

Empowering employees



Value is not just created through producing industry-leading products and solutions for our customers. It also comes from creating a supportive workplace where employees feel confident in their personal development and are encouraged to do their best. To maintain such an atmosphere, we provide our employees across the globe with learning opportunities as well as introducing comprehensive health and safety initiatives, so they feel inspired to contribute to making Birla Carbon a great place to work.

Our HR vision and strategy

The HR team created a new strategy which aims to make Birla Carbon an aspirational workplace for diverse groups of people.

It focuses on five key pillars:

- Employer of Choice
- Cultural and Engagement
- Career and Talent
- Capability Building
- Consumer Grade Experience

Employee innovations

We put the right systems in place to recognize when our employees are developing and provide them with the necessary tools and support to continue to grow at Birla Carbon. Established in FY2017, our eAcademy shares the experience and knowledge of business leaders and subject matter experts with our employees. A series of courses introduce our people to Birla Carbon-specific topics such as Carbon Black 101, Carbon Black Reactor Technology, Commitment Based Safety, and Sustainability.

Attracting and supporting the right people who are going to bring creative ideas to our business allows our culture of innovation to develop so we can offer our customers cutting-edge solutions to their carbon black needs.

Ensuring safe work environments

The health and safety of our employees is paramount. We encourage our people to take responsibility for their own safety and that of their colleagues through our Commitment Based Safety approach.

Addressing our FY2021 achievements

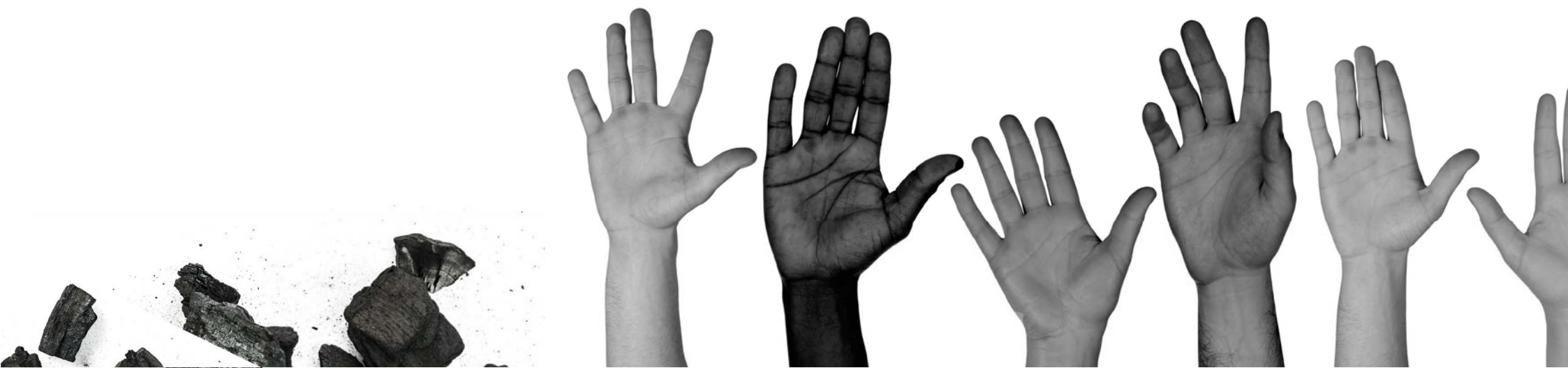
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Total Recordable Incident Rate (TRIR), an industry-leading achievement

87%

employee engagement, above the industry benchmark of 70% in 2019

Find out more at sustainability.birlacarbon.com



Empowering employees continued



Be an employer of choice

We believe that our value is increased not only by creating industry-leading products, but also by creating a supportive workplace where employees feel encouraged to develop and be their best. We are committed to providing learning opportunities for our employees across the globe as well as ensuring their safety and wellbeing, so they feel inspired to continue making great products.

Our Award-winning Safety Culture



We have always placed a strong focus on the health and safety of everyone who steps into our facilities. Twelve Birla Carbon sites have been recognized by the International Carbon Black Association (ICBA) for their employee safety efforts, receiving the Gold standard, six for the third consecutive year: the Marietta Technical Center, Camaçari, Weifang, Korea, Gummidipoondi and Thailand. The ICBA acknowledges outstanding safety records, educating policy makers and the general public about the carbon black industry. It aims to raise awareness about the industry's genuine regard for employee safety. The ICBA's Safety Recognition Program identifies facilities that have excelled in protecting the industry's workforce, promoting safety 24 hours a day.

Employee Wellness



Although the pandemic created challenges, Human Resources worked to ensure that we kept our employees engaged. The "New Normal Narratives" was launched to crowd source stories from the experiences of Birla Carbon employees. We collected around 22 stories that were shared across the business and were positively received by our colleagues.

We want our employees to feel that we create a positive working environment. Their wellbeing, and our care for it, is an integral part of our relationship with our people. We continually look for ways in which we can encourage them to lead healthy lifestyles. All regions have their own employee wellness initiatives, tailored to match local health and wellness interests.