal

# +91-033-44263000

### **Gurugram**

Urban Square

Unit No. 701-708, 7<sup>th</sup> Floor, Tower B,

Sector 62, Golf Course Extension Road

Gurugram - 122011

### **Mumbai**

One International Center

1701, A-wing, Tower 3

Senapati Bapat Marg

Elphinstone Road

Prabhadevi

Mumbai, Maharashtra - 400013

### **For queries:**

[Contactus.india@diageo.com](mailto:Contactus.india@diageo.com)

