

**CSR ANNUAL ACTION PLAN OF FORTUNE MARKETING PRIVATE LIMITED**  
**(FINANCIAL YEAR 2021-22)**

**OBJECTIVE**

Corporate Social Responsibility is a Company's commitment to operate in an economically, socially & environmentally sustainable manner which enables the creation and distribution of wealth for the betterment of its stakeholders. This commitment is beyond the statutory requirements.

**Fortune Marketing Private Limited's** Annual Action plan aims to incorporate sustainability, good governance, social action, integration of disability and responsible innovation as elements of a new, more egalitarian society and therefore as elements of competitiveness through an integrated, holistic and need-based approach.

This Action plan is connected with the Sustainable Development Goals (SDGs).

**OUTLAY**

As per the provisions of Companies Act, 2013, along with rules made thereunder, Fortune Marketing Private Limited ("the Company") is required to spend INR 30,97,943 on CSR activities during the Financial Year 2021-22 i.e. a sum of approx. INR **30,97,943/-** being the 2 % of the average net profit of the Company during three preceding Financial Years (FY 2020-21, 2019-20 & 2018-19).

The aforesaid amount has been approved by the members of the board upon receiving the recommendation from the members of the CSR Committee and the said amount **may undergo minor change subject to the completion of the Statutory Audit for the Financial Year ending March 31<sup>st</sup>, 2022.**

Any surplus arising out of CSR projects shall not form part of the business profit of a company and the surplus, if any arising out of the CSR projects should be ploughed back into the same project or shall be transferred to the identified CSR fund / Government fund within a period of 6 months of the expiry of the financial year.

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## **ACTION DESCRIPTION**

### **1. List of CSR projects or programs that are approved to be undertaken in areas or subjects specified in Schedule VII of the Act.**

With this vision in mind, the Company in its CSR Policy had proposed to carry various Corporate Social Responsibility activities that Company may undertake in accordance with the Schedule VII as amended from time to time.

The CSR activities will be driven by a dedicated/specialized team under the guidance and support of the CSR Committee and the Board. The CSR Committee will play a significant role in ensuring that the CSR initiatives are in line with this policy.

Accordingly, the eligible amount of INR 30,97,943/- to be spent by the Company during the Financial Year 2021-22 is proposed to be utilized towards Corporate Social Responsibility activities under following Sector:

- I. Eradicating hunger, poverty and malnutrition (promoting health including preventive health care) and sanitation (including contribution to the Swach Bharat Kosh set up by Central Government for the promotion of sanitation) and making available safe drinking water.

### **2. The manner of execution of such projects or programmes**

The CSR committee will undertake execution of the selected projects either directly or in alliance with the NGOs and will ensure effective resource allocation and capital outlay for holistic well-being at all levels either Company itself or through an identified suitable implementation agency post due-diligence. The following shall be considered in finalizing the modalities of project execution:

- a) Company directly;
- b) Company through a trust/ society/Section 8 company in India established by the Company in accordance with the Corporate Social Responsibility Rules, 2013 (the "Rules") to the Companies Act, 2013 (the "Act")
- c) Company through a trust/society /Section 8 company which has a proven track record of three (3) years.
- d) Company in collaboration with other like-minded companies either directly or through trust/society /Section 8 company operating in India;



**3. The modalities of utilization of funds and implementation schedules for the projects or programs.**

To undertake the Corporate Social Responsibility activities, the funds are proposed to be allocated in the manner below:

S. No.	CSR Programmes and Sector	Description of Activities	Category under Schedule VII	Implementation Modality and CSR 1 Registration Number, if any.	Location of Project	Amount (in INR) and Implementation Schedule				Total
						Qtr 1	Qtr 2	Qtr 3	Qtr 4	
I.	Promoting health care including preventive Health Care (Health Sector)	Donation of disposable face mask, thermometer & Oximeter	Eradicating hunger, poverty and malnutrition (promoting health including preventive health care) and sanitation (including contribution to the Swachh Bharat		Greater Kailash, New Delhi	3,48,817	-	-	-	3,48,817

*Anwar*  


			Kosh set up by Central Government for the promotion of sanitation) and making available safe drinking water.							
II.	Promoting health care including preventive Health Care (Health Sector)	Donation of disposable face mask, thermometer & Oximeter	Eradicating hunger, poverty and malnutrition (promoting health including preventive health care) and sanitation (including contribution to the Swachh Bharat Kosh set up by Central Government for the promotion of sanitation)	Kalkaji, New Delhi	2,32,545	-	-	-	2,32,545	



			and making available safe drinking water.						
III	Promoting health care including preventive Health Care (Health Sector)	Donation of disposable face mask, thermometer & Oximeter	Eradicating hunger, poverty and malnutrition (promoting health including preventive health care) and sanitation (including contribution to the Swachh Bharat Kosh set up by Central Government for the promotion of sanitation) and making available safe drinking water.	Okhla Phase -I, New Delhi	1,07,557	-	-	-	1,07,557

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<b>TOTAL</b>	<b>6,88,919</b>
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**Note:** The company had spent excess CSR amount of INR 58,84,465.87/- in the previous Financial Year i.e. 2020-21. In the current financial year 2021-22, the company is required to spend a sum of approx INR 30,97,943/- on CSR activities which is approved by the board of the directors to be set-off from the eligible amount which to be spent in the Financial Year 2021-22. And the remaining excess amount INR 34,75,441.56/- of CSR shall be carried forward to the next year.

**Monitoring and reporting mechanism for the projects or programs.**

The monitoring mechanism of CSR expenditure as per the schedule proposed shall be as follows:

**a.** The CSR Committee members shall be responsible for monitoring of CSR activities at every stage on day-to-day basis. They shall keep track of the progress of the CSR activities on a regular basis through status check from implementing agency, site visits etc. and also obtain feedbacks from the targeted beneficiaries, audit of financial documents like invoices, bills & receipts, bank statements etc. and reporting shall be put in place to track proper utilization of CSR funds.

The Monitoring Mechanism of each project will differ on the basis of the nature of the project. All the projects will be monitored & evaluated as per the objectives & deliverables set for respective projects as per Board & Committee recommendation.

**b.** The progress report of CSR activities shall be prepared by the CSR Committee members on a quarterly basis which shall then be submitted to the Board Members.

**4. The details of need and impact assessment, if any, for the projects undertaken by the Company.**

In pursuance of sub-section (5) of section 135 of the Act, every Company having average CSR obligation of ten crore rupees or more in the three immediately preceding financial years, shall undertake impact assessment, through an independent agency, of their CSR projects having outlays of one crore rupees or more, and which have been completed not less than one year before undertaking the impact study. The impact assessment reports shall be placed before the Board and shall be annexed to the annual report on CSR.

Thus, the Company does not fall under the ambit of Section 135 (5) of the Companies Act, 2013.



**\*The Board of the company may alter the plan at any time during the financial year, as per the recommendation of the CSR committee based on the reasonable justification to that effect.**

