

# Panasonic

## Founder's Message

"Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world."



- Konosuke Matsushita  
Founder of Panasonic Corporation, *Basic Management Objective*, 1929

## About Us

Headquartered in Osaka, Japan, Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.74 trillion yen for the year ended March 31, 2014. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers.

**Panasonic in India:** Panasonic commenced its operations in India in the year 1972 and showed a 200 percent growth between 2008 and 2011. Panasonic has been conducting business activities under the idea of "Smart Solutions" through accumulating customer value creation and by working towards becoming the "Most Trusted Brand" in India by having accountability to the society.

- Workforce of 12,500 people across India currently
- Market outreach: 180 exclusive (including 30 eCon AC shops) Brand Shops pan-India and total 1,115 unique service centres to provide one-stop solutions. Panasonic currently has 31 branch offices and 99 P4 (Panasonic Premium Partner Program) outlets spread across the country

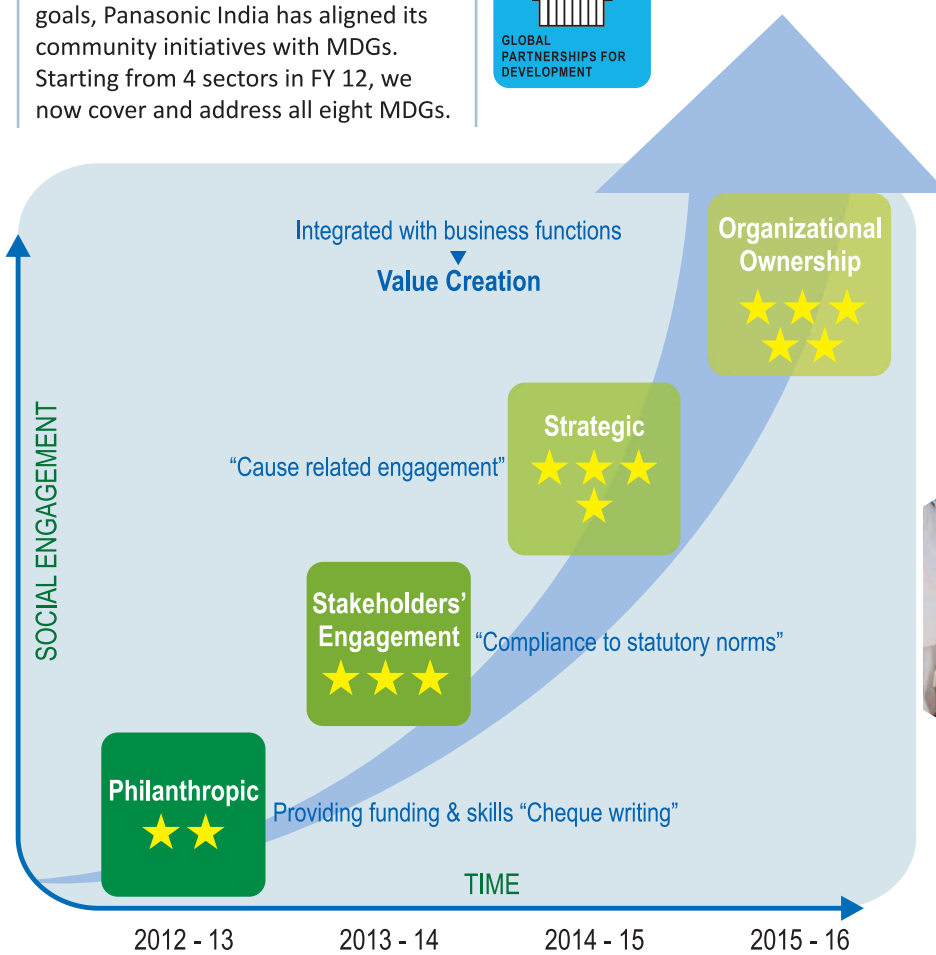
## CSR Vision

### From Philanthropy to Organizational Ownership

CSR at Panasonic is perceived as the commitment of businesses to contribute to sustainable development by working with employees, their families, the local community and society at large to provide "A Better Life, A Better World."

The Millennium Development Goals (MDGs) constituted by the United Nations address the most pressing problems that the world is facing. Recognizing that it takes concerted and combined effort by the government and private sector to achieve these goals, Panasonic India has aligned its community initiatives with MDGs. Starting from 4 sectors in FY 12, we now cover and address all eight MDGs.

Panasonic India has a long-term perspective on social engagement. While the organization has already established initiatives aligned to the MDGs, our commitment is set to grow every year. Starting from philanthropy, the ultimate goal is to have organizational ownership of community development issues.



## 5Cs of our CSR Policy

At Panasonic we strongly believe that unless and until the fruits of development are shared equally with all our stakeholders, the vision of inclusive and sustainable growth is hard to achieve. We strive in working towards inclusive growth as part of our commitment towards society. Combining this with our organizational imperatives, we have devised a 5C policy to bring alive our corporate social responsibility (CSR) vision.

Panasonic India under its Corporate Social Responsibility is

- Committed to**
- Contribute to Indian Society by**
- Continuously engaging with the**
- Community in order to foster**
- Coexistence and inclusive growth**

## Our CSR Verticals

Aligning our CSR activations to the MDGs, Panasonic India has carved out its CSR intervention areas in a planned, focused and time bound manner. Our CSR projects are designed on the basis of need assessment study of the geographical area where we plan to implement our social initiatives. Panasonic India has steadily moved to a

well-structured and all-encompassing CSR model. Further embarking this year's journey the company continues to reach to communities through its various social initiatives programs.

## ECOSKOOL: Education & Environment

### Objective

- To support in achieving objectives of universal primary education.
- To encourage and engage young minds to ensure environment sustainability.

Till FY 12-13, Panasonic India had been operating its Ecoskool Program as a nationwide environment sensitization program reaching out to 215 schools in 24 cities across India in an effort to enlighten the participants (students of grade 6th to 12th and audience) to take collective steps towards saving the environment and imparting knowledge on issues of global warming and climate change.

Further in consideration of the recent CSR Act, the project was modified in 2013-14 giving it a more focused and result based approach. In Nov'13 Panasonic India collaborated with SARD and initiated school support program in 15 Govt Primary and Upper primary schools around Technopark Jhajjar. The project aims to provide quality education and strengthen Govt. Rural Primary Education System in the Project schools through a three pronged approach:-

- Infrastructure support
- Capacity Building & BCC
- Soft Skills



## AAROGYA: Health

### Objective:

- To ensure health seeking behaviour of the communities.
- To provide inputs and opportunities for accessible and affordable health services.
- To provide referral services for primary and secondary level treatment.

As India moves ahead with full force in this information age, a large section of our population in rural and underserved areas still does not have access to affordable and decent primary healthcare facilities. Considering the same and Building further on its philosophy of contributing to the community it operates in, Panasonic India, in

