



**February 23, 2021**

The Compliance Department,  
**Bombay Stock Exchange Limited**  
P. J. Towers,  
Dalal Street, Fort,  
Mumbai - 400 001  
**Scrip Code -522295**

The Compliance Department,  
**National Stock Exchange of India Limited,**  
Exchange Plaza, C-1, Block G,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai- 400 051  
**Symbol- CONTROLPR**

**SUB: Intimation about Best Corporate Social Responsibility (CSR) Practices award received by the Company**

Dear Sir/Madam

We are pleased to inform you that our Company has received **BEST CORPORATE SOCIAL RESPONSIBILITY (CSR) PRACTICES** award organised by World CSR Day.

Also attached please find Business India article featuring, "**Doing its Bit**"\_ **Control Print spearheads the Mask spreading initiative.**

The above is for your information please.

Thinking You

**For Control Print Limited**  
**And**

**Reena Shah**

Company Secretary & Compliance Officer



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HYDERABAD. JAMSHEDPUR. KOLKATA. NALAGARH. PUNE. VASAI**



Control Print spearheads the mask spreading initiative

Frontline workers have been among the most vulnerable and adversely affected by the Corona virus pandemic in India – especially doctors, the police force and health aid workers. Also, India's workforce has been seriously affected by layoffs in both SMEs and large organisations across industries.

As an organisation, Control Print was cognisant of these issues and responded in the best possible way to the pandemic not only did it assure its employees there would be no lay-offs, it also look upon itself to help frontline workers by donating medical-grade surgical masks and FFP2/N95 level masks.

Control Print, one of India's largest coding and marking solutions providers, has over 30 years of operational experience in the industry and boasts over 320 field staff and two state-of-the-art factories. The company is a prime example of global quality Indian manufacturing capabilities in the technology industry. It is also listed on the BSE and the NSE, and is one of India's top 1,000 companies by market capitalisation.

In June 2020, Control Print's venture, The Mask Lab, launched the 'Spread the Mask' initiative – an effort to donate

masks and spread awareness about safety measures during the pandemic.

Control Print tied up with NGOs and local bodies to make masks available to hospitals and NGOs nationally – they included Tata Memorial Hospital, KEM Hospital and JJ Hospital, through Project Mumbai. It was also one of the first companies to donate masks to the Mumbai Police force. "Maharashtra was one of the worst-hit states in India," says Shiva Kabra, MD, Control Print. "And the police had been working hard and staying on the streets to ensure that citizens complied with the rules of the lockdown. To learn that these men and women had been using mainly reusable cloth masks which can pose a variety of threats prompted us at The Mask Lab to reach out and see if we could donate our higher-grade, safety-certified masks to them. Within a week, we had donated 50,000 masks to the different police teams, including at Byculla, Thane and the police headquarters at Crawford Market."

To ensure that the masks reached those who did not have easy access to them, Control Print also tied up with

local NGOs and public bodies in the remotest parts of the country, including villages in even Telangana, Manipur and J&K. Control Print also ran awareness initiatives that centred around women championing mask-wearing – one such campaign in Chittoorgarh, Rajasthan, garnered lots of interest and even featured on local and national news channels, including Doordarshan.

**Masks for all**

Control Print's 'Spread the Mask' initiative received appreciation by the people it impacted. "In a bid to aid the police, The Mask Lab distributed N95 masks, due to which the police force could fight the pandemic and make itself secure," says Pravin Pawar, additional commissioner of police, Thane, Maharashtra. "The Mask Lab helped not only to spread awareness about the pandemic, but also to restore the faith and wellbeing of both frontal health workers striving hard to contain the widespread transmission of the Corona virus," says Sethu Das, partner, 'Spread the Mask' initiative founder, Friends of Tibet. "The campaign helped us to reach out to the needy sections of Indian society in five states –

Anunachal Pradesh, Karnataka, Kerala, Gujarat, and West Bengal – at the right time. Our volunteers and doctors of the Tibetan Medical and Astrological Institute focused on providing doctors and health workers associated with health institutions and Regional Cancer Centres, policemen, sanitary workers, ambulance drivers and assistants.

Since the initiative began, Control Print has donated more than 700,000 masks to NGOs, healthcare bodies and public officials. "We were able to do our bit for the people who needed masks and to receive all their messages. At The Mask Lab, we are committed to creating products that meet the highest safety standards, are comfortable to wear, and can be used against a variety of airborne contaminants, including bacteria, viruses, dust and even pollution. With Control Print's advanced technological capabilities and our access to premium raw materials, our clients have been pleased with the quality and comfort of our breathable and safe masks," adds Kabra.

**Break-up of mask donation**

State / City	Count
Karnataka	56,500
Maharashtra	1,59,000
Rajasthan	295,000
Uttar Pradesh	2,000
Madhya Pradesh	5,000
West Bengal	6,000
Tamil Nadu	8,500
Delhi	24,500
Jammu & Kashmir	2,000
Telangana	59,000
Manipur	2,000
Bihar	8,000
Goa	2,500
Mizoram	4,000
Assam	1,000
Chhattisgarh	50,000
Kerala	20,000
Odisha	40,000



The 'Spread the Mask' initiative won kudos from all around

## Betting big

With its new, compact SUV Kiger, Renault is now set to increase its market share



Mamillapalle committed to the Make in India mission

After tasting the success of its earlier model, the Tribes, French carmaker, Renault India has introduced its new model, the Kiger, to further strengthen its presence in the Indian market. Compact Sports Utility Vehicles (SUVs) are fast catching up with Indian customer expectations, as a result of their increased performance, comfort, space, other features, as well as their reasonable pricing. Recent trends also show that compact SUVs are the preferred choice of car buyers. With the arrival of the Renault Kiger, there is now intense competition in the compact SUV segment. The Kiger will compete with the Maruti Suzuki Vitara Brezza, the Kia Sonet, the Hyundai Venue, the Tata Nexon, and the Nissan Magnite. The new Kiger SUV is designed and developed in the Chennai plant for Indian and global markets.

When the Renault Duster first hit Indian roads in 2012, it was a huge success for the company. The company also introduced its new version, with many improvements, in 2015. The same year, the Kwid, a hatchback, was launched in India at a starting price of ₹2.57 lakh, and was well received by customers due to its price and features. Taking this success forward, Renault India introduced its sub-compact seven-seater, the Tribes, in 2019.

"We recently had a global preview of the Kiger in India, the feedback and response from our customers, dealer partners, and suppliers have been mind-blowing. Kiger is the third global car to debut from India. We are still a young brand in India," says Venkatram Mamillapalle, Country CEO & MD, Renault India Operations.

**A modern SUV**

With a starting price of ₹5.45 lakh, the Renault Kiger has been designed by French and Indian teams. The new SUV will be available first to Indian customers. Bookings have started at the dealership network of more than 500 sales outlets across the country. "Renault Kiger is a modern SUV that is a perfect fit for the Indian market. It brings to the fore our proven expertise of innovation, creativity, customer understanding and above all, our focus on making cars that offer an unmatched value proposition. Renault Kiger has a distinctive SUV look and its long wheelbase enables great space and volume on board. It is loaded with several smart attributes and will be powered by a sporty, world-class engine. Moreover, it will demonstrate the competence of India's design, engineering and manufacturing capabilities and highlights

Renault's strong commitment to the 'Make in India' mission. With a vision of fulfilling the growing SUV aspirations of a wide set of customers, we have ensured that the Kiger is attractively priced, and we look forward to strengthening our SUV legacy with this new game-changer," explains Mamillapalle.

The Kiger offers two petrol engines across four variants – RXE, RXL, RXT, and RXZ. Each version is built keeping in mind the customer requirements in the segment. The two front seats and the two rear side seats of the Kiger are fitted with three-point seatbelts while the rear middle passenger seat features a two-point seatbelt. On the safety front, it comes with two front airbags for the driver and front-seat passenger along with two side airbags. Both front seats get a seat belt reminder alert for enhanced safety.

The Renault Virtual Assistant (RVA) will enable reaching out to customers across all geographies. RVA is available at one's fingertips on WhatsApp and the Renault website. It provides all relevant information and details, along with the option of booking test drives, and even facilitates bookings. The state-of-the-art virtual studio enables 360-degree views in a seamless fashion and allows customers to configure, accessorise and make online bookings.

The Kiger is under four metres long and belongs in the compact SUV category, yet thanks to the CMFA+ platform DNA, just like the Tribes, it offers segment-leading roominess, cabin storage, and cargo space. The interior has been designed to perfectly combine the sturdiness of an SUV with a focus on sophistication and technology. It also offers the best boot capacity in the segment (405 litres which extends to 879 litres with the second row folded). Renault is also looking to expand in rural markets where there is tremendous potential.

Currently, seven lakh Renault customers are on Indian roads. The company strongly believes that, like the Duster, the Kwid and the Tribes, the Kiger will be another game-changer.