



# The **Integration** Effect

BUILDING MOMENTUM

# Social and Relationship Capital

Aligned to SDGs



At Biocon Biologics, we believe in synergistic collaborations with like-minded partners to integrate each other's strengths to deliver on our humanitarian purpose of making healthcare affordable and accessible to even the poorest of patients.

Our Corporate Social Responsibility (CSR) strategy reflects our purpose-driven business philosophy.

In FY24, we continued to focus on improving access to high-quality, affordable Biosimilars for the benefit of underserved communities in emerging economies, providing education and training for better disease management in

LMICs and helping communities around our operations live better by improving healthcare and civic infrastructure. Through Biocon Foundation, we invested in building resilient solutions around healthcare, education, and the environment.

We also strengthened our supply chain and underlined our commitment to ethical practices when it comes to selling and marketing our products.

As a fully integrated, globally scaled biosimilars enterprise, we look forward to making a bigger impact on the lives of our patients as well as other stakeholders.

## Key Highlights

120.3

Rs Million, CSR Expense

~5.5 Million\*

Patients Benefited Through our Biosimilars

~30,000

Patients Served Through Patient Services and Support Program in U.S.

~13,500

bGlargine Pens and Vials Donated to Patients in LMICs



### Enhancing Patient Access

One of the pillars of our mission is to increase access to lifesaving biologics by making high-quality biosimilars available globally. Our commitment to access is closely intertwined with affordability. Biosimilars are typically priced lower than the reference products. This, in turn, results in lower out-of-pocket costs for patients and increases affordability. In addition, we provide multiple programs to make drugs affordable and accessible to patients belonging to a wide range of economic backgrounds.

### Access and Affordability Pathways Across Advanced Markets

We have adopted three-structured access pathways for our Advanced Markets:

- Patient Services and Support Program (PSSP)
- Patient Assistance Program (PAP)
- Advocacy aimed at enhancing biosimilars' prevalence and uptake

The PSSPs work towards simplifying the process of procuring a drug for a patient, in an otherwise complex system between the prescriber and end-user, i.e., the

patient. The PSSPs act as hub between these two entities, extending various kinds of services such as injection reminders that increase adherence, injection training to ensure safe drug dosing, triaging services to pharmacies to enable efficient and timely drug access to patients, nursing support and health coaching, all of which lead to improved patient access and health outcomes. In addition, through the PSSPs, we offer generous copay assistance to help navigate the out-of-pocket costs for patients. This support ensures that patients stay on therapy and do not abandon due to financial constraints. Finishing the therapy is vital to ensuring recovery and/or maintenance of good health.

In the U.S., we utilize external entities such as hubs to support patients through their journey. During FY24, we were able to support ~30,000 patients through these PSSPs for our four commercialized biosimilars in the country.

For people with no health insurance, and those who are underinsured, with an annual income lower than a certain threshold, we provide certain medicines at no cost through our PAPs. In FY24, the number of patients reached through our PAPs increased by 1.6-fold to support 1,500 patients.

"Our partnership with Biocon Biologics since its launch in September 2023 has been marked by increased volume in patients and dispenses. Through efficient communication and collaboration, we have successfully implemented new programs, transitioned products, and assisted with program inquiries, benefiting both patients and healthcare providers. We value our partnership and remain committed to achieving success in improving patients' lives with access to medication."

Susanne Carroll,

Sonexus, Biocon Biologics' U.S. Patient Assistance Program partner

\*12-month moving annual patient population (April 2023 to March 2024)



### Our Advocacy Work in North America

We have enhanced our focus on responsibly advocating the uptake of biosimilars. In 2024, we joined the Biosimilars Forum in the U.S. and Biosimilars Canada and the Canadian Association for Pharmacy Distribution Management (CAPDM), key industry

organizations that help educate stakeholders about the safety and efficacy of biosimilar medicines and work to expand their access and availability. In addition to our existing leadership position with the Association for Accessible Medicines (AAM), through active engagement within these key industry forums, we have a seat at the table with

our peers in shaping industry's advocacy agenda for a sustainable biosimilars market. This provides us a platform to further enhance Biocon Biologics' visibility as a biosimilars leader, and helps us build external relationships with policymakers to proactively advocate for favorable policies at the state and federal levels for biosimilars in North America.

### Our Key Donation-Based Programs in FY24



#### Insulin for Life

The number of people affected by diabetes globally is expected to reach 643 million by 2030, and 783 million by 2045, and LMICs will be the worst hit, given their limited access to insulin. Biocon Biologics, one of the leading global producers of biosimilar insulins, is making the lifesaving drug accessible and affordable in these countries through various programs.

In FY24, we collaborated with Insulin for Life, a U.S.-based non-profit organization that provides insulin and diabetes management supplies free of charge to diabetes patients by collecting supplies and delivering them to disadvantaged regions. We donated approximately 12,500 Insulin Glargine injection pens and 1,000 bGlargine vials.

Insulin for Life sends donated supplies to partner clinics and hospitals serving patients with all types of diabetes (Type 1, Type 2, gestational) worldwide, with a focus on LMICs.



We are constantly engaged in making the experience of biosimilars better for our patients through our Patient Assistant Programs, which is reflected in the positive feedback we received.

"You have been wonderful.  
Thank you so very much!"

"You've have been wonderful...  
Thank you!"

You've been really helpful. I really  
appreciate you...

"You guys are a big, big big help!"

"Thank you so much. I appreciate  
your help"

"I appreciate you helping me and doing the best you could. And thank you for helping  
those who can't help themselves, you know, and I really appreciate you trying."

- Beneficiaries of our Patient Assistance Program  
for Glargine, in the U.S.



## Access Pathways Across Emerging Markets

Product donations continue to remain a key access pathway in Emerging Markets, of which most of the countries are LMICs. During the fiscal, we leveraged local partnerships to maximize impact and ensure program sustainability.



### Action4Diabetics

In South-East Asia, hundreds of children from underprivileged communities succumb to Type 1 Diabetes every year. The healthcare infrastructure in these regions frequently faces a scarcity of resources, leading to a diminished rate of T1D detection. Furthermore, once a diagnosis is established, the financial burden of procuring insulin and glucose monitoring devices often proves prohibitive for many families. Biocon Biologics has stepped in to fill that critical gap in Myanmar, in collaboration with Action4Diabetics, a UK-based non-profit. In FY24, we provided Insulin Glargine at subsidized cost to more than 100 young T1 diabetics, along with reusable pens and funds to procure accessories to manage their disease.

## Our Studies on the Safety & Benefits of Biosimilars

We have completed Phase II of a study on the effectiveness and safety of biosimilar Insulin in People with Diabetes (PwD) in the Philippines. We collaborated with Reach52, a tech-based social enterprise working on Type 2 Diabetes Mellitus (T2DM) in underserved areas in the country, which delivered Biocon Biologics' biosimilar Insulin at an affordable price (10 cents) to patients' doorsteps. This resulted in a mean saving of 349 PHP/month/patient and improved patients' adherence to the treatment. Phase I of the study, which included raising awareness, diagnosis, and treatment, had been presented at the International Diabetes Foundation 2021.

To support a favorable environment for the prevalence of biosimilars in LMICs, we conducted a comparative study in select countries where we have a substantial market share (which signifies a higher uptake of biosimilars irrespective of the manufacturer) versus countries with negligible market share, focusing on benefits and challenges of biosimilars uptake. The outcome report includes proposed quality criteria for selecting biosimilars, offering policy recommendations for governments to

create a more favorable environment for access to biosimilars, and suggesting criteria for payers to select biosimilars. It also suggests pathways to increase uptake in these countries and ways for biosimilar companies to enable this change.

We are collaborating with the Clinton Health Access Initiative (CHAI), under its Cancer Assistance Partnership (CAP) program, and the Ministry of Health (MoH) in Nigeria and Tanzania to enhance access to anti-cancer products in these countries. The products are being provided at an 'access price'\*.

Biocon Biologics has expanded its strategic collaboration with Eris Lifesciences, to provide access to its portfolio of Metabolics, Oncology and Critical Care brands in India. This strategic collaboration aligns with Biocon Biologics' strategy to maximize patient reach and market potential, while unlocking value from its Branded Formulations business in India. The company has also signed a 10-year supply agreement with Eris for these products as a part of this collaboration.

## Ethical Sales and Marketing

In January 2024, we published a Global Policy on Interaction with Health Care Professionals (HCPs) and Health Care Organizations (HCOs)\*\* and ensured that

our frontline marketing staff is well versed with its provisions. Since Biocon Biologics would now be front-facing markets in 120+ countries, our sales, marketing/commercial teams have considered all country-specific norms for such interactions and promotional activities, wherever applicable. All sales and marketing employees have been trained according to the provisions in the policy.

To get real-world inputs on patient requirements and feedback on our products, we systematically interact with HCPs and HCOs. While this often involves compensating the HCPs/HCOs for their time and effort, we do so in an ethical, fair and transparent manner, and report on such transfer of values for jurisdictions in which it is mandatory. Aspects related to transfer of value are also guided by the Global Policy on Interaction with HCPs and HCOs.

During FY24, we did not receive any complaints of false or biased claims and malpractices related to marketing activities.

\*Government Mediated Access Price (GMAP) is a policy mechanism where the government negotiates with pharmaceutical companies to lower the prices of certain drugs to make them more accessible to the population.

\*\*<https://www.bioconbiologics.com/docs/Global-Policy-on-Interaction-with-HCP-and-HCO.pdf>

In FY24, we served ~5.5 million patients globally with our wide range of affordable high-quality biosimilars. With eight commercialized products across 120+ countries for various therapeutic areas, including diabetes, oncology and immunology, we make high-quality therapies and solutions accessible to patients, healthcare systems, and governments worldwide.

#### **Dose of Hope: A Cancer Survivor's Story**

Kumudha Raju is one of the millions of women who have survived HER2-positive breast cancer with the treatment of a biosimilar Trastuzumab. This is the most common cancer subtype, with 90 new cases per 100,000 women being reported worldwide in 2024.

K. Raju was diagnosed with breast cancer and a lumpectomy had to be carried out, which meant she was subjected to 16 brutal cycles of chemotherapy and radiotherapy. She was also prescribed 17 cycles of bTrastuzumab infusions.

bTrastuzumab, an affordable, high-quality biosimilar, has given a new lease of life to millions of patients like K. Raju battling breast cancer. Biocon's bTrastuzumab was launched in India in 2014, and by 2017, it was also approved by the U.S. FDA, thus becoming the first biosimilar Trastuzumab to be approved anywhere in the world.

Post-treatment, K. Raju rediscovered the resolve to lead a fulfilling life and became a beacon of hope for fellow cancer survivors.

While narrating her story, she said, "I'm feeling so much more positive now. I hope my story inspires other women to be self-aware and they go for regular tests, since early detection is key to beat cancer."



## **Our Global Supply Chain**

Our supply chain operations underwent major changes and capacity increase as a result of the integration, with our total supplier count going up by 73% in FY24. To carry out key tasks in-house, which were earlier undertaken by Viartis, we augmented our people, processes and supporting technologies.

We onboarded talent for strategic roles, such as ESG in supply chain, international logistics, regulatory affairs, data analytics, and strengthened our sales, marketing and forecasting teams through comprehensive training programs aimed at tackling a global footprint and various regional expectations.

Organizational processes were redesigned to ensure enhanced coordination between these teams and manufacturing operations, with the sole objective of not delaying or missing out on orders in 120+ countries across the globe. Through the use of our Integrated Business Planning (IBP) tool, we conduct monthly demand forecasting processes and communicate the same to upstream and downstream functions.

In FY24, new supply chains were established, which included the creation of 40+ transportation links (amounting to our total transportation links being more than 300 across the globe) and 25+ distribution centers spread across various countries.

We have completely digitized our supply chains and use planning tools to monitor movement and transactions in real time, as well as to ensure compliance with regulatory standards and to safeguard product integrity. We have established a centralized 'control tower' to manage shipments across the globe.

## **Sustainability Across our Supply Chain**

We believe that responsibility does not stop within our boundaries but extends to all the entities we partner with, including our suppliers, contract manufacturing organizations (CMOs) and other business partners. We have various provisions and initiatives that help us build a responsible supply chain.

## **Supplier Engagement and Capacity Building**

We have developed a standalone 'Business Partner Code of Conduct'<sup>#</sup>, which includes principles and aspirations of the Company across ESG considerations that we would like our partners to diligently implement in their operations and improve their ESG journey. We have communicated these to all new and 80% of existing business partners (suppliers, CMOs and other partners) and have mandated an acknowledgement on the Code.

Apart from this, during the financial year, we conducted three capacity building workshops covering 137 suppliers. Topics covered in the sessions included climate change, diversity, equity and inclusion, business ethics, human rights, labor management, materiality and emerging regulations. We will continue to conduct such sessions in the following years to build a responsible supply chain. For our Micro, Small and Medium Enterprises (MSME) partners, we are extending one-on-one support.

<sup>#</sup><https://www.bioconbiologics.com/docs/BBL-Business-Partner-Code-of-Conduct.pdf>



### Supplier Conclave 2023

In August 2023, we held a Global Supplier Conclave in Bengaluru, where 100+ supply chain partners across the world participated. We communicated our near- to long-term business outlooks and expectations, as partners to a global company.

We took this opportunity to introduce them to concepts around environmental sustainability, diversity and inclusion, among others. Trending ESG-related topics such as climate change, supply chains risks, disruptions, and challenges for supply chains, at present and in the future, were extensively discussed, deliberated, and reflected upon.

The conclave acted as a platform for exchange of ideas, good practices, challenges, potential solutions, risk mitigation approaches and tactics. It was a stepping stone for new collaborations and coalitions for Biocon Biologics and its partners. We also took note of any feedback or support that they might seek from us.

### ESG Assessments Program

In FY24, we developed an assessment framework consisting of ESG considerations, requirements of the Business Partner Code of Conduct and applicable regulations. We covered the suppliers who comprise the top 80% spend (127 suppliers) under these assessments. This also includes the CMOs associated with us. Suppliers were assessed based on their process, activities, ESG programs, targets, and performance. After the assessments, recommendations and required support were provided to partners to help them improve their ESG maturity. We aspire to cover 100% of our direct material suppliers by the end of FY25 through the assessment.

#### Environmental Action Within our Supply Chain

Activities within any supply chain are key contributors to total emissions. With our enhanced supply chain post-integration, the need to explore opportunities for process efficiency leading to emission reduction has increased manifold. Some of our initiatives in FY24 are:

- Transition to sea freight-based shipment method. We estimate an annual emission reduction of 1,130 tCO<sub>2</sub>e as a result of this.

- Procurement of 900+ net zero certified laptops resulting in emission reduction of 175 tCO<sub>2</sub>e.
- About 1,300 Kg of plastic waste was avoided in warehousing activities in Malaysia. The same is to be replicated in India in the next financial year.
- Partnering with local vendors, wherever possible, leading to reduced transit requirements and, hence, reduced emissions.

### Supply Chain Risk Management

We constantly monitor and evaluate our suppliers and partners, and proactively manage any risks. While evaluating our suppliers and partners, we consider various parameters related to finance, business integrity, operations, quality, industry-specific parameters and other ESG aspects. Based on the results, we have categorized our suppliers under high, medium and low risk rating. Further, we collaborate with them to understand their needs and provide them with opportunities and guidance for improvement. We work with multiple supply chain partners, and as a risk management measure, whenever any risk arises, we proactively identify and work with alternate suppliers.

### Centralization of Procurement Process

In FY24, as we have increased our global footprint, we have centralized our procurement processes for all indirect procurement and have made the process entirely paperless, resulting in efficient management of operations. We have dedicated teams to look after sourcing and procurement operations, which leads to improved supplier engagement and makes it convenient for us to communicate our expectations, including those related to ESG, to them.

#### Internal Capacity Building of Procurement Teams

Following a restructuring of our supply chain team due to the expanded reach, we introduced dedicated programs to upskill these teams on matters related to ESG, Business Partner Code of Conduct,

Risk Management and Supplier Diversity. Training on the newly introduced centralized procurement process was conducted for all relevant members.

### Supplier Diversity

We expect our suppliers to uphold the importance of diversity and inclusion and integrate the same within their own operations. The Company seeks to associate with the most capable suppliers in terms of business ethics, integrity, quality of products/services, value versus cost, and technology inclusion. We, however, do not differentiate based on aspects such as size of the entity and nature of ownership. Our teams are closely working with entities owned by minorities, women, LGBTQ+ individuals, veterans, and specially-abled people. Our Diversity, Equity and Inclusion team conducted three awareness sessions for our suppliers and partners.

## Our Responsibility to the Community



A patient being screened as part of the Oral Potentially Malignant Disorders (OPMD) screening

In FY24, we continued to invest in programs that go beyond profit-making and contribute positively to the community and the ecological and social environment in which we operate. In FY25, we are looking to expand our ambit beyond India and Malaysia, engaging our expanded employee base in Advanced and Emerging Markets in various volunteer programs covering health, environment, education, etc.

Through Biocon Foundation, we have invested Rs 120.3 million across six projects during FY24. Our focus during this year has

been on healthcare access, innovation and clinical excellence, green-urban mobility, lake rejuvenation, and grant-in-relief efforts.

### Oral Cancer Screening Program

Biocon Foundation has been running its multi-state, flagship oral cancer screening program successfully for almost a decade and has positively impacted more than 75,000 beneficiaries during this time. The project is implemented in specific sites across Uttar Pradesh, Rajasthan, Punjab, Assam, Maharashtra, and Karnataka.

This program has leveraged technology, capacity building and collaborative efforts to address the burden of oral cancer. A mobile application has been developed and is used by frontline health workers, trained for Oral Potentially Malignant Disorders (OPMD) screening and surveillance. During FY24, 10,000+ screenings were conducted for OPMD. Among 5,600 high-risk patients who were enrolled on the mHealth application, almost 25% were detected with OPMDs. 10,200+ screenings were conducted for common dental health problems. 13.6% of the participants were diagnosed with dental problems and were provided treatment.

The program engages with government and state-specific non-government organizations for effective implementation. The collaborative efforts have led to the creation of an independent Oral Cancer Task Force (OCTF) for developing a strategy for oral cancer control in India over the next decade.

As a way forward, the project aims to leverage advances in Artificial Intelligence to combine datasets, including clinical information, lesion image, cytology, pathology, genomics and proteomics, and result in a first-of-its-kind multidimensional data-centric platform.

The second edition of the India-specific **Consensus Guidelines for the Management of Head and Neck Cancer (HNC)**, developed by the OCTF, was released to commemorate the World Head and Neck Cancer Day on July 27, 2023.

These Consensus Guidelines have been recognized among 13 worldwide Clinical Practice Guidelines in Cancers, an international peer-reviewed journal of oncology. This recognition acknowledges the global significance of the OCTF's efforts and positions its consensus guidelines among those from U.S., Europe, Canada, Japan, and the National Comprehensive Cancer Network (NCCN).







Biocon Foundation is funding construction of a 147-bed hospital block in IISc, Bengaluru

### Post-Graduate Medical School and Hospital at IISc

Biocon Foundation has contributed to the construction of the Biocon-Syngene General Medicine Wing at the Postgraduate Medical School & Hospital, envisioned by the Indian Institute of Science (IISc), Bengaluru. The wing will be spread over six floors with 147 beds. Furthermore, the medical school has rolled out a unique MBBS/MPH Internship program to foster interdisciplinary research and develop physician-scientists in the country. Under this program, 37 selected students got an opportunity to work under the supervision of 35 participating faculties at IISc, Bengaluru, for a period of one to two months. The key thematic areas of research included Cancer Biology, Bioengineering, Artificial Intelligence and Data Sciences, Endocrinology, Biomedical Devices.

### Biocon-Hebbagodi Metro Station

Construction of the Biocon-Hebbagodi Metro Station on the elevated Yellow Line has reached an advanced stage of completion. The stretch is expected to be open to the public by December 2024. Biocon Foundation put forth a plan to reimagine the use of space under the elevated metro corridor to BMRL. The plan includes pier wall paintings with a wider vision to transform the space with design elements that truly represent the rich heritage and traditions of Karnataka. The Foundation is collaborating with Srishti Manipal Institute of Art, Design and Technology for the project. After looking at various traditional arts and crafts with historical and cultural importance, they decided to feature Channapatna dolls, which are a key part of the state's cultural identity. This unique public art project, 'Pillars of Society - Celebrating Everyday Heroes,' has breathed life into the Metro corridor between the Hebbagodi and Huskur Gate stations.



Pillars of Society: Celebrating Everyday Heroes - Paintings on the Biocon-Hebbagodi Metro Station pillars.

### Other Community Initiatives

When it comes to supporting the community, we go beyond projects that are part of mandated Corporate Social Responsibility (CSR) regulations.

In India, we conducted plantation drives to celebrate World Earth Day and World Environment Day. We organized awareness sessions, spot quiz and drawing competitions in nine government schools on World No-Tobacco Day. Our employees

take an active role in these activities and have spent more than 300 hours on these drives.

In Malaysia, there is considerable focus on combating water pollution. We are exploring the effectiveness of mudballs

in curbing pollution in certain water bodies, as mentioned in the Biodiversity Management sub-section. We collaborate with local authorities to clear floating debris and sludge from storm water drains. 30 MT of waste was removed from drainage systems through our initiatives.

More than 140 volunteers from our Malaysia facility have spent 500+ volunteering hours on projects related to afforestation (1,000+ trees planted), mobile health clinics (400+ patients served), and community health, skill development and improving community assets (125+ hours), apart from delivering essential provisions (100+ families aided) and surplus food distribution (600+ people supported).



Students in Bengaluru participate in a tree plantation drive.

## Stakeholder Communication

At Biocon Biologics, we believe open communication and honesty are the foundation of our relationships with all stakeholders and critical for building a strong brand reputation. Our public relations endeavors prioritize fostering trust and transparency among our diverse stakeholders.

We firmly uphold the principles of clear and concise communication, contributing to an engaged work environment that breeds trustworthy relationships with our valued customers, strategic partners, investors, investment analysts, journalists, healthcare professionals (HCPs), employees, and the broader community.

The Global Communications and Corporate Brand Team (GCT) has a diverse talent pool comprising brand specialists, storytellers, PR professionals, content writers, former journalists, filmmakers, creative graphic designers, and social and digital marketing specialists.

GCT operates across seven verticals:

- External Communications & Media Engagement

- Reputation Management & Crisis Communications
- Digital & Social Media Management
- Marketing Communications
- Internal Communications
- Content Development
- Graphic Design and Video Production

We communicate regularly with diverse stakeholders through owned media channels such as website, blog, and social media platforms like LinkedIn, X, Instagram, Facebook and YouTube, and earned media channels that include national and international business and trade publications, both print and online, and TV channels. Through face-to-face meetings and two-way communication, we nurture a strong relationship of trust built on transparency, empathy, and respect.

We collaborate and work closely with various teams in the organization to identify story ideas that we weave into the Company's value proposition to narrate a compelling brand story. In addition to effective content development, the team ensures adherence to brand guidelines

for a consistent visual identity and brand voice.

During FY24, Brand Biocon received extensive coverage from leading news publications and media channels, resulting in overall ~8,300 stories across audio-visual, print, and online media. We have seen a consistent increase in our share of voice and quality of stories reported on Biocon Biologics. Leadership engagement with media got us long-format stories on a quarterly basis. Overall, we developed 30+ brand campaigns for owned media channels that were rolled out on social media and internal platforms. The Communications campaigns on Biocon Biologics' integration of the acquired Biosimilars business took centerstage this year.

During the year, we expanded our social media follower base. On Biocon Biologics' LinkedIn account, we crossed a major milestone of 400K followers, a six-fold increase since 2020.





### Narrating Biocon Biologics' Complex Integration Story

To highlight the integration of the acquired business

and extension of our global footprint, GCT developed and implemented 'The Power of One' campaign. A comprehensive communication roadmap was developed to address both internal and external communication needs, utilizing several communications channels and a diverse media mix.

The commercial and regulatory teams were enabled by developing marketing collaterals and product packaging artworks in multiple languages for over 120+ countries in a short duration of time. On the digital front, Biocon Biologics' independent corporate website was launched and several product sites were developed and rolled out to enable marketing operations.

The Social Media campaigns, #Biosimilarsareallwedo (North America); #Hereweareineurope (EU), #Emerging to Empower (EMs), highlighted the successful business integration in Advanced and Emerging Markets, garnering nearly 550K impressions and 25K engagements. Additionally, internal brand campaigns were also rolled out to integrate the incoming new teams with the existing Biocon Biologics family.



### Stories of Hope

Stories of Hope is a key Brand Campaign of Biocon and Biocon Biologics, which narrates inspirational patients' stories in a video format.

It encourages people facing health challenges to be strong and gives them hope.

This video series, developed in-house by GCT, brings forth patients' stories of courage and resilience, poignant tales of individuals from various walks of life who have managed severe health challenges with exemplary courage. The videos are available on Biocon's own media channels like website, YouTube channel and other social media platforms.

This year's episode narrated the story of a breast cancer survivor, a single working mother. In an insightful conversation with the host, she shares her own story and also speaks about the relevance of regular health check-ups, staying positive, seeking help from friends, and expanding the circle of caregivers to fight back and accelerate the process to recovery, but above all never give up on your job or your life.



The Global Communications and Corporate Brand Team



### Grand Master Talks

In FY24, we launched Grand Master Talks, a new interactive series, where accomplished professional experts from various domains delivered motivational talks based on their real-life experiences for the benefit of employees of Biocon Group entities. This hybrid event includes a face-to-face fireside chat and a webcast. A Q&A session following the interaction enables employees to engage actively with the speaker.

Some of the Grand Masters we hosted in FY24 were a Brand expert, a TV anchor & entrepreneur, an ex-Indian Army Colonel, and a celebrity author & podcaster.



Seema Ahuja, Global Head of Communications & Corporate Brand at Biocon Group and Biocon Biologics (right), in conversation with author & podcaster Mohua Chinappa at a Grandmaster Talks session.



### Corporate Brand Employee Engagement Campaign: 'Biocon At 45: Together, We Thrive'

To commemorate Biocon's 45<sup>th</sup> anniversary in November 2023, we rolled out an internal communication and employee engagement initiative that gave our people an opportunity to share their creative expressions for the Company.

The campaign was aimed at bringing synergy between the team of new multicultural, multinational group of employees who joined post-acquisition with the existing pool of Bioconites. We

celebrated Biocon's 45-year legacy of excellence in biotechnology, affordable innovation, differentiated growth, high-quality lifesaving biotherapeutics, and above all, serving millions of patients and enabling equitable access to advanced therapies.

Our campaign was an interesting integration of art and science and was designed to ignite the creative genius of our people. We shortlisted 70 contributions in the form of poems, stories, slogans and posters from different functions across the world, which expressed their pride for Brand Biocon, and published them in a compendium, titled 'Bioconites' Creative Treasury'.

The top 20 entries were showcased through a rolling exhibition held at different locations in Bengaluru. This exhibition was converted to

a virtual exhibition and hosted on BioCommsverse, GCT's information portal, and was rolled out to employees outside Bengaluru through a series of virtual events.

All Biocon Biologics participants were felicitated by CEO and MD Shreehas Tambe. Through the virtual events, we reached out to our employees across U.S., Canada, Europe, Brazil, South Africa, Morocco, UAE, Malaysia, Thailand, the Philippines and other countries.

The campaign, which saw thousands of Bioconites come together to appreciate their colleagues' talent, is a testament to how a powerful communication campaign can instill a strong sense of collective pride and belongingness, fostering an inclusive ecosystem.



Participants of the 'Biocon At 45' contest were felicitated by senior leaders, including Biocon Biologics CEO & MD Shreehas Tambe.



The Biocon Biologics senior leadership at the rolling exhibition, Biocon at 45: Together, We Thrive.



### Strengthening our ORM Strategy

In FY24, we strengthened our Online Reputation Management (ORM) strategy by deploying advanced listening tools for social media listening, online and print media monitoring. These tools have enabled proactive planning and real-time brand engagement on social media channels. It has also helped us in identifying any potential reputational threats.

### Comprehensive Stakeholder Communication

In 2023, we developed the first Integrated Annual Report for Biocon Biologics. The holistic brand narrative was developed around the framework of Six Capitals - Financial, Manufacturing, Intellectual, Human, Natural, and Social & Relationship. This approach enabled us to provide a comprehensive account of Biocon Biologics' value creation journey for its diverse group of stakeholders, including patients, partners, suppliers, employees, shareholders, and the society at large.

Post release of the report, we also developed a visually engaging social

media campaign on the six capital highlights, which resonated well with our followers, garnering over 153K impressions, underscoring the widespread interest in our brand.

You are currently reading the second Integrated Annual Report of Biocon Biologics, which narrates the Integration Story of the acquisition of the biosimilars business.

### Investor Relations

The Investor Relations (IR) team of Biocon Limited, the parent company of Biocon Biologics, plays a key role in bridging the gap between Biocon and the investment community. Through distribution of annual reports, quarterly reports, and investor presentations, we keep investors informed about Biocon and Biocon Biologics' financial performance, business strategies, ESG performance and overall outlook. We track market trends, shareholding movements, analyst reports, and investor sentiment to provide insights to the Company leadership and develop effective investor communication strategies.

### Thought Leadership

The Global Communication and Corporate brand team has been recognized amongst the top teams of India. The Head of GCT is recognized amongst the leading PR and Brand Communications professionals of the country, and is regularly invited to share her experience and expertise on industry best practices at various conferences and industry forums. She also serves on the jury panel for prestigious industry award events recognizing the pathbreaking work in the field of PR and brand communications. In FY24, she received several individual awards and recognitions. Under her leadership, Biocon Group and Biocon Biologics' Global Communications Team was ranked No. 4 among the Top 30 In-House Corporate Communications teams in 2024.

### Biocon Biologics Global Communications Team Wins IPRCC Gold Award

In FY24, the Global Communications Team won the IPRCC Gold Award for being 'The Best In-House Communications Team of The Year' by exchange4media.

We also received In-House Team of The Year Award at PRmoment Health Comms Awards 2023.

The team was ranked at number 4 among the top 30 corporate communications teams of India by Reputation Today.

These recognitions bear testimony to the quality of reputation building brand campaigns done by the talented team using largely earned media and own media channels with in-house creative concept development, design and execution.



A member of the Global Communications Team receives the IPRCC Gold Award.