



### **Blue Star's Affirmative Action Code of Conduct**

1. Blue Star is committed to the Affirmative Action Agenda to further development opportunities for the marginalised sections of society.
2. The Company believes in Supplier Diversity, giving priority opportunities to Dalit entrepreneurs for procurement requisites, and is working systematically towards achieving a minimum of 10% representation of Dalit vendors in its procurement system.
3. Blue Star has sponsored Buyer-Seller Meets for Dalit Entrepreneurs, to facilitate networking of first-time entrepreneurs with corporate bodies so that they can understand the business opportunities available in the corporate sector and liaison with the procurement teams.
4. The Company is proactively engaged in imparting management techniques to first-time Dalit entrepreneurs, helping them understand various aspects of handling business, employees and business associates; budgeting and accounting systems; marketing, sales and brand management; and others.
5. The Company is exploring Blue Star dealership opportunities for Dalit entrepreneurs, as part of the Stand-Up India Scheme.
6. Blue Star's senior managers are engaged in a systematic, one-to-one mentoring programme of Dalit entrepreneurs to enhance their knowledge on various business aspects.
7. Blue Star has organised practical training sessions on topics such as business management, finance for non-financial personnel and others for Dalit entrepreneurs, and will continue to facilitate such engaging, practical programmes for them.
8. Through Mohan T Advani Centennial Scholarships by Blue Star Foundation and CII-FAEA (Foundation for Academic Excellence and Access) Scholarships, the Company sponsors

tuition fees of academically and economically deserving students belonging to scheduled castes/scheduled tribes, who are pursuing undergraduate/postgraduate studies in engineering and architecture.

9. Blue Star actively participates in the Affirmative Action Agenda of CII.