



Sustainability in Action

SABMiller India: Sustainable Development Summary Report 2013

Our priorities help us make sustainable development a part of everything we do.



“Sustainable development is integral to the way we do business. Underpinning our approach are our 10 sustainable development priorities which inform how we focus our efforts and prioritise our resources”

Paolo Lanzarotti
Managing Director
SABMiller India

SABMiller India.... Growing Responsibly

At SABMiller India, we are passionate about creating a diverse world class brand portfolio that consumers across all segments can enjoy responsibly. This passion also reflects in our approach to sustainable development which is a core part of our business. It underpins our ability to grow and our license to operate.

Globally our approach to sustainable development centres on **Ten priorities** that relate to the risks and opportunities our business faces from environmental, social and economic issues. The priorities take into account our commitment to the 10 principles of the UN Global Compact as well as our support of the United Nations Millennium Development Goals (MDGs).

Alcohol responsibility, Water and Enterprise development are three top global priorities for the group.

In India also, we focus on these three areas most crucial to our business:

Alcohol Responsibility - We recognize the need to encourage and support a culture of responsible drinking behaviour amongst those adults who chose to enjoy our products and share the societal concerns about potential abuse of alcohol. Through our various on ground initiatives we strive to engage and inform people about responsible alcohol behaviour.

Water is crucial to our business and potential scarcity of this shared resource can affect us and the communities we operate in. This has triggered our efforts to be more efficient in our water use and better understand our watersheds.

We have set ourselves a demanding target of reducing water use per hectolitre of beer by 25% between 2008 and 2015 both in India and globally.

Simply focusing on our internal operations is not enough. Water is a shared risk and requires collective action on the part of the multi stakeholders. Recognizing this, we are engaged in building partnerships with Industry bodies, non-governmental organizations (NGOs) other important institutes and the communities to collectively address the challenge we all face.

Enterprise Development - We recognize that our influence extends beyond our own immediate operations to include those in our value chain. Our Malt Barley Development Programme - “*Saanjhi Unnati*”, which started in Rajasthan with 1500 farmers in 2005, has now extended to four other states and to 8,000 farmers.

Continuously striving to improve and benchmark our performance, we monitor and measure progress on each of the ten priorities and share our progress in the public domain.

Our programmes are practical, result oriented, aimed at measurable outcomes and reflective of our firm belief that business growth and sustainable development can be mutually reinforcing

Paolo Lanzarotti
Managing Director
SABMiller India

Responsibility is a core business practice at SABMiller that permeates everything we do.

Ten Priorities. One Future.



Making a difference through beer

We at SABMiller, one of the world’s largest brewers, believe that our business is not separate from society. Wherever we operate, we commit ourselves to working towards creating an inclusive community based on the foundation of security and sustainability.

We understand that our profitability depends on healthy communities, growing economies and the responsible use of scarce natural resources.

We integrate these issues into our business through our 10 sustainable development priorities.

Responsible Drinking: Discouraging irresponsible drinking

Water: Making more beer using less water

Energy & Carbon: Reducing our energy and carbon footprint

Packaging: Reuse and recycling

Waste: Working towards zero waste operations

Enterprise Development: Encouraging enterprise development in our value chains

Communities: Benefiting communities

HIV/AIDS: Contributing to the reduction of HIV/AIDS

Human Rights: Respecting human rights

Transparency and Ethics: Transparency in reporting on our progress

Sustainability Assessment Matrix India Score

Priority	Score
Alcohol	2.65
Water	2.60
Energy	2.70
Packaging	3.50
Waste	2.20
Enterprise Development	3.73
CSI	3.40
HIV/AIDS	5.00
Human Rights	2.00
Transparency and Ethics	3.60
India Average Score	3.14

SABMiller India

Growing together sustainably: Building relationships in communities

In India we are striving to make a difference through our interventions primarily in four areas:

Encouraging responsible alcohol behaviour

Improving the water balance and water usage ratio

Increasing awareness on HIV/AIDs

Encouraging enterprise development in our value chains

SABMiller India takes a systematic approach to sustainable development. The progress across sustainable development priorities is measured and monitored through the sustainability assessment matrix (SAM), a bespoke management system that provides an in-depth understanding of our global sustainability performance. Developed with inputs from a wide range of stakeholders, the system enables us to benchmark each of our operations against all 10 priorities.

1 | responsible drinking

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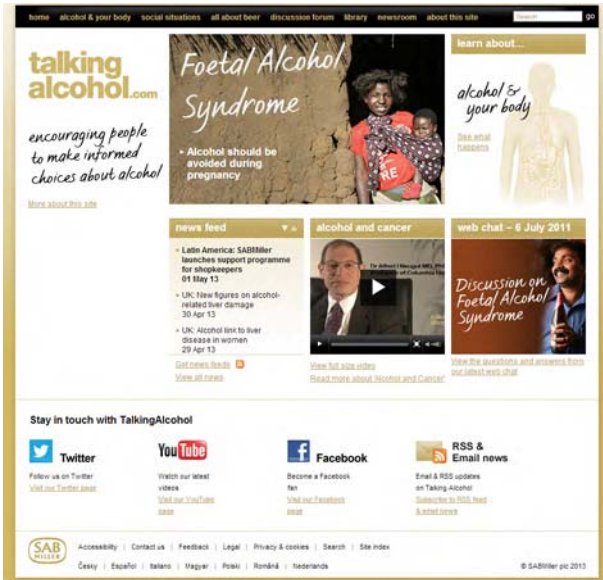
We work closely with a range of partner organisations to discourage irresponsible consumption of alcohol and its effects. We provide balanced and accurate information on alcohol consumption to consumers and stakeholders.

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1 | responsible drinking

Encouraging responsible alcohol behaviour



Our beers are enjoyed responsibly by millions of adults. At SABMiller India, we care about the harmful effects of irresponsible alcohol consumption, and therefore engage with consumers and stakeholders to promote responsible consumption of our products.

We believe it's essential to gain insights into alcohol related harm at a local level and strive to work with state governments and other stakeholders to deliver targeted interventions that respond to alcohol-related challenges. We provide accurate and balanced alcohol related information to consumers through innovative campaigns to encourage responsible behaviour.

As a major initiative to address alcohol related concerns, the group launched talkingalcohol.com in 2009. The website was launched with the belief that people should take informed decisions about drinking alcohol based on accurate and balanced information. The website provides users information about the risks and benefits of alcohol consumption, along with latest news and views on alcohol.

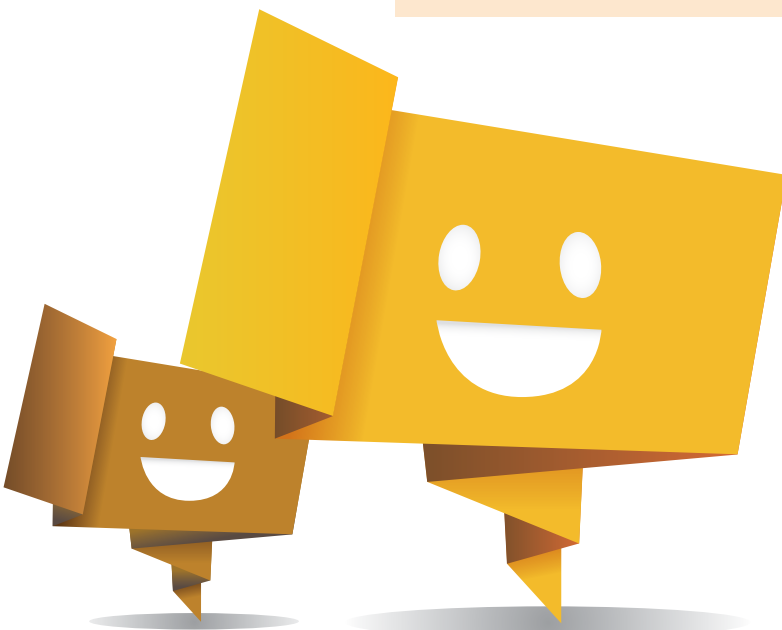
Six principles on alcohol

Our six principles on alcohol help the decisions we make every day:

- 1 Our beer adds to the enjoyment of life for the overwhelming majority of our consumer
- 2 We care about the harmful effects of irresponsible alcohol consumption
- 3 We engage stakeholders and work collectively with them to address irresponsible consumption
- 4 Alcohol consumption is for adults and is a matter of individual judgement and accountability
- 5 Information provided to consumers about alcohol consumption should be accurate and balanced
- 6 We expect our employees to aspire to high levels of conduct in relation to alcohol consumption

To help foster a company that values responsibility, we at SABMiller India have established policies and implemented training programs for our employees.

Our Employee Alcohol Policy focuses on issues such as drinking & driving, employees' personal conduct, company's sponsored events et al. We also launched a company-wide training programs, **Alcohol, Behaviour and Communication (AB&C)** and **Alcohol Intelligence Quotient (AIQ)**. These programmes help our people better understand the societal concerns regarding alcohol, address these both inside and outside the workplace. The aim is to acquire correct information and learn alcohol principles, policies and positions that recognise alcohol responsibility as a commercial imperative.





Respect the Road



We initiated an awareness programme 'Respect the Road' to promote responsible consumption. The campaign goes beyond spreading awareness about responsible consumption by offering alternatives to drinking and driving. In October 2011, the campaign was launched in Gurgaon, supported by the Gurgaon Traffic Police and Home Safe, National Capital Region's first chauffeur service, 91.1 Red FM and Mega Cab.

The campaign encourages people to look for alternatives to drinking and driving such as renting a cab, hiring a driver or designating a friend to help them reach home safely. To promote the campaign and spread awareness, we designed a 360 degree communication plan which included various outreach initiatives such as hoardings at police check posts, petrol pumps, metro stations and other important intersections, and promotions through radio, street plays, social media etc.

This campaign has been well-received. So far, our dedicated campaign page on Facebook (www.facebook.com/respecttheroad) has received over 26,000 likes. The campaign's branding has been received at more than 50 bars and pubs in Gurgaon. We promote the campaign messages through radio especially during festivals - Diwali, Christmas, New Year and Holi. Taxi drivers have also joined hands in this initiative by signing pledges and distributing campaign merchandise across Gurgaon.

The campaign is now in its second year of implementation and would be soon extended to the Capital city Delhi.



“Drinking and driving don't go hand in hand. Thanks to the 'Respect the Road' campaign, this communication, along with the concept of alternatives to drinking and driving, has reached out to many people.”

Bharti Arora
DCP
Gurgaon Traffic Police

Label Initiative

The emphasis on a responsible approach in commercial communication has been enforced by a change in the responsibility message used on the packaging of all products and in marketing communication. We have used a message on discouraging irresponsible drinking along with the mention of talkingalcohol.com web site. The message “DON'T DRINK AND DRIVE” reflects the seriousness with which the problem of driving under the influence of alcohol is being regarded.

Ten Priorities. One Future.



2 | water management

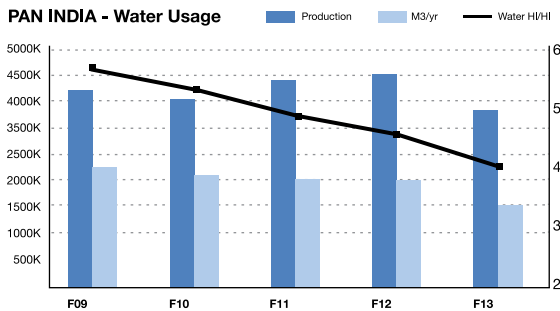


At SABMiller India, we take a holistic and partnership approach to tackle water challenges that we share with the communities surrounding our operations. We aim to be more efficient in our water use, understand our watersheds and engage with our suppliers, as a part of our effort to create compelling sustainable practice for our business.





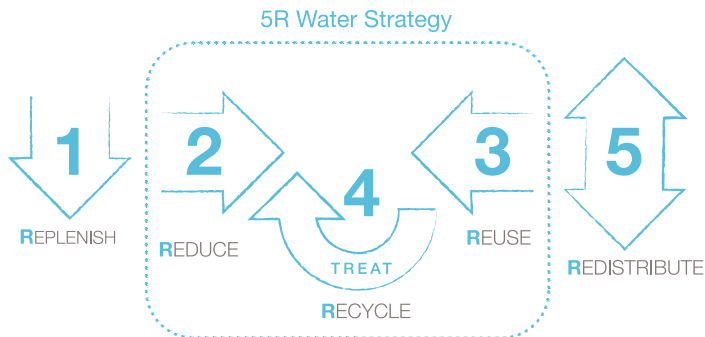
2 | water management



More beer, with less water

Water scarcity is a potential risk that has a direct impact on SABMiller's business. Water is vital not only in the brewing process but also in growing the crops used to make our beer and in generating electricity to power our breweries. Making more beer using less water is one of SABMiller's key sustainable development priorities and we try to optimise our water use at all our breweries.

We have set a demanding target of reducing water use per Hectolitre of beer by 25% between 2008 and 2015 globally and in India. We continue to report improvements in our water usage levels.



We have adopted a clear water strategy based on the **5 'R's** : **reduce, reuse, recycle water** within the fence and **recharge** and **redistribute** outside the fence. The 5'R's water model was first developed in India, which was later rolled out around SABMiller operations around the world.

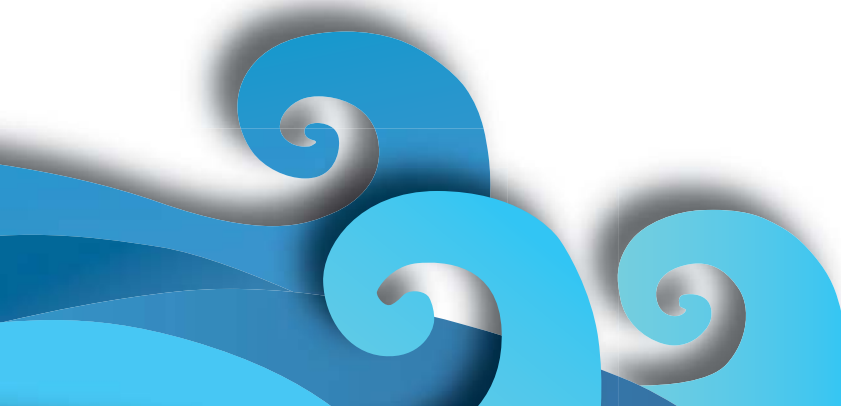
In India, numerous projects, with key partners like Confederation of Indian Industries (CII), International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Advanced Centre for Water Resources Development and Management (ACWADAM), have been initiated for water resource management in areas of operation.



Water Futures Partnership

In November 2009, the Water Futures Partnership was initiated by SABMiller, WWF and GIZ to create mechanisms for companies to engage in local collective action to help address shared water risks facing businesses, communities and ecosystems.

The partnership supports water risk mitigation projects in various countries across the globe, including India. These projects and activities vary in terms of the risks they are addressing, the work underway, and their scale - but they all aim to develop and implement long-term sustainable solutions to local watershed challenges.





Ground Water Management initiative at Neemrana, Rajasthan

The Ground Water Management initiative, spread over an effective target area of about 27,500 hectares, is located in Neemrana, District of Alwar, Rajasthan, an industrial town located between Delhi and Jaipur.

The region is totally devoid of any exogenous water supply and survives on mainly the groundwater resource. The entire community including the industry, the domestic users and the farming community depends almost entirely on this resource. The losses through evaporation and run off are also very high in the region.

The initiative has successfully demonstrated a participatory ground water management model with specific focus on showcasing recharge technologies, irrigation techniques and benefits of IWRM practices.

The project interventions look at supply management through

- Exploiting the natural conditions in the ridges for deep recharge
- Building small water diversion structures in the alluvial plains for diverting water to tube wells for deep recharge
- Demand management through enhancing water use efficiency in agriculture

Partners

Confederation of Indian Industries (CII)

Advanced Centre for Water Resources

Development and Management (ACWADAM)

Gridline Consultancy

Local NGO Humana People to People

The Outcome

The initiative has the potential to help decrease the groundwater abstraction in the region by approximately 23% and reduce the overall runoff in the region by as much as 40%.

The efficacy of the supply and the demand management strategies has been demonstrated successfully. Participatory crop demonstration trials with focus on Integrated Nutrient Management and enhancement of irrigation efficiency have also been encouraging in terms of cost benefit ratio of additional incomes to additional investments. Water saving in agriculture is 80,340 KL on 193 ha area covered under crop demonstration trials. Crop productivity has been enhanced by over 20%.

At present more than 400 farmers are participating in these trials.

- A grid of 100 observation farms involved in crop demo trails has been established so as to monitor the ground water condition in the entire area and also assess the use pattern
- A Water Resource Centre to centralise all knowledge, information and data on water and put it in public domain has been set up so that stakeholders can access and use this for scientific planning of water conservation and recharge projects.

Next Steps

Create a multistakeholder platform to facilitate collective action for scale up.



“The Neemrana Project is emerging as a model demonstrating a holistic, participatory approach to the issue of resource management and sustainability. The real challenge lies in scaling up the project to achieve impact. We are working towards forging partnerships that can facilitate the scale up.”

Meenakshi Sharma
Vice President, Sustainability and Communication
SABMiller India



“I have stopped using flooding system of irrigation and now only use sprinklers and drip irrigation. The water tables are going down and it is pertinent for all farmers to manage water carefully.”

Ram Singh Yadav
Farmer
Village – Revali



water management (contd.)

Improving livelihoods through water management in community watersheds in Medak, Andhra Pradesh



In partnership with the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), we are attempting to improve rural livelihoods in four villages; Fasalvadi, Shivampet, Venkatakishtapur and Chakriyal in Medak district, covering 2526 households with a total population of 12,940 on an area of 4,500 hectares through Integrated Genetic and Natural Resource Management (IGNRM) approach to bring about sustainable management of water.

Efforts are on to enhance agricultural productivity by adopting rainwater conservation and harvesting and building capacity of the farmers to develop sustainable water management practices that enhance groundwater availability.

Highlights

- Water storage capacity of more than 30000 m³ leading to groundwater recharge of about 75000 m³
- Increase in moisture content by 10% in the case of black soils and 5% in case of red soils.
- Increased crop yield - Chickpea by 35%, Cotton 12%, Paddy Grain 15%, Sugarcane 8%

Next Steps

We are planning to construct more rainwater harvesting structures in the coming years, which will lead to more water storage, improved groundwater availability and reduced soil erosion. We further plan to extend the programme to other neighbouring villages in the coming years.

Spent Malt Project, Medak, Andhra Pradesh



Spent Malt (by-product of beer brewing which consists of residue of malt and grain) is a high quality cattle feed which when given regularly helps increase milk production.

In partnership with ICRISAT we are building on our efforts to help local communities generate and increase livelihoods by supporting 150 women from the local Self Help Groups (SHG). We provide them this high grade animal feed which the SHG sells to the surrounding farmers

It is a win-win association as the farmers benefit from significant increase in the production of milk from 1 litre per day to 3-5 litres of milk per day. The SHGs also have made a total profit of Rs 1, 20,000 over a period of one year.

Close to 52 beneficiary farmers have been utilising the spent malt provided by us. They have reported an increase in milk yield of about 257 litres per day resulting in an increased income of Rs. 50,000 per family benefitting 52 families.

We are planning to extend the benefit to other SHGs.



Water 4 Crops Recycling brewery waste water to improve agricultural production in India

SABMiller India is part of Indian consortium led by the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) to explore the use of treated wastewater to increase agricultural productivity and the livelihoods of smallholding farmers in India.

The project, also referred to as 'Water4Crops-India' is a mirror of European Union's Water4Crops project consortium led by the Istituto di Ricerca Sulle Acque – Consiglio Nazionale delle Ricerche (IRSA-CNR), Department of Bari, Italy. The Four year Indo-European collaborative project is co-funded by the department of biotechnology, Government of India and the European commission with a total funding of 12 million Euros.

The Water4Crops- project is unique as national and international research organizations and universities have joined hands with private entrepreneurs to find a win-win solution to wastewater disposal. The project explores recycling of treated waste water (grey water) from domestic uses and industrial wastewater to benefit farmers, industries, researchers as well as government organizations.

SABMiller India's Charminar Brewery in Medak, Andhra Pradesh has been selected as one of the project sites.



“Water is a shared risk and requires a collective effort. We are using our global scale and existing relationships with stakeholders, to mobilise partnerships to improve our understanding of the shared water challenges, enabling us to make better management decisions and provide a platform to share knowledge.”

Ajit Jha

Director of Corporate Affairs and Communications
SABMiller India



“SABMiller India’s community development initiatives, in partnership with Confederation of Indian Industry, in Neemrana and Chomu in Rajasthan and Sonapat in Haryana, are significant as they demonstrate innovative and cost-effective models on how water sustainability needs to be addressed in areas where local groundwater is the only water resource. The initiatives are supported by the Central Ground Water Board (CGWB), the apex nodal body on groundwater in India.”

Vinayak Damle
Senior Advisor
Confederation of Indian Industry

Water Resource Management Initiatives in the Barley Belt Chomu, Rajasthan

At SABMiller India, we are leading efforts to increase water use efficiency in agriculture and provide drinking water in the salinity affected area of Chomu, Rajasthan, where water, with high levels of salinity is unfit for drinking and irrigation.

Improved crop management practices have been introduced here to decrease water use while increasing crop productivity by providing timely delivery of crop advisories.

In Badi Dungari village of this region, we have constructed 5000 m3 storage structure to harvest rainwater during rainy season and use it for drinking purposes. **The constructed structure is sufficient to fulfil drinking water demand of 5,000 population for 100 days of critical water scarcity.** The storage structure will be maintained in collaboration with the village panchayat. The panchayat has taken responsibility of providing electrical connection clearing waterways to streamline water flows into storage structure and planting trees around the storage structure.

Water Harvesting Structures in Orissa

Agriculture is the main source of livelihood in the Cuttack District of Orissa. However, due to poor availability of water in the region, farmers are not able to irrigate their fields properly, resulting into shortfall in crop production. In order to address the issue and increase water availability, we have supported six water harvesting structures (WHS) in the region.

These projects benefit a population of around 10,650 farmers of 1,400 families in 26 villages. This activity supports irrigation as well as provides water for general household use. These WHSs will also augment ground water level, which in turn is expected to help provide drinking water through hand pumps and surface water sources like ponds tanks etc.

These constructed WHSs will also be helpful in restoring and rejuvenating the degraded forest resources of the area. The structures have been constructed with the participation of local people and will be managed and maintained by the community.

Ground Water Management Strategies with Community Participation, Sonipat Haryana



We initiated a groundwater management programme through community participation in Sonipat, Haryana. The program is encouraging community-based approach to integrated water management and educating farmers to monitor groundwater levels and plan their irrigation needs accordingly.

Integrated nutrient management (INM) demonstrations are being conducted along with educating farmers on randomised control trials (RCTs) and other related site and crop specific issues to tackle the problem of non-judicious use of fertilizer-chemicals. Through this program, we also provide know-how to the farmers on conjunctive use of available water, propagate better irrigation practices and teach different water conservation techniques.

Till date, a total of 70 wells at farmer’s field spread across targeted project area have been monitored for their water level to study the dynamics of ground water. Further, ground water quality tests for all 70 wells have been carried out to determine ground water quality profile of the area.

Improved irrigation technologies and improved crop production technologies are being demonstrated under expert supervision on a 2.4 ha farm of a member farmer.

This demonstration on the farm will be used as a knowledge centre for farmers in the project area.



3 | responsibility towards health

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The efforts to contain the adverse effects of HIV and AIDS begin with education and awareness leading to shift in behaviours and attitudes. As a global business, SABMiller is witness to the impact of HIV on business operations. We realise, there is much businesses can do to strengthen and support the ongoing efforts beginning at home by creating awareness and changing mindsets through strong and committed workplace programmes.

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Condom
लोचन
इस

3 | responsibility towards health

Increase awareness on HIV/AIDS

Increasing awareness about HIV/AIDS is one of the key sustainable development priorities of SABMiller India. HIV/AIDS is one of the most important development challenges that India is facing. Therefore, we have been actively working towards creating better awareness about HIV/AIDS

Work Place initiative

In 2007, we launched our HIV/AIDS initiative and began with an internal awareness programme for the employees. The focus of this initiative was to create awareness, dispel myths creating a fear psychosis through dissemination of correct information and having empathy towards people who live with HIV/AIDS.

We recognised that in order to spread awareness amongst employees, the best approach would be to create ownership of the programme within the organization. This was done by training master trainers and peer educators within the organization. This tried and tested concept proved very useful with the result that today the company has 15 master trainer's and over 150 peer educators, leading the dissemination drive.

In this exercise the ILO (International Labour Organisation) partnered with SABMiller India as technical and training experts.





Employees to Truckers- Project Humsafar

In 2008, we launched an innovative HIV/AIDS truckers programme 'HUMSAFAR' to create mass awareness about HIV/AIDS through various outreach activities in its breweries. The programme focuses on providing information and awareness amongst truck drivers, who are considered as potentially vulnerable group.

The programme focuses on initiating one-to-one and group discussions, social marketing and condom demonstrations, talk shows, street plays, and interactions with Network of Positive People etc.

The programme was first launched in 2008 at the Rochees Brewery, Neemrana in partnership with Humana, a Rajasthan-based NGO and Rajasthan State Aids Control Society. The program was later extended to other States with high HIV prevalence rate such as Puducherry, Andhra Pradesh, Karnataka and Haryana. The program, besides reaching out to truckers visiting our breweries, also targets locations where truck drivers halt frequently such as food joints along the highway.

- The program has so far reached out to 17,460 truckers through one-to-one and group discussions and 46,246 condoms have been disbursed through social marketing
- The program has referred 1,548 truckers to civil hospitals and nearby Integrated Counselling and Testing Centres
- To further promote condom usage, condom dispensing machines have been installed at various locations

SABMiller India has been recognised by the International Labour Organization (ILO) as a corporate partner that has made valuable contribution to the National AIDS Control Programme. We have also received support from the local governments who have been appreciating and recognising our efforts.



“SABMiller India’s truckers programme ‘Humsafar’ has been able to emphasize on educating and creating awareness amongst truckers on HIV/AIDS through various outreach activities. The programme addresses the issue of stigma and discrimination and has been able to contribute valuably towards the fight against HIV/AIDS.”

Divya Verma

National Programme Coordinator, HIV /AIDS Programme
ILO



4 | enterprise development



The reach and scale of our business means that we play a key role in the economic development of the communities in which we operate. Across our value chains, we seek to balance the commercial advantages associated with our scale with the benefits of supporting local communities.



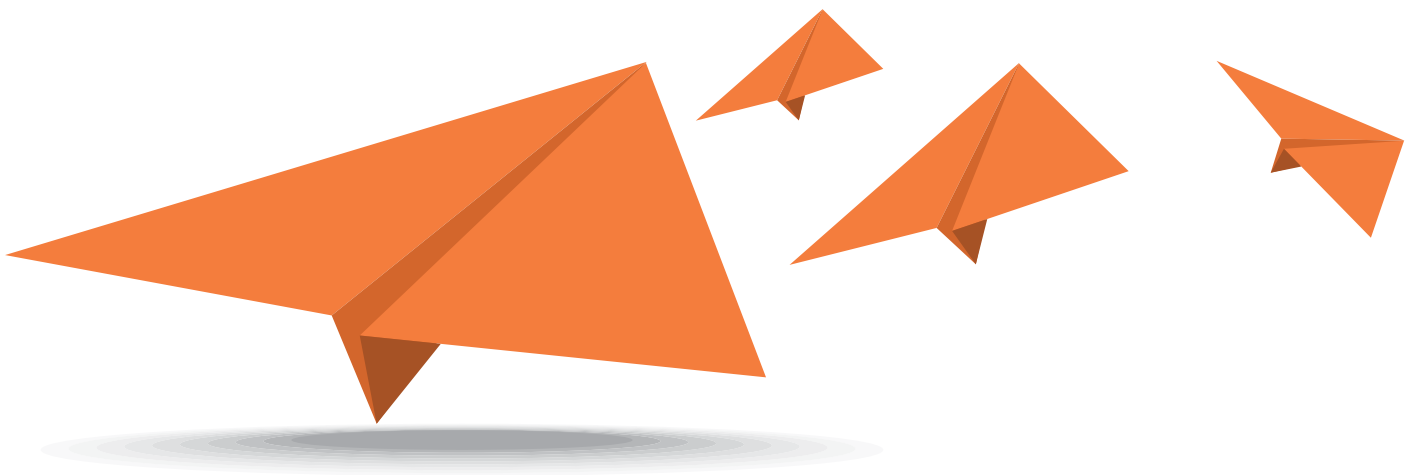


4 | enterprise development

Encouraging enterprise development in our value chains

Encouraging enterprise development in our value chains is one of our global focus areas. As a socially committed organisation, we realise that there are many challenges faced by the local communities in villages. Gaps exist in knowledge and training of the farmers to improve the crop yield and make the crop more marketable.

We recognise that our influence extends beyond our own immediate operations to include those of our value chain partners – for example, suppliers of raw materials and distributors of our products. Therefore, we work closely with the local communities to help in improving the socio-economic status of villagers in our area of operations and act as a catalyst towards nation development through various social intervention programmes.





Saanjhi Unnati: Malt Barley Development Programme

We initiated the Saanjhi Unnati (Progress through Partnership) project in Rajasthan in 2005 to develop malt barley varieties suitable for India; provide improved varieties to farmers; disseminate information on practices to improve the productivity of the crop and finally buy back the barley thus produced directly from the farmers, eliminating middlemen and hence shrinking the market spread.

The program was launched with 1574 farmers, managing about 4,000 acres of land. Now in its seventh year, the program is active in 5 States and deals with over 7000 small and marginal farmers, who are managing about 30,000 acres of land.

The project benefits the farmers and the local community by optimising land use, securing income and enabling them to participate in the growth of the Indian beer market. A prime example of a public-private partnership (PPP), Saanjhi Unnati involves working closely with Government and NGOs to catalyse rural development. We are further working closely with the State Government on our seed development programme to identify seed varieties that are best suited for climate and soil in Northwestern India.

Consequently, from sourcing about 10% of malt requirement through the program in 2005-06, we currently source 40% of our malt requirement through this program.

India Barley Development Program Planning for 2012-13 Jan 2013

Particulars	Rajasthan	Haryana	Uttarakhand	Punjab	MP	TOTAL
No. of centers	18	5	2	1	6	32
Seed Sold (Mt)	1,004	62	26	3	98	1,193
Acreage (Ac)	24,047	1,546	866	75	2,449	28,983
No. of Farmers	8,110	696	100	6	1,362	10,274
Target Purchase (Mt) for 2013-2014	32,000	1,500	800	100	1,800	36,200



“Saanjhi Unnati is focused towards helping promote sustainable social and economic development of the farming community. While over 7,000 local farmers benefit from having an assured market for their crop at a guaranteed price with agricultural support and training, we improve the quality of our beer and save brewing costs”

Karuna Pande
Director, Supply Chain
SABMiller India

Ten Priorities. One Future.



5 | communities



We believe that there is a co-dependence between the prosperity of the communities in which we work and of our operations. Our corporate social investment (CSI) activities aim to improve the quality of life for local people, helping to build strong relationships with suppliers, consumers and employees.

At SABMiller India, we engage with the community to undertake various developmental projects such as organising blood donation camps and health camps, supporting schools and undertaking polio drives.

Project Shiksha

Truck owners and drivers form an important part of our business. To support the education of their children, Project Shiksha was launched in April 2012 at our breweries in Aurangabad, Maharashtra.

So far, encouraging results have been received for the project with 350 registrations.



शिक्षा
चलो पढ़ाए
एक बेहतर देश बनाए

Child Scholarship Scheme
at PALS and SBPL
REGISTER NOW !

SAB | India
MILLER

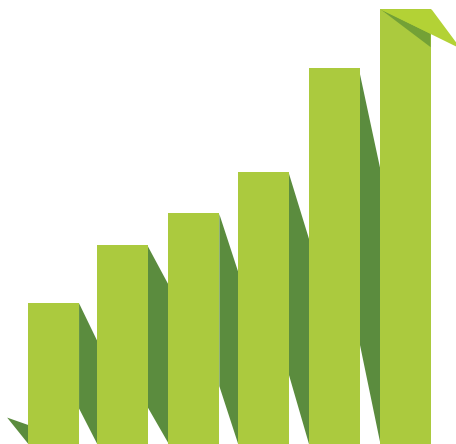


Conclusion

By delivering high-quality products that consumers enjoy, our businesses create jobs, pay taxes, develop local skills, encourage enterprise and demonstrate that business growth and sustainable development can be mutually reinforcing rather than in conflict.

Our prosperity is closely linked to the communities in which we operate. Investing in communities helps us build strong relationships with those communities as well as with consumers and our employees. Beyond the breweries, the distribution and sale of our products support thousand more livelihoods.

Our businesses select projects and initiatives that are relevant to their own operations, the local community and the market in which they operate.



About SABMiller India

SABMiller India Limited is the operating entity of SABMiller Group in India. SABMiller entered the Indian market in the year 2000 by acquiring Narang Breweries and has since acquired several breweries and brands. The most notable acquisition was in June 2001 of Mysore Breweries (with its Knock Out brand) and in May 2003 of Shaw Wallace's beer brands (Royal Challenge & Haywards).

In a span of just 12 years, SABMiller India has been able to corner considerable share of the Indian beer market with brands such as Haywards 5000, Knock Out, Foster's, Royal Challenge, Miller High Life, Indus Pride, Peroni Nastro Azzurro under its portfolio. A careful brand renovation programme, backed by highly proactive marketing support, has put these brands on a steep growth path, way ahead of the industry.

With 10 high quality breweries located strategically across 9 states, SABMiller India is well placed to service the markets quickly and efficiently with a dedicated workforce of over 3500 people.

About SABMiller plc

SABMiller plc is one of the world's leading brewers with more than 200 beer brands and some 70,000 employees in over 75 countries. The group's portfolio includes global brands such as Pilsner Urquell, Peroni Nastro Azzurro, Miller Genuine Draft and Grolsch; as well as leading local brands such as Aguila (Colombia), Castle (South Africa), Miller Lite (USA), Snow (China), Victoria Bitter (Australia) and Tyskie (Poland). SABMiller also has growing soft drinks businesses and is one of the world's largest bottlers of Coca-Cola products.

In the year ended 31 March 2012 the group reported EBITA of US\$5,634 million and group revenue of US\$31,388 million. SABMiller plc is listed on the London and Johannesburg stock exchanges.

CORPORATE OFFICE

SABMiller India Limited
Jalahalli Camp Road, Yeshwantpur
Bengaluru - 560022, Karnataka INDIA
Tel: +91 (80) 3949 9999
Email: feedback@in.sabmiller.com
@SABMillerIndia

For more information visit us at
www.sabmiller.in
www.sabmiller.com
www.talkingalcohol.com

PLEASE NOTE

This report contains certain forward-looking statements. Such statements involve a number of uncertainties because they relate to events and depend on circumstances that will or may occur in the future. As a result, actual results may differ from those anticipated in this report depending on a wide range of factors, including, for example, worldwide as well as local economic conditions, changes in laws and regulations and the development of new technology.

This report deals with activities of group companies around the world. References in this report to 'SABMiller', 'we', 'us' and 'our' refer collectively to the group of operating companies.



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