



JUBILANT
FoodWorks



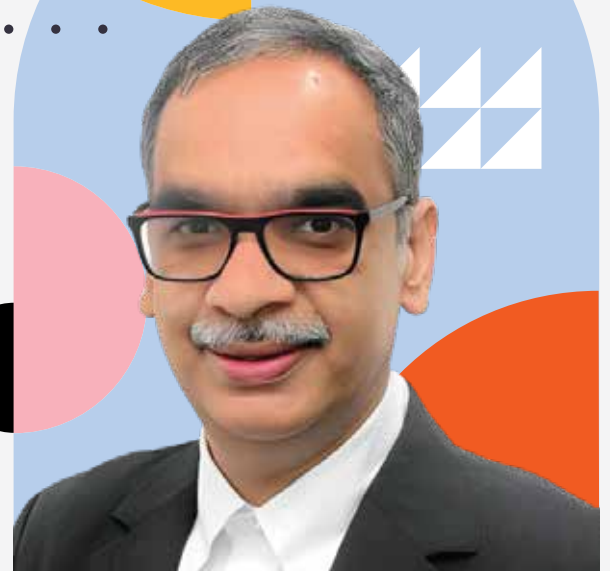
EMPOWERING PEOPLE
TOUCHING
LIVES

CSR initiatives by
Jubilant FoodWorks Limited





From The CEO and **MD's Desk**



Sameer Khetarpal

Chief Executive Officer and Managing Director

Dear Stakeholders,

Greetings and welcome to the latest edition of our Corporate Social Responsibility newsletter! The year 2023 was marked by remarkable achievements as we positively impacted the lives of over 500,000 individuals through our CSR initiatives.

At JFL, our vision is to make a difference in the lives of 1+ million people through our community outreach endeavors by FY'30.

As India's largest food service company, Jubilant FoodWorks Limited is dedicated to spreading joy among our customers while prioritizing the growth and advancement of the QSR industry. We recognize our role in fostering a more sustainable, inclusive, and resilient future for food retail in India. Grounded in our core values, our growth strategy is underpinned by a deep commitment to environmental and social responsibility. We strive to continually enhance value for our consumers by offering innovative products and economically efficient solutions that benefit not only consumers but also all stakeholders involved, ensuring sustained profitable growth.

Our focus extends beyond mere business objectives; we aspire to shape the future through the prism of socio-economic development. This entails prudent resource management, community leadership in partnership with our allies, and a dedication to giving back more to the Earth than we take.

This newsletter aims to spotlight some of our recent CSR endeavors. We extend our heartfelt gratitude to all stakeholders whose support, guidance, and energy have propelled our journey forward. We invite you to delve into its contents and welcome your appreciation and feedback.

Thank you for joining us on this meaningful journey.



Foreword



Avinash Kant Kumar

President, Commercial & Technical Services
Hong's Kitchen, International Business and CSR

The period of 23-24 has been a momentous journey for Jubilant Foodworks Limited, characterized by expansion, innovation, and an unwavering dedication to fostering positive social change. Our endeavor went beyond mere business growth; we aimed to create a tangible impact on numerous lives.

Through our well-established CSR initiatives, we prioritized four pivotal themes: Health, Education, Eat Right Education & Food Safety, and Dairy Farmer Livelihood Development. These initiatives were meticulously designed with clearly defined outcomes and yielded remarkable results, all in alignment with the UN Sustainable Development Goals.

Recognizing the increasing demand for skilled professionals in the QSR industry, we launched our most ambitious project to date: JFARM (Jubilant FoodWorks Academy for Restaurant Operations & Management). We firmly believe that Jubilant FoodWorks plays a pivotal role in crafting and implementing skill development programs to elevate India as the Skill Capital of the world. Such initiatives not only enhance the employability skills of people, particularly marginalized groups like women and disadvantaged youth but also bolster their livelihood resilience. Consequently, the sector benefits from access to a highly skilled workforce, thereby enhancing competitiveness, productivity, and customer satisfaction.

Understanding the critical importance of food safety and hygiene, particularly for millions reliant on street food vendors, Project Suraksha was launched. This initiative successfully trained and certified over 5,000 street food vendors and hubs, promoting safe and hygienic practices within this vital sector. Moreover, our collaboration with FSSAI and Food Safety Training at Government of India's State Bhawans underscores our unwavering commitment to food safety across all levels.

Our vision extends to fostering healthy communities, with our health initiative focusing on promoting affordable healthcare services. This involves delivering preventive and primary healthcare services to the doorsteps of 400,000 people, alongside organizing health camps in communities across our operational areas in seven states of India.

In our efforts to make rural livelihoods more sustainable, we supported over 7,000 dairy farmers through 35 cattle development centers. This initiative significantly improved milk quality and yield for their dairy businesses, leading to increased average incomes. Additionally, we conducted capacity-building workshops and training sessions for more than 1,500 farmers and Pashu-Sakhis.

This journey is just the beginning. We remain steadfast in our mission, and with your continued encouragement and support, we are committed to driving sustainability and transforming lives through synergistic and proactive efforts in our focus areas.



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CSR Overview

Reached more than

5,00,000

people successfully in the **FY 2023-24**, through our community outreach engagement, demonstrating significant progress towards our objectives.



Community Health

Developed health-seeking behavior among the rural population by providing access to medical healthcare services to

4,69,000 people in

150 villages and treated more than **1.07** lakh patients.



Livestock & Livelihood Development

Supported

7,200+ Dairy farmers

by enhancing dairy farming practices and promoting income and livelihoods.

- **39,500** cattle
- Capacity building of **379** Pashu Sakhis
- **35** Cattle Development Centres



Skill Development

Trained more than

6,600+ young adults

from unprivileged communities by skilling them in the restaurant service industry.



Food Safety & Eat Right Education

Trained

5,000+ Street Food Vendors and

300+ State Bhawan Food handlers, ensuring improved hygiene and quality standards in their operations and raised awareness among

5,000+ citizens on the right food choices and healthy diets.



Community Health

Project Brief

To increase access to primary healthcare services and encourage health-seeking behavior, we have introduced mobile healthcare vans staffed with a Doctor and Pharmacist. These vans bring essential medical services along with medicines directly to village communities around our areas of operations establishing on-ground presence and social connections, ensuring accessibility to better and affordable healthcare in the rural areas.

PROJECT SCALE



150

Villages Covered

ACCESS



4,69,100

People

PATIENTS TREATED



1.07

Lakhs



7 States



8 Centers



Coverage:

Around **8 Supply Chain Commissaries** in **7 States** of India



How did we **Achieve** it



Providing fully-equipped mobile healthcare medical vans with MBBS Doctor, Pharmacist and Medicines.

Steps



1. The health van arrives at common locations at informed timing

4. The doctor provides consultations to the patients



2. Builds continuous connections with the communities

5. Doctor shares proper prescriptions with patients



3. The counselor processes the data entry

6. The Pharmacist dispenses medicines as per the prescriptions



Over
1.07 lakh
Patients Treated
in year **2023-24**

Awareness Campaign



Month	Apr		May	Jun	Jul	Aug	Sep
Occasion/ Topic	World Health Day: 7th Apr 2023	World Malaria Day: 25th Apr 2023	World No Tobacco Day: 31st May 2023	Sanitation and Hygiene	Awareness on Dengue	Awareness on Conjunctivitis	POSHAN MAAH and Musculoskeletal
Theme	Free Sugar Testing for all	Malaria: Causes, Preventions and Cure	Eat healthy food, not tobacco	Life is healthy in a clean place	Dengue: Causes, Preventions and Cure	Red Eye: Causes and Preventions	Sahi Poshan Desh Roshan

Month	Oct	Nov	Dec	Jan	Feb	Mar
Occasion/ Topic	Global Hand Washing Day: 15th Oct 2023	Mother and Child Care	Cholesterol Awareness	Digestive Health Awareness	Skin Health Awareness	World Oral Health Day: 20th March 2024
Theme	Save Lives: Clean Your Hands	Safe and Healthy Motherhood and Menstrual Hygiene	Keep your Heart Healthy	Gastrointestinal and Diarrhea: Prevention and Cure	Skin and Fungal Infection: Prevention and Cure	We Care about your Smile

Success Story

Jai Prakash

Age- 75

Village- Ghodi Bacchera, Greater Noida



Jai Prakash has been suffering from a fungal infection for one year. He went for a lot of treatment, yet being uncured he faced a lot of social discrimination. One fine day after learning about JFL Mobile Medical Unit (MMU) and visited the same and got treatment advice from the doctor. Upon visiting MMU, he did not have to travel outside his village, and he could take follow-ups with the doctor every week without fail. The medicines were very effective and provided quick relief. The patient has been suffering from a fungal infection called tinea curies for the last year. After knowing the patient's history, the doctor conducted a thorough check-up and consultation, the JFL MMU doctor provided the patient with the necessary medication and advised on maintaining hygiene in and around his home. The installation of a mobile dispensary resulted in the easy and quick availability of medicines in our project villages.



॥ जेका रंजले ठांजले त्यासी म्हणे जो आपले
तोची स्याद्यु ओळखावा देव तेथेची जाणावा. ॥

॥ श्री गणेशाय नमः
श्री विठ्ठल रुक्मिणी
॥ श्री हनुमात नमः ॥



Success Story

Karuna Barman

Age- 47

Village- Nazirakhat, Guwahati



Karuna has been suffering from severe back and leg pain for a long time due to past injuries. She tried many doctors and hospitals for consultation, spending a lot of money. One day, she met a woman in her neighborhood who had recovered after undergoing treatment at JFL Mobile Medical Unit (MMU). Taking her reference, Karuna visited the JFL MMU and took a consultation with the doctor. The JFL MMU Doctor immediately started the treatment, and accordingly, medicines were prescribed, and she was advised a diet plan which was available at her doorstep as well as the consultation. She found the mobile health unit convenient and accessible throughout her treatment and addressed her health concerns on time.

The model of Mobile Health Units is a necessity for villagers, as many underprivileged individuals are unable to access basic healthcare facilities due to poor financial conditions or difficulty in commuting to local health clinics, CHCs, or district hospitals. In such cases, mobile health units are very helpful in addressing the healthcare disparities faced by rural communities, improving health outcomes and quality of life.





Livestock & Livelihood Development



Project Brief

The key objective of our Livelihood Development Program is to enhance dairy farmers' income and transform their livelihood through socio-economic empowerment. The sustainable cattle development initiative includes interventions that enhance cattle productivity through improved feeding, healthcare, breeding, and farm management practices.

Dairy Farmer Development

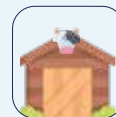
PROJECT SCALE



Dairy Farmers
7,200+



39,500
Cattle



35
Cattle Development
Centres (CDC)

Across Pune, Satara, Solapur and Ahmednagar districts of Maharashtra.

PROJECT INTERVENTIONS



Advanced
Breeding
Technologies



Training &
Capacity
Building on Herd
Management



Fodder
Development

OUTCOME



Enhancing net income of farmers:
3x Revenue for Farmers



Support
Quality Asset Creation



Improvement in cow milk productivity:
44.5% Cow Milk Production



Increase in cattle herd size:
75.5% Cattle Herd Size

BREEDING



Total artificial inseminations:
38,577
(Sorted: 5,553 and Conventional: 33,024)



Total Calves born:
9,454
(Female: 6,087 Male: 3,367)



207 Trainings done in Ethnoveterinary Medicine (EVM), Breeding, Feeding and Management



2,005 Male and **379** Female Farmers Trained

FODDER DEVELOPMENT



1,700 Farmers have developed model plots for improved fodder varieties which are environment friendly and economical for the farmers.

MAHILA PASHU SAKHIS

It is an integral part of the Farmer Development program. The field team has organized various capacity-building trainings and programs including exposure visits, best practices promotion workshops on Breeding, Management, Record Keeping, Fodder Management, advanced varieties of Fodder, Scientific Breeding Management, and Balanced Feeding in Livestock, these Sakhis also help to train the farmers at the community levels.



Success Story

Mr. Vishal Ramesh Tilekar

Location: Patas CDC, Shirur, Pune



Mr. Vishal Tilekar's success story in the dairy sector is remarkable. Enticed by the lucrative milk market, Vishal embarked on his dairy farming venture, partnering with the JFL Dairy Farmer Development Project (FDP). With access to breeding services and sex-sorted semen, from AIT under the FDP project, Vishal expanded his herd from 8 cows, 2 heifers, 2 calves to 11 cows, 2 heifers, 5 female calves and significantly increased daily milk production and quality from 80-90 liters to 130-140 liters. Attendance at capacity-building programs on silage, mineral mixture, deworming, and vaccination further optimized his operations, reducing labor hours, and doubling his annual earnings to around Rs. 4 lakhs. His success not only benefited him but also served as a beacon of inspiration for others in the region. This initiative not only supports sustainable rural development but also promises lasting advantages for future generations.





Success Story

Sri Raj Vinayak Gaikwad

Village- Ghadge-Talai Village, Pune



Triumph Over Adversity: A Dairy Farmer's Journey from Crisis to Prosperity.

The COVID-19 pandemic devastated families worldwide, yet amidst the chaos, individuals like Raj thrived through dairy farming. Raj Vinayak Gaikwad turned to cultivation after losing his job as a college lecturer due to lockdown. Thanks to a training program by Jubilant FoodWorks, Raj expanded his herd from 2 to 29 cows over five years, increasing daily milk production from 35 to 210 liters, and also commenced fodder cultivation using seeds provided by the initiative. Additional services such as doorstep breeding assistance, embryo transfer, and support for constructing open paddocks further enhanced his farming endeavors. Through proper care like deworming, vaccination, mineral supplementation, regular health checks for milking animals, and innovative techniques like sex-sorted semen, Raj lowered costs and improved yields. With his earnings, he invested in equipment and plans to build a modern cattle shed, securing a brighter future for his family. Raj's journey exemplifies resilience and opportunity in the face of adversity, showcasing dairy farming's transformative power.



Skill Development



PROJECT NAME

JFARM (Jubilant FoodWorks Academy for Restaurant Operations & Management)

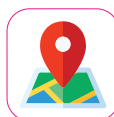
PROJECT DESCRIPTION

JFARM, a CSR initiative by Jubilant FoodWorks Ltd., aims to empower young adults from underprivileged communities and underdeveloped geographies by providing them with skills training in the restaurant service industry, enabling them to secure livelihood opportunities.



National Skill Development Corporation (NSDC) Certification

6,600+
Youths

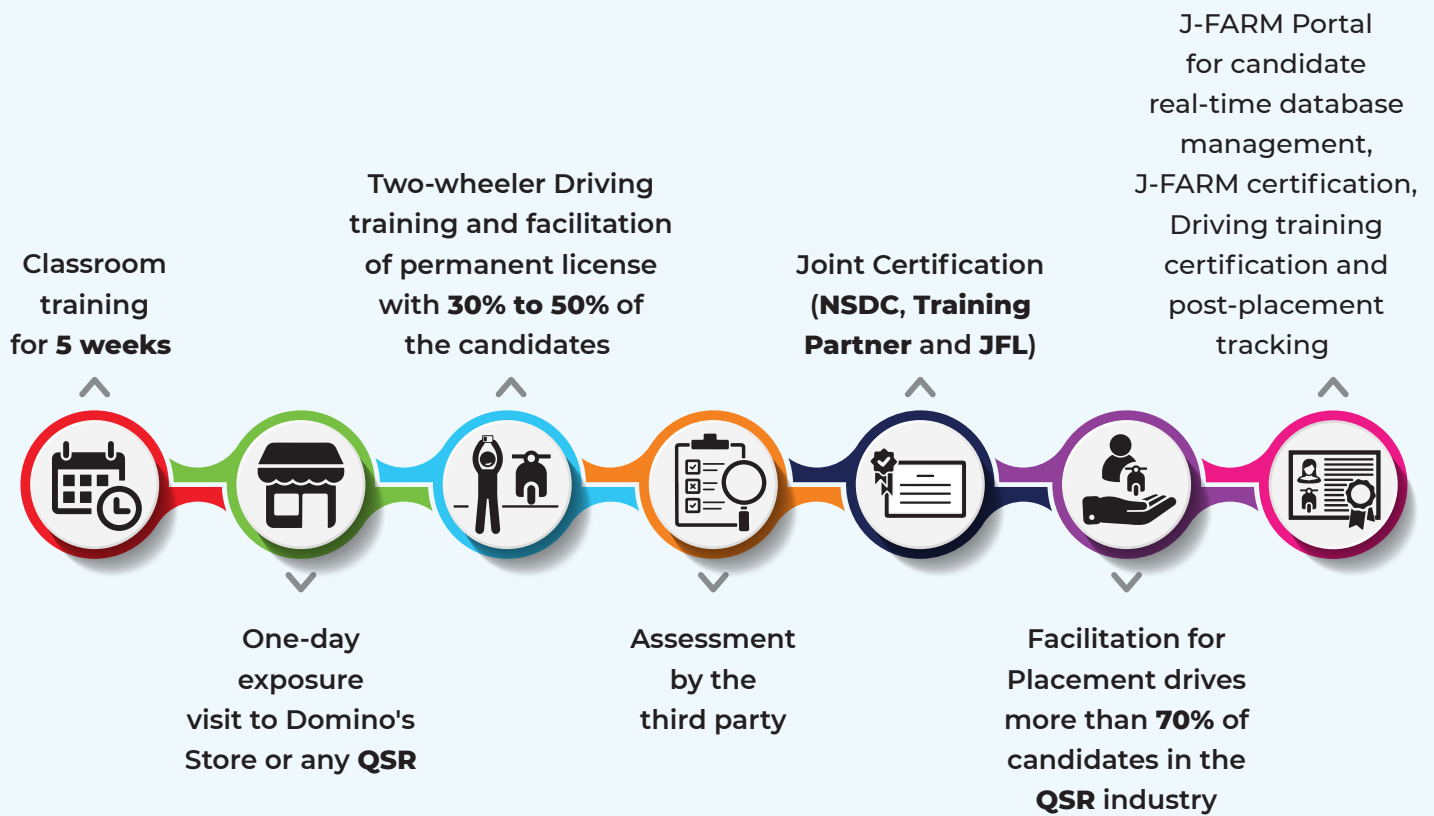


Project Location

PAN India



SALIENT FEATURES

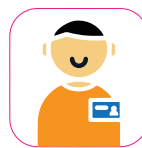


OUTCOME



6,600+

Candidates Completed Classroom Training



700+

Candidates Received 2-Wheeler Training and Driving License



4,300+

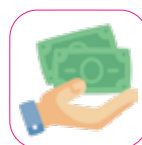
Candidates Placed



Gender Ratio

42% Male

58% Female



₹ 10,000

Average Monthly Income



Success Story

Bhupendra Singh

Name of Training Partner: Development
Alternative & Grant Thornton

Training Location: Raipur Rani, Panchkula

Current Employer: Burger King, Zirakpur



Bhupender Singh from Khanpur Labana in Ambala district, epitomizes resilience despite financial challenges. With his father's modest income, Bhupender pursued the Jubilant FoodWorks (JFARM) Training program, balancing family duties and studies. Completing the two-month Shift Manager Training Program, he secured employment at Burger King, Zirakpur, showcasing the transformative impact of education and opportunity, and inspiring others facing similar challenges. Bhupender's journey from self-doubt to confidence was fueled by store visits and training, enhancing his presentation and communication skills, signifying significant personal growth. His progression to a Shift Manager role at Jubilant FoodWorks reflects dedication and skill development, offering hope for his family's future and uplifting aspirations beyond mere job attainment.





Success Story

Taniya Saini

Name of Training Partner: FICSI
(Food Industry Capacity & Skill Initiative)

Training Location: Naraina Vihar, Delhi

Current Employer: Domino's CP, Delhi



Taniya, a 19-year-old girl from Sultanpuri, New Delhi, despite growing up in a modest household facing financial constraints, dreamed of financial independence to support her family. Her journey towards independence began with the Skill Training & Placement program, sponsored by Jubilant FoodWorks and facilitated by FICSI. After completing a comprehensive month-long training session at FICSI's center in Naraina Vihar, where she discovered her passion for baking, Taniya landed a job at Domino's outlet in Connaught Place, New Delhi.

Eager to excel, Taniya ensures orders are prepared accurately and delivers exceptional service. Recognizing her dedication and potential, her supervisors foresee her progression within Domino's, with aspirations to become a store manager. Taniya, with her strong work ethic and ambition, is poised for success at Domino's, eagerly anticipating future opportunities with enthusiasm and determination.



Success Story

Muskan

Name of Training Partner: Jubilant
Bhartia Foundation

Training Location: Ashok Nagar, Delhi

Current Employer: Hong's Kitchen, Noida



Muskan, from the slums of East Delhi, harbored a passion for cooking amidst financial challenges. Balancing odd jobs with her studies, she felt unfulfilled until introduced to a free QSR skill training program by Jubilant Bhartia Foundation, supported by Jubilant FoodWorks Limited's CSR initiative. Completing the program, she secured a job at Hong's Kitchen, eager to master culinary skills. Guidance from her manager and training in hygiene proved invaluable. Muskan's first salary brought pride to her family, empowering her to support them, pursue education, and nurture her culinary passion. Her ambition is to complete her education, become a great chef, and establish her culinary legacy. Muskan's journey underscores the transformative power of skill development, resilience, and determination, highlighting the importance of accessible training programs in improving lives.



Success Story

Bharat Singh Munda

Name of Training Partner: FICSI
(Food Industry Capacity & Skill Initiative)

Training Location: Ramgarh, Jharkhand

Current Employer: Absolute Barbecue, Hyderabad



Bharat Singh Munda, a 19-year-old boy from a farming family in Ranchi, faced limited educational opportunities due to financial constraints. Despite this, his determination to uplift his family led him to the Skill Training & Placement program, supported by FICSI and sponsored by Jubilant Foodworks. Enrolling in the Food Product Handler training program, Bharat underwent comprehensive training at FICSI's center in Ramgarh, equipping him with essential job skills. Through the program's assistance, Bharat secured a position at Absolute Barbecue in Hyderabad, marking a significant milestone in his journey toward a better future. Bharat's story highlights the transformative impact of skill development initiatives, offering paths for socio-economic mobility despite challenges. Bharat's journey from Ranchi to a career at Absolute Barbecue is commendable. His dedication and potential at work reflect resilience and determination, paving the way for a brighter future for himself and his family.





Food Safety & Eat Right Education

Trained 5,000+ street vendors, **300+** in the State Bhawans ensuring improved hygiene and quality standards in their operations and creating awareness among **5,000+ citizens** on the right food choices and healthy diets.

1. Street Food Vendor Training

In our effort to enhance street food standards in India, we've actively engaged in mobilizing and training street food vendors on hygiene and food safety practices. This initiative, spearheaded by FSSAI, has been voluntarily embraced by JFL as part of our CSR endeavors.

PROJECT SCALE
5,000+

PROJECT LOCATION

Uttar Pradesh and Delhi NCR

2. FoSTaC (Food Safety Training and Certification) in State Bhawans

JFL has partnered with **FSSAI** to provide **FoSTaC Training** to all State Bhawans in Delhi. FoSTaC Training has already been conducted at Madhya Pradesh Bhawan, Goa Bhawan, Manipur Bhawan, Bihar Bhawan, Maharashtra Sadan, Karnataka Bhawan, Sikkim House, Nagaland House, and Rajasthan House.

A total of **308** food handlers have undergone training thus far. JFL aims to extend this training to all State Bhawans in Delhi, with plans to cover the remaining Bhawans in due course.



SALIENT FEATURES

Classroom training by
a Certified Trainer
for **4 hours**

Certification by **FSSAI**
valid for **2 years** at
PAN India level



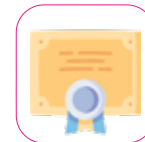
OUTCOME



Creation of a
pool of skilled
and trained
workforce in the
food industry



Behavioral
change and
adopting a culture
of Food Safety
in the country



Rewarded
certificate adds
value and provides
an edge to the
food handler

3. Street Food Hubs

Clean Street Food is one of the initiatives taken up by **FSSAI** under a 360-degree approach to Food Safety and Healthy Nutrition. This would involve training and capacity building of the street food vendors and ensure proper regulatory oversight over them.

JFL has adopted the '**Thane Street Food Hub**' in Mumbai, Maharashtra. This hub has more than **100** street food vendors who will be provided with hygienic carts, hygiene kits, and food safety training. In addition to this, that area will be painted, and provided with hand washing stations, dustbins and washroom facilities as well. The entire place will be converted into a Healthy & Safe hygienic street food area.



4. FSSAI EAT RIGHT MILLET MELA supported by JFL



- a) **FSSAI Eat Right Millet Mela at UPES University Campus, Dehradun, Uttarakhand on 22nd March'24:** The event was graced by Honorable Governor Lt. Gen. Gurmit Singh, PVSM, UYSM, AVSM, VSM (Retd.) Former Deputy Chief of Army Staff and Ms. Inoshi Sharma, ED, FSSAI – HQ. 1,200 participants participated including university students, defense services, school children and the local public. This event was covered by more than 20 local newspapers.
- b) **FSSAI Eat Right Millet Mela at MMRDA Ground, Mumbai, Maharashtra on 21st October'23:** The walkathon & mela were inaugurated by Smt. Poonam Mahajan, Member of Parliament, Mumbai North Central Lok Sabha Constituency, Maharashtra. She visited the Domino's stall and appreciated JFL's innovative move towards exploring millets through 'Ragi super crust pizza'. She also encouraged it to be launched in Maharashtra. The event was conducted by the Western Region FSSAI, led by Smt. Preeti Chaudhary, Director, FSSAI- West Region. It was attended by 4,000 school children, college students, Indian Navy professionals and many more participants during the day.

- c) **FSSAI Eat Right Millet Mela at Shivaji University Campus- Kolhapur, Maharashtra on 28th August'23:** The event was inaugurated by the Vice-Chancellor of Shivaji University, Dr. Nikhil Chavan, Dr. K U Mathekar and Ms. Jyoti Harne from Western Region FSSAI team and State FDA officials. JFL distributed 1200 millet-based pizzas along with being an associate sponsor of the event. The mela was attended by 1500 students, professors, and other locals from the surrounding area. It was published on the social media handles of FSSAI, local newspapers and on JFL's LinkedIn page.
- d) **FSSAI Eat Right Walkathon at Katra, Jammu, J&K on 7th April'23:** This event was jointly conducted by FDA, J&K and FSSAI, HQ. It was graced by the presence of Ms. Inoshi Sharma, Executive Director, FSSAI, Mr. Shakeel Ul Rehman, Commissioner FDA- J&K, Mr. Amit Vasin, SSP- Katra, Mr. Angrez Singh, Sub-divisional Magistrate- Katra, Mr. Sangram Singh, Wrestler Icon- Commonwealth Games Championship 2015. It was participated by almost 300 enthusiasts. It was published on FSSAI and State FDA twitter and social media handles.

Through these Melas and Walkathons, more than **5,000+ citizens** were made aware of the value of millet and promoted its consumption, right food choices, and opportunities to learn about safe food and healthy diets.





Employee Volunteering

Joy of Giving Week

During the Joy of Giving Week, celebrated from 14th to 21st December at Jubilant FoodWorks offices, employees engage in various events to spread happiness to disadvantaged communities.



Clothes and Blanket Donation Drive: In partnership with Goonj NGO, employees actively participated in donating clothes and blankets. Goonj facilitated the distribution of these items to those in need.



Food Donation Drive: Collaborating with the Food Bank Network NGO (addresses the issues of hunger and malnutrition through a network with emergency food assistance and nourishment program), employees contributed non-perishable packed food items among underserved communities.



Be a Secret Santa and Make a Wish Come True: Partnering with SADRAG NGO (works on child protection and child education), employees fulfilled the wishes of migrant laborer children by gifting items from their favorite wish lists.







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